

VARIETY

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56 PAGES

HIGH PRICED OLD TIMERS

**Lifetime of Grief, All in Single Day,
Swamps Sole Cleveland Burley Stock**

Cleveland, May 2.

All the untucky breaks a theatre could get in a lifetime poured down in one day on the Cameo, this burg's only burlesk emporium which experienced a temporary padlock clamped on by the unpaid landlord, a fight in lobby with creditors and detectives and then the house had to fight a strike by musicians and stage hands after refunding \$500 for a postponed show.

When the show finally did go on at midnight, 10 hours later, it was for benefit of three dozen stranded performers who had been holding a bag of I.O.U.'s and a lotta false hopes.

First act of the drama started when a small army of landlord's lawyers and private dicks swooped down on Cameo, barricading the doors. A week's rent of \$500 was the demand, and matinee curtain wouldn't go up. Murray Winkler, house promoter, tried frantically to clear the lobby of invading force with a one-man tackle but his footwork was bad and the only result was a traffic jam in the street from the crowds and refunds to about 500 ticket holders.

Pilot Thickets

The troupe's actors, learning there was no payoff, began the second act by sawdunking for at least train money home. After a long pow-wow, the landlord proved he had a heart by okaying an evening benefit performance for them.

Theatre was reopened and tickets sold, but evening show plans went haywire when the unpaid union musicians refused to toot a single note until they got \$300. Attempts by Al Baker, stock producer, and company to form a band of their own was knocked in head by stagehands who refused to pull a rope without a union orchestra in the pit.

More huddles between unions and management ended in a compromise. (Continued on page 54)

**1,000 SEAT NITERY
ON TOP OF BIZ BLDG.**

Top of a New York office building, the Brill, is a candidate as a new roof spot. It will be the first such venture to operate atop an office structure if the proposal goes through. Jack Pine, vaude producer, has the intention.

Originally the Leftcourt building (4th and Broadway), A. E. Leftcourt planned the top as a penthouse for himself. The roof garden would be one of the largest in New York, seating 500 under cover and 500 out doors.

Fine is forming a corporation to lease the property and is reported angling for a commercial firm using radio for whom the roof would be rented. In return for this, would be broadcasting audio, etc. A name band is being sought for the spot on a percentage.

Backyard Cafes

Book business being what it is, a 47th street shop in New York, has cleaned out its backyard, equipped it with tables, chairs and colored umbrellas and turned it into a miniature Paris outdoor cafe.

Attempt will be made to turn the place into a literary outdoor haunt, like some Paris spots, point being that the book chippers will have to go through the shop to get to and from the tables.

**CIRCUS LEAVES
N. Y. WITH
\$650,000**

Ringling, Barnum & Bailey circus date at Madison Square Garden closed strongly. Although the final week was somewhat off, the show was reported \$100,000 ahead of last season, an increase of 15% or better for the New York engagement.

Early estimates for the total gross for the 23 days were topped and the final estimate is around \$650,000. Understood the outfit is routed into August but John Ringling stated the contracted dates cover but several weeks. Some talk of the show making the coast, following the strong showing here but business in the smaller stands will be the gauge as to length of season and territory to be covered.

Performance merit was a factor in big trade. There was no increase in billboards, in fact the number of stands were reduced in New York proper while the amount of lithographs was somewhat wider because of more empty stores. Coverage of outlying newspaper was stressed.

The Codonas went back into the show last week and on Friday the aerialists were going through the complete routine. No operation required on Alfredo's arm. The Loyal-Repenak equestrian act was switched to the Self-Photo outfit, Walter Guise troupe being the replacement.

What Waltzes Can Do

Increased prospective tourism to Vienna and Teutonic territory is being ascribed by travel agencies to the popular propaganda built up in the public mind about 'gay Vienna,' the 'Blue Danube,' etc. Travel bureaus believe that the influx of German operetta films has distinctly helped.

Would-be summer vacationists' inquiries are bullish on info concerning Vienna and Budapest, with Paris and London being passed up.

**76 FILM PLAYERS
SURVIVE 15 YEARS**

**Long List of Screen Celebs
Still Earning Big Money
Weakens Theory of Short
Life for Stars — Barry-
mores Among Leaders in
Consistent Financial Prom-
inence — Long-Absentees
Still Quote Four Figures**

ASKING ANYHOW

Hollywood, May 2.

Currently there are 76 players in pictures who knock into a socked hat the argument that the life of a picture star is limited to five years. Each of them have spent the last 15 or 20 years before the camera and are still in the big money. About 40 are receiving over \$1,000 per week. The rest are getting upwards of \$500 weekly.

In most cases, they are getting less per week just now than they received 10 years ago. But in some instances they are receiving their largest pay envelopes at present. A number of them have been in and out of pictures, splitting their time with the stage, but most have consistently stuck to the screen.

Top money for old-timers probably goes to the Barrymores, both John and Lionel having appeared with the old Biograph company. With Lowell Sherman they grabbed off \$1,000 weekly 15 years ago. Hobart Bosworth still getting upwards of a grand was taking that amount out of his own company before Famous Players was founded. Mary Pickford, Wallace Berry, Thomas Meighan, Harold Lloyd, Charles Murray, Norma Talmadge and Lewis Stone have been grabbing big money for years.

Last Word

Los Angeles, May 2.

One of the local traditions is the feud between Robert W. McKinney, owner of the Regent theatre, and H. E. Swan, proprietor of the Vermont, a nearby house.

Swan lowered his admission prices from 25 to 15 cents, underselling McKinney by a dime. McKinney retaliated by admitting ladies free every night except Saturdays and Sundays. Swan met this by printing 10,000 passes, which together with a dime were each good for one admission each.

Now McKinney has a sign in front of his house saying that Swan's passes are good at his house.

**Roger Kahn Has a Squawk, at 24 He
Is Not Earning as Much as When 14**

Holdup on Set

Hollywood, May 2.

Mixing with a crowd of extras at an exterior set for 'New York Town' in Compton, nearby town, a Mexican stick-up artist singled out two male extras and through the persuasion of a revolver, marched them into a gully close by and relieved them of several dollars apiece before taking to his heels.

No one else working on the Warner picture was aware of the real-life drama that was occurring. First time on record of so daring a procedure on a picture set.

Roger Wolfe Kahn, son of Otto H., the banker, bemoans the fact that at the age of 24 he's making no money, whereas at 14 he was enjoying an income from orchestras independent of his family heritage. Hence, young Kahn, after over a year of honeymooning in Europe and Florida, is back in the dance band field with his original orchestra almost intact, boys being recruited from their other radio and recording activities.

Kahn will make four disks for Columbia this week complaining that, if they try to chisel me, I'll go some place else where I can make more money.

In the same breath with his discussion on dance band economics, Kahn states that if no radio commercial period eventuates this summer he and his bride (formerly Hannah Williams of the Williams Sisters) will go abroad again as it's cheaper to loaf in Europe than over here.

While living at the Kahn mansion on Fifth avenue, in itself a departure since young Roger Wolfe always maintained his own apartment, the scion of the banking family pays a compliment to his father by stating: 'That's one thing my family never tried to do for us; plot our careers or marriages.' Gilbert Kahn, who used to sit in with Artie Hand's California Ramblers and thrack a banjo, eventually turned to banking because he wanted to.

(Continued on page 31)

**FREE SHOWS TO
IDLE, EQUITY
INTENTION**

The legit profession through Equity, its organization, proposes to tender free performances as a further contribution to help out in the depression. Idea is not in the guise of benefits, but aimed to bolster the morale of New York's white collar unemployed.

Proposal is for two shows to play an extra matinee each week. There is to be no admission charge. Tickets would be distributed by block-aiders who have data on persons of good standing who have been forced into idleness—people who no longer can afford to patronize legit theatres.

The plan was conceived by Frank Gilmore, Equity's head, and has been endorsed by the council. The Theatre League indicated it would also accept the idea which will then be presented to the stage hands and musicians' union. It is necessary for the latter to agree to contribute services gratis.

The plan is to be tried for four weeks and if regarded successful would be carried on indefinitely. The better shows are included, and it is believed the actors will readily fall in line with Equity's lead.

RUSSE NEWSREEL HOUSE

Amkino, New York distributor of Soviet films, is angling for a Broadway house to be turned into a Russian newsreel theatre. Idea is to have a full hour show, at 25c, exclusively of Russian newsreel clips.

Amkino is piling up footage in order to have a reserve when starting. A travelog short may be thrown in to help fill out the time. To date Russian newsreels over here have been silent or dubbed with sound.

**ENTIRE N. J. TOWN
ON ROLLER SKATES**

Matawan, N. J., May 2. This burg of 2,500 people is going roller skating nuts. Everybody's taking up the ball bearing today. Mothers and fathers, besides the kids, are skating around the streets.

So many residents are taking it up, the constable is considering a proposal to rope off some streets to protect the skaters against traffic.

Despite the similar name this town, unlike the one in N. Y., isn't popularly known for the same reason. But that may come.

**All They Can Eat
And See for \$1.50**

Minneapolis, May 2. Local night club with a floor show advertising all the food and ginger ale or other beverages that one can consume and dancing and entertainment for \$1.50 per person.

Newspaper ads inform patrons how much they are being charged a buck and a half per individual as checks will not run in excess of that amount.

Burke Endorses All the New Film Trends; Pleads the Writers' Cause

By CECILIA AGER

Most of those concerned with the making of pictures in Hollywood dread the studio economy regime proposed by the bankers; Edwin Burke looks forward to it as a boon. "Reduces production costs of pictures and you improve the pictures themselves. When you economize on production splendor, you are forced to concentrate on the genuinely important elements—acting, writing, direction," he says. "No lavish fashion parade ever saved a bad story, no amount of luxurious sets ever compensated for lack of idea. Denied the wherewithal to splurge, and so directed, the audience from the story's weaknesses pictures will have no choice but to place emphasis where it really belongs—on story plausibility, on sensitive casting, on true, instead of flashy, direction."

Picture audiences aren't interested in the cost of a picture anyway, Mr. Burke believes. They are not aware of the sums spent in the production of pictures, and so influenced by its costs when giving a picture their patronage. "A million dollar production" means nothing to them. They respond only to its entertainment value, its entertainment value is not measured by the monetary investment in a picture, Mr. Burke holds, but by how much in common it has with the lives and experiences of the people who see it.

A good picture is one that has the human quality, that is sincere, universal in its application. Its story is one that might happen to anybody. It is not a special case, but a common denominator for its audience.

1932 Economics
It is almost bad taste today, in Mr. Burke's opinion, when everyone has felt the pinch of economic necessity, to flaunt scenes of extravagant luxury on the screen. People no longer talk nor think in terms of thousands of dollars. Life is no longer lived in palaces, nor expressed in vast fortunes. Hundreds of dollars are now princely sums. Pictures should, and must, adjust themselves to the current situation if they do not want to offend and alienate the masses, an audience unapologetically reduced in circumstances.

Cutting production costs is not only a wise move economically for the picture industry, but as a result of smaller production costs, pictures will have to be simpler, more honest, more natural, hence more sensitively attuned to life today. They will have to depend upon their writers, actors and directors to distinguish them now, says Mr. Burke, and therefore better acting, writing, direction—and consequently better pictures—will result.

The newspapers, present the best guide to 'hot' picture story material, he points out. The drama in the dailies, their human interest yarns and stories of real life, have made adequate audiences conscious of humanity. On the screen too they now want things that are humanly possible, that have the simplicity and reality of universal experience. News stories, because they express the contemporary mood and scene, provide the truest basis for film fodder. They are certainly a pitfall clue to what interests the public, says Mr. Burke, but keep in mind that they are just that, a clue. Next it becomes the job of the picture writer to make them peculiarly suitable for the screen.

Don't Exaggerate

The screen always exaggerates. The sensational news stories of the day would seem utterly incredible if transferred intact for pictures. The Kreuger suicide, the Lowenstein disappearance, the Starr Faithful case, the Lindbergh kidnapping, for

Influence

Hollywood, May 2.
George Rosener, and wife are exposing themselves to the Laguna Beach art influence. George has bought a fish market and at Laguna Beach; Mrs. George is writing a book titled, "Fifteen Years Married to a Menace"; Arthur Caesar lives next door to the Roseners at Laguna Beach.

Masquers' Mortgage

Hollywood, May 2.
Looks as though the Masquers will be able to keep the roof over their home. Have received a first payment of \$1,700 as the first returns from Radio on the series of short stories by them for RKO-Pathe, mainly the Widow's Mortgage, foreclosure satire.
The money will be applied to paying off the Masquers' own mortgage.

KIDDING A COMIC

Stan Laurel Ancient Series for Comment

Hollywood, May 2.
First instance of a player now active being kidded in a revival of old-time films with the synchronizing of a series of shorts with Stan Laurel. Joe Rock, who made the comedies for E. B. O. in 1926-27, will be the main part of both bags and will add a running description with music and sound effects.

Series, which numbers 12 shorts, will also be prepared for Italian, French, Spanish and German markets.

Montgomery for Davies, Who Wanted Clark Gable

Hollywood, May 2.
Marion Davies gets Robert Montgomery as her leading man in "Two Brides".
Metro studio declined to give her Clark Gable who was the lead in "Polly of the Circus" and was wanted by Miss Davies for the new picture.

Instance, actual happenings; tremendous in their scope and implications, would screen as the most fantastic dreams of an opium-eater. The writer for pictures must modify, select, carefully eliminating the "special" aspects of real life story, use only those phases that are universal. He must take life as it has been recorded in the papers and make it believable, soften its tragedy, for the screen. He must, paradoxically though it may seem, make the truth of life plausible.

The problems of his own particular field, the writing and directing of dialogue, Mr. Burke finds are solved by sincerity of intent. A dialogue writer need never fear that big words of talking pictures—audience laughter in the wrong spots—because he is sincere, psychologically true, honest. Let his characters eschew pompous polysyllabic words and speak in the simple idiomatic phrases of the street. "Listen to conversation on street corners in railroad stations, wherever humanity meets and talks. Write your dialog in those homely terms, and your picture audience will listen and accept it. But be synthetic, flowery, artificial, and you have their deserved derision."

Mr. Burke has high hopes for the artistic worth of dialog in pictures. He believes in the beauty of words in themselves, and he predicts sensitively written dialog that will have the emotion-stirring quality of music. "Silent pictures were made by the moods created by their musical background; the same moods can be achieved by words—for words, too, are beautiful. For example, the loveliness of pastoral China is expressed by the very language of 'The Good Earth'." It has the stately music of Beethoven in its simple, biblical prose. Some day a writer whose work is attuned to the beauty of the speech of Broadway will capture its phrases and make of it music of today.



WILL MAHONEY

At Grauman's Chinese Theatre, Hollywood.
The "Herald Tribune" said: "First among the comics is Will Mahoney, star of the late 'Vanities,' who dances his famed xylophone dance. He has no trouble in maintaining the good cheer promoted earlier."

Direction

RALPH G. FARNUM
1660 Broadway

KELLOGG'S ODD VOICE TURNS FORD MOTOR

Hollywood, May 2.
Snuffing out a burning flame and starting a Ford motor by radio was the dramatic moment of Thursday night by Charles Kellogg, the woodsman, in the home of J. J. Murdoch. A distinguished audience of 150 persons gathered in the gymnasium of the Murdoch home to witness the phenomena. Kellogg was broadcasting at the time from KFI, 10 miles away.

Kellogg, formerly in vaudeville but retired for the past seven years, lives at Morgan Point, Calif. His real caviar and throat structure, markedly different from normal, permit him to pitch sound at freakish vibratory ranges. These vibrations broadcast by radio made the flame flutter and the motor turn over. Special police escort rushed Kellogg from the Murdoch home to KFI after the preliminary experiments while the guests remained behind.

In the Murdoch gymnasium were Louis B. Mayer, Cecil DeMille, Harold Lloyd, Mildred Davis, Raoul Walsh, Sam Wood, Pat Casey, Douglas Shearer, A. H. Giannini, Louella Parsons, Hubbard Eavvy, Rabbi Edgar Magnus, Martha Sleeper, C. C. Sullivan, E. D. Derr, Harry Weber, District Attorney Joe Choate, and newspapermen, four policemen, two lawyers, three musicians, eight sound technicians, six doctors, two automotive engineers, one voice culture, one physicist, and two members of the Board of Education.

Hayes in 'Barretts'

Hollywood, May 2.
Helen Hayes may be starred by Metro in "Barretts of Wimpole Street" on an arrangement with U. A.
Katherine Cornell play was originally sold to United Artists for \$30,000.

Langdon's Breaks

Hollywood, May 2.
Harry Langdon missed another chance to get back into pictures. His 25-year-old, negotiated a deal with Paramount to take the comic under contract and he was marked in for "On Your Mark".
He was compelled to drop the deal when unable to cancel his eastern-vaude appearances.

FOX'S NEWSREEL FILM

Fox will do a story glorifying the newsreel man with one of the "Fox Movietone" men, Charles Peden, to assist as technical advisor. Peden came to attention with his book (non-fiction) on the "Newsreel Man".

Peden will most likely assist on the scripting as well as technical supervision. Fox previously did a newsreel romance.

Borzage-Levien West

Frank Borzage, director, and Sonya Levien, left yesterday for Hollywood immediately upon their return from Europe.

They did some preliminary work on "Cavalcade," which saw in London.

Gravy Grows Thin for Hollywood's Femme Detective, Who Hates Muggs

Qualifying

Hollywood, May 2.
John Peter Richmond, local Shakespearean, was given a part as soap box orator in Paramount's "Forgotten Commandments" but was "instructed to report to work in clothes older than those then concealing his frame."
Having no older clothes the ambitious Richmond, slept in his suit and thereby passed muster.

4 Legits Set

Glenda Farrell, from legit, has been placed by the Jenie Jacobs office with Warners. Contract is for two pictures.
Dolores Casey and Vivian Mathews, also legit, are en route to the Coast for Sam Goldwyn on the monumental terms. Placed by Corliss Adamson.
Helen Coburn, legit actress, contracted by Metro, leaves for the Coast next week. Customary three month option.

Miss Coburn was previously under option in the east to United Artists but the deal was not closed.

PAYS TO LEAVE HIT

Gargan Buys Release from 'Kingdom' to Make Film

William Gargan, legit actor, is paying Gilbert Miller \$1,500 for a release from "Animal Kingdom" in which he had been appearing. Actor left the coast for the role of "Handsome" in United Artists' talker of "Rain".

Gargan who was a possibility for Radio's talker of "Kingdom" is succeeded in the latter show by William Harrigan. Miller had Gargan under a run of the play contract which necessitated payment of the release.

Jacq'ne Logan Leaves

Play to Direct for BIP

Jacqueline Logan has handed in her notice to John Adams, producing "Coast to Coast," legit play satirizing radio, forced to cancel in order to leave for London within a fortnight. She holds a contract with British International.

Actress will direct and write for BIP.

SAILINGS

May 11 (New York to London): Mr. and Mrs. John Byram (New York).

May 12 (New York to Rome): Charles F. Baker (Roma).

May 5 (New York to Paris): Gilbert Miller, Mrs. Holtz (Bremen).

May 4 (New York to London): Mr. and Mrs. George Arliss, Richard Aldrich (Berengaria).

May 4 (New York to Berlin): Joe Freedman (Bremen).

May 1 (New York to London): Pat Powers (De de France).

April 30 (New York to Paris): J. Shubert, Arthur Toscanini, Yehudi Menuhin, Moshe Menuhin, Mr. and Mrs. Arthur Bodansky, Angelo Bada, Marie Dressler, Clarence Brown, Norman McLeod, Evelyn Waxman, Mr. and Mrs. E. Sherwood, Mr. and Mrs. Marc Connelly, Philip Merivale, Mrs. Rudolph Ganz, Maria Gambarelli, Neil Kelly, Eddie Hanlon, Casati Rivoli, and George Gold (de de France).

April 28 (New York to Berlin): Hortense Aiden (Stuttgart).

April 28 (New York to Berlin): Arnet Tokantyn, Belle Dillah, (Columbus).

April 27 (Berlin to New York): Mitja Niklash (Bremen).

April 26 (San Francisco to Tokyo): George Weltner (Pres. Grant).

April 25 (New York to Berlin): Sam Wren (Hamburg).

Tala Birell-Henley Team

Hollywood, May 2.
Universal's assignment on "Broken Dreams of Hollywood," U's contribution to the cycle of Hollywood lowdowns, has Tala Birell as the star, with Hobart Henley directing.

Hollywood, May 2.
Eyeing a 'Variety' mugg with upstaged distaste, Mary L. Reno, Hollywood's only female private detective, permitted herself to be quoted as admitting business is lousy. "But she didn't admit that it was any of 'Variety's' business how her business was; and she was just a wee bit hard-boiled about it. When 'Variety' mugg asked what she'd charge to hunt a house, Miss Reno implied that any more fresh remarks and she would sock pronto."

Miss Reno is every inch a detective except for the cigar and the derby. Instead of a derby she wears a beret. Her mannish attire carries out an impression of aggressive efficiency. She is the "motion picture representative" of the Nick Harbart Detective Agency. She doesn't like the depression, Yale locks or newspapermen.

Right now she has a couple of operatives gussing celebs' children because of the Lindbergh scare but the divorce grudge is running thin. With money scarce and both halves of the marital arrangement gone, the picture people, however, the demand for private dicks has fallen off. Wives are doing their own sleuthing. "Miss Reno can't get a thrill or a bill out of a train-aid of picture people these days."

'Variety's' inquisitive, interest in the technique of shadowing celebrities was rebuffed by Miss Reno. To fact, 'Variety' was rebuffed on all points. Fastening a deadly William S. Hart star on the quizzical news-gatherer, the stalwart wife herself confided that her favorite dish was broiled reporter. The mugg screamed.

Retakes Precautions

For Harding and Garbo

Hollywood, May 2.
A week's retakes are in progress at Radio on Ann Harding's picture, "Westward Passage." Following "Prestige" the star is insistent upon turning out a better grade entertainment.

Meanwhile it is known around the studio that Miss Harding wants to get away from the type of domestic weeping she has been doing for Radio. Glamorous stories afford opportunity for wearing something more fetching than a bungalow apron is reputedly Miss Harding's idea.

Studio is said not to agree with Ann Harding's conception of herself and to hold that high society drama is identified with Constance Bennett so far as their program is concerned.

Metro ordered retakes on Garbo's "As You Desire Me" to give star a better break.

Film About Kreuger

Hollywood, May 2.
Warners will make a picture around the career and death of Ivan Kreuger, Swedish match industrialist, who was shot by police recently with Warren William in the stellar role.
Story is by George S. Gollw, novelist.

BACK FOR CAMERA

Cleveland, May 2.
Jimmy Durante wound up his low tour at the State here and, after giving the boys for the schmoose cheer for their tough treatment to him, left for MGM's coast studios to start two new flickers.
First assignment will be "Spick Bently," based on Clarence Buddington's "Footlights." After that will be cast in "Turn to the Right."

MADGE BELLAMY BACK

Hollywood, May 2.
"Girl with Red Hair," by Bob Schenck, has been sold through Al Cohen to Trojan Pictures, new indie company headed by Jesse Goldberg.
Madge Bellamy is wanted for the redhead.

Choose rather to be the tail of lions than the head of foxes.

MR. AND MRS. JACK NORWORTH
136 West 42nd Street
New York

OPENING DOORS

M-G SAYS GABLE TOO VALUABLE FOR POLO

Hollywood, May 2. Clark Gable is the first reported instance of a studio forbidding a player to participate in the hazardous sport of polo. Metro has said mix to Gable's contemplated debut as a polo player.

Riding hardly more than a year, Gable from a rank novice on the Griffith Park bridle path blossomed on the practice field and was slated for his first public appearance a week or so ago. This did not materialize and it is understood all likelihood of Gable being seen at a polo team is cold.

Metro is said to have received word of several nasty spills Gable took in practice and with visions of their hooded kid being his manly physique crushed under a horse, they quickly laid down the law.

Gable was also persuaded that by allowing himself to be used at a boxoffice magnet for polo matches he would cheapen himself. Especially if he were not equestrian enough to live up to the billing.

Tone Down Hollywood Films' Inside Stuff For Boxoffice Safety

Hollywood, May 2. In their production of Hollywood stories with a studio background producers have agreed not to tip off too much about picture production.

Universal's 'Cohens and Kellys in Hollywood' and 'The Lost Squadron' from Radio had more inside picture stuff than will Radio's 'Truth About Hollywood', Columbia's 'Hollywood Speaks' and Universal's 'Once in a Lifetime'.

With half a dozen Hollywood pictures released, the feeling is that if too much is told about production the audiences will become overwise with a resultant boxoffice effect.

GERMANY LIKELY FOR DIETRICH-STERNBERG

Hollywood, May 2. Failing to settle their difficulties with Paramount, Joseph von Sternberg and Marlene Dietrich will probably go to Germany for a picture.

It is doubtful whether Paramount could legally prevent the pair from working in Germany although the studio said it would try. Reported von Sternberg is engaging Nathan Burkan in the east to represent Miss Dietrich and himself in any litigation.

Suspension of the pair without salary followed their refusal to do B. P. Schulberg's altered treatment of 'Blonde Venus'.

Josef von Sternberg returns from New York tonight (2), with Paramount suspension still effective but damage suit not filed yet. Marlene Dietrich also suspended, hasn't left city at all.

Muni-WB in July

Hollywood, May 2. Paul Muni is due here in July to take up a permanent contract with the Warners.

First job will be a fugitive from a Georgia chain gang story by George Burns.

CARILLO'S INDIE 4

Leo Carillo is going back to the Coast in two weeks. He has a deal on foot for Joe Schmitzer for four pictures.

Latter will produce independently for Radio release.

Testing Air Acts

Chicago, May 2. Universal and Metro are making screen tests of local radio artists. Both tried Wrigley's 'Myrt and Marge' company, Universal recording the entire cast of six.

Metro looking over the leads, Margaret Vail and Donna Denard.

Metro has also taken a number of individual tests around the local stations.

Sharon Lynn Spends \$2,000 for Clothes In Free Legit Date

Pasadena, May 2. Advantage of even a little theatre as a showcase for players wanting to crash films is indicated by Sharon Lynn, who spent \$2,000 on wardrobe for a part she is doing gratis. Actress, off the screen for months, wants to make a comeback in dramatic roles. She is doing a supporting part in 'I Love an Actress' at the Pasadena Community Playhouse.

Miss Lynn is putting all the flash possible into her scenes in hope of attracting a studio eye. Theatre is well covered by film people.

Douglas Montgomery, who high-tailed into her scenes in hope of attracting a studio eye. Theatre is well covered by film people.

Douglas Montgomery, who high-tailed into her scenes in hope of attracting a studio eye. Theatre is well covered by film people.

\$50 KIDNAP RACKET FLOURISHES IN L. A.

Hollywood, May 2. Petty kidnapping racket, evidently inspired by the Lindbergh case, has been annoying picture people for the past two weeks. Celebs have been receiving cryptic messages from an unknown claiming there is a plot to kidnap their child, but for \$50 they'll get complete details of the plan.

Several have handed over the \$50 only to discover that it was \$75, with the crook ducking immediately after he received the money.

Police have been called in, but in each case they have been told to let the affair drop, the picture people fearing resulting publicity would be a build-up for other racketeers.

Same gag has been worked on people outside of the picture business and has been particularly popular in Pasadena. Activity of the Pasadena cops has chased the racketeers to Hollywood.

Joe Schenck as New Operator of Caliente

Los Angeles, May 2. Joseph M. Schenck, head of United Artists, has been propositioned to assume management of Agua Caliente, Mexican resort, in which he is a large stockholder. Decision of the picture executive is not known as yet.

It is also proposed to have Hal and Lou Wertheimer take over the gambling casino there with Joe Smoot, veteran race track operator, already having applied to Schenck for charge of the Caliente track. Smoot is here following his handling of a Florida saucer the past winter.

The Wertheimers ran The Dunes, casino, in Palm Springs, which became well known this winter.

UNITING FAIRBANKS

Hollywood, May 2. Mary Pickford is expected here from New York Wednesday (4), two days ahead of Douglas Fairbanks, who arrives in San Francisco from his trip to England.

Miss Pickford will be met in San Francisco by Frances Marion.

EXCHANGE IDLE TALENT AS AID

M. C. Levee Points Out Producers Are Also Exhibitors—One Studio's Good Product a Break for All—Chides Division of Authority and Catering to the 'Boss' as a Grave Production Handicap—40% Waste.

FIXED CHARGES' BANE

By Cecilia Ager. 'The 40% overhead on production that is strangling the picture industry today,' says M. C. Levee, 'is a burden which prevents pictures from realizing little more than production costs—frequently not even that much—and can be traced directly to unnecessary write-offs on actors, directors, writers and stories purchased but never used.'

First of all, Levee points out, a \$1,000 per week actor actually costs the studio \$2,000 a week on the 40 weeks per annum basis contract currently prevailing. He averages for pictures a year, and the production period for each picture averages six weeks. So he works 24 weeks a year, is paid at a minimum for 40, and the rest of his salary—unequally—becomes a studio carrying charge, deadweight increasing the overhead.

The same waste in salaries is true of directors, says Levee, although not in as great a proportion, for some directors work preparing their stories for several weeks in addition to their actual shooting time. The proportionate delivery by writers, compared to salaries paid, is all out of line, from Levee's viewpoint. A story becomes a football to be kicked around by a dozen writers, passing from one to another, each adding a little, each adding a little, each distorting the original theme a little, until it is turned into the boss who, like as not, returns it to be kicked around again.

Meanwhile, the actor, writer is being paid a salary week after week; in many instances writers have worked on the lot a full year without any of their contributions being utilized for production.

No Story 'Nuts' Then there is the money spent in the purchase of stories that never reach production, to add to the overhead which eats into successful pictures' potential profits. An independent producer, explains Levee, never buys a story until he's absolutely certain he is going to use it. If he has trouble with the adaptation of it he sticks by it until he gets it. He can't afford to pay cash for material and not get a return from it. And the point is, adds Levee, that neither can the big studios do this any more.

The current set-up in the studios, which entrusts absolute authority to one man for fixed annual program is of such size that it is beyond the physical capabilities of one man to handle it. He can't afford to pay cash for material and not get a return from it. And the point is, adds Levee, that neither can the big studios do this any more.

The Open Door Every major producing company has theatres to fill now, says Levee, (Continued on page 25)

Turpin's Two

Hollywood, May 2. Ben Turpin is making his screen comeback with two parts set at one place.

He goes into 'Merton of the Movies' and 'On Your Mark' at Paramount. Jack Sherrill, agent.

Another Caravan from B'way To Hollywood, and Nothing Certain but Freak Climate

Perfect Guest

Hollywood, May 2. Picture actor, far the worse for liquor, was taken to the home of a film comic by a friend during a party. Host was very solicitous and obliging and asked the other actor to call again.

Drunk has done so quite often and never when sober. He thought from the first, and still thinks, that the comic's home is a speakeasy and before coming always phones to know if the joint is still open.

Star Autographs By Office Boys And Fans Happy

Hollywood, May 2. Supplying autographs of celebs for fans, mostly on photographs, has become a recognized business adjunct of the studios although it is 99% synthetic.

Some studios work on the theory that any signature will fill the bill for the hinterland fans, with scores of different autographs of the same people scattered over the world and no one the wiser. This because any one from the office boy up—but not too far up—signs the celeb signatures.

However, occasionally comes a request from some one that matters, generally an exhibitor, and these must be more or less authentic. These autographs are entrusted to the studio 'forgers'—various studio employees who have shown themselves adept at imitating signatures.

It's all fake with the stars because it saves them from possible writers' cramp. So far none of the legal forgers has tried the signatures on a check so that's fake again.

Moore-Metro

Hollywood, May 2. Colleen Moore hasn't autographed a contract yet, but her Metro deal is still likely.

Meanwhile, Colleen is back in her old home, which had been rented during her long absence, and gives her first Hollywood party as Mrs. Sprott on May 8.

Johnson's Motor Tour Hollywood, May 2. Joseph Johnson, his salary action against Fox adjusted, leaves Hollywood today (Monday) by motor.

He will go on an extended trip with a protracted stopover among his kinfolk at Atlanta, Georgia, and probably report at the Tammany wigwag before the presidential elections.

DARRO'S CONTRACT

Los Angeles, May 2. Nat Levine has given 14-year-old Frankie Darro a \$25,000 contract at \$50 a week for his work in two Mascot pictures and for furnishing privileges. Farming agreement is that the producer takes the first \$1,200 and any direct expenses for publicity or preparing material, after which the boy actor shares 50-50.

If Levine uses Darro in a third Mascot picture he carries a \$300 check.

Hollywood, May 2. Clo 'g of the legit season in New York, summer railroad rates, hope that the Hollywood rainbow is still shining, good transcontinental motor roads and the continual boasting about Hollywood by both its employed and lay-offs, presages a heavy influx of eastern show people to Hollywood within the next few weeks.

Already the vanguard of the eastern contingent is arriving by plane, boat, train, motor and hitch hiking.

It's estimated that 200 have dropped in during the past month, some with contracts, others with an aemic grouch bag and an abundance of hope.

English Newcomers Closing of Grace George's 'First Mrs. Fraser' left A. E. Mathews, Reginald Mason and John Halloran in town to try pictures. Mathews is up for a contract at Metro, while the other two are looking for one picture at Warners. Billie Burke has decided to stay on the coast for legit and picture work. Gertrude Vanderbilt is here to try pictures. Miller and Mack from vaude are also flirting with pictures. Frank Fay is back again with nothing but the flickers in mind. Herb Wilkins is with the Vanities has bought himself a home and will return here when the season closes. Seymour Felix and LeRoy Prinz both dilled California about three months ago and are back again.

Roth's Quickie Ralph Morgan and Arthur Pierson are here for good; Morgan with Metro and Pierson at Fox. Lew Brice is promoting Murray Roth, in town thru 's days, set himself as a writer with Fox. John Millett, Tom Carrigan, Roy Cummings, Robert Sparks, George Meeker, William P. Carleton, Marlon Burns and Claire Windsor are recent arrivals. Charles Campbell, currently in the Coast production of 'Church Mouse', likes the climate and will stick 'or pictures.

Despite all the optimism, climate about the sunset thing here and that has been double-crossing the natives and transplanted ones of late, any time an actor crosses the state line into Calif rnia he's taking a chance.

Bait There's plenty of bait held out for the easterner who has just scraped (Continued on page 54)

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Censorship, Cycles and Codes Among the Essential Cautions With New Season's Prod. Start

On the eve of the new production year major companies are being advised not to play codes against each other; not to defy the censors, and, not to let conditions panic them into a picture state of mind where they will cast all caution to the winds and produce anything that they think will draw.

Production advisors reveal there's a chance that the industry will have a markedly varied picture outlay with no such strata as a general thematic cycle.

Small Cycles
There will be a flock of what are termed 'small cycles'. These, however, do not include a juvenile division, it being admitted that the boxoffice was over-juveniled last year, which is also passing into several new releases as carry-overs. Crime through the eyes of the law, rather than the crooks, will be popular.

Chain gangs and prison motivation also is indicated for one of the production spokes.

Political subjects, mostly based on travesty, are in for more than several.

Prohibition will also be sprinkled in the major company schedules. The industry cannot afford to be wet or dry, but that it cannot maintain a fence position in all themes dealing with ethical and social problems, is also conceded. Too much 'fence' minimizes entertainment value.

Codes-Censors

Playing code against code is de-fine by Hayettes as not only complying with the production standards but seeing that the same are reflected in the type of exploitation given such pictures.

There are now censor boards in 133 cities and six states. A survey of the U. S. censor states and cities, of which producers will shortly be advised, shows that censors are stronger because the wholesale newspaper accord they received in their drive against gangster pictures.

Ben Piazza, New Metro Caster, Replaces Thau

Hollywood, May 2.

Benny Thau is not going to Europe for Metro, as expected. He is out as casting director.

Ben Piazza takes over Thau's work. Latter is a former Orpheum circuit booker and has been at Metro for about two years.

Trial Jury to View Film In Suit by Ruth Fallon

Syracuse, N. Y., May 2.

Perry Spencer, managing director of Warner's Strand, will face a jury trial in police court here on Friday on the charge of criminal libel preferred by Ruth Fallon, of this city, as the result of the local presentation of 'The Mouthpiece'. Miss Fallon contends that the picture constitutes a libel on the memory of her father, the late William J. Fallon, New York attorney.

While Warner counsel was engaged in preparing a defense, police forced their way into the locked Strand projection booth and removed the film to police headquarters.

Prior to trial, the picture will be shown privately for opposing counsel, and it is anticipated that it will be similarly presented for the jury which will hear the case Friday.

MICHEL RETURNS EAST

Westwood, May 2.

W. C. Michel, executive vice president of Fox, left here Friday (23) to return to New York.

Michel had been here a week to look into studio operation during Richard Rowland's sudden illness.

New Version

Ft. Worth, May 2.

'Come home, son, two pushers on the place,' said a wire to Odell Sellers, usher in a local theatre.

WB PLAN SEEKS ECONOMY OF \$800,000

Hollywood, May 2.
Warner Brothers will save \$800,000 through currently plotted concentrated economy to start in June. Idea is to arrange six and 12-week layoffs of contract stars and directors.

Almost everyone on the lot will be handed one of the forced vacations but the periods of departure and return will be so arranged as not to interfere with production which will continue throughout the summer.

WARNER BONUS FOR 1,500 MEN IN FIELD

Around 1,500 employees, including some directors and their entire staffs will participate in the bonus plan at Warner theatres which went into effect this week and will continue throughout the summer. Joe Bernhard, director of Warner theatres, effected the plan which goes beyond the profit-sharing idea; it is based on grosses.

The bonuses will run from one to 24% depending on the class of theatre.

Bernhard figures the bonus idea as another phase of localized operation. If it brings results he will extend the bonus scheme as an all-year-around proposition. None of the homeoffice executives participate in the bonus but for the field the plan is calculated to make up for salary cuts which have been instituted along the line.

Various economies instituted in the theatre division have resulted in some \$70,000 weekly being cut off the overhead.

Newark, May 2.

Harry Kalmine is offering Warner managers a chance to make up for the cuts. A reasonable expected gross has been given them for 18 weeks. Those who beat this will receive 4% of the gross over it.

RADIO CITY'S THEATRES SEPARATELY OPERATED

Operating responsibility of RKO's two theatres in Radio City may be divorced from the regular theatre end of RKO or the broadcasting operations of NBC. The two houses now nearing completion, may be organized as a separate entity with Roxy at the head. This angle is merely on operation with the existing affiliation remaining as is.

Under such basis the RKO theatre heads can act as advisory to Roxy, who will be directly in charge of operating the two spots. These theatres are the contemplated and as yet unnamed 7,000 seater music hall and the 3,500 seater picture house. The picture house is expected to be completed first, around October.

On Wednesday (4) the laying of the cornerstone of the new RKO office building in Radio City is scheduled to take place. So far, operating policies for either of the two theatres are only in the formative stage.

MORE SWITCHES IN PAR STAFF AT HOME OFFICE

Reorganization moves in Paramount Public include a new list of people who are going out. Louis Schwartz, legal executive, for many years with Paramount in charge of all talent contracts, clearance of story rights, etc. departs May 14. Several assistants in his department are also being dropped.

Another elimination is J. R. Koepel, long in the Public operating department. Prior to heading a special service operating department at the home office, he was division manager of the Atlantic Seaboard. When Koepel disobeys latter part of May, under intentions, his department which sought to doctor B and C operations will be disbanded.

Dr. Emanuel Stern, official medico to the Paramount Public organization and president of the Paramount Pop Club, is returning to private practice but will be available, according to notice sent out, to P-P employees two hours daily (10-12 noon). He goes off the P-P payroll.

As head of the film dept in charge of film prints, shipping, etc., Fred Keller is being succeeded by Palmer Stillson. Latter, formerly traffic manager, was dropped by Paramount several weeks ago.

Another return to the P-P payroll is Morris Greenberg, unequipped about a month ago as chief of the construction department, activity of which has been greatly minimized through cessation of theatre building. Greenberg will step into a created post at the Hollywood studio in charge of cost control over studio equipment, taking in cameras, lamps, props, etc. He leaves something this week. Greenberg has long been identified with cost control, having moved from duties of that nature with E. & K. to his last P-P spot in New York.

Triple Relay

Cardew, Smith & Ross, English theatrical lawyers, are starting suit against Edwin Cardew, for \$1970, allegedly due them for legal services rendered the director when he was abroad recently.

Action represents a triple legal relay, since the English firm has notified House, Grossman & Vorhaus in New York to sue and the latter have informed their Hollywood reps to complete the deal.

ECONOMY'S LAST WORD SPOKEN BY LAEMMLE

Hollywood, May 2.

To cut expense of the location trip to Greenland where 'Iceberg' will be produced, Universal will have the feature's cast make a comedy on board the ship while en route from Hamburg to Greenland. Story is being written by Ewart Adamson and will have a steamship deck cast.

Gibson Gowland will be the only Hollywood actor to make the trip. Others to be picked in Europe are Leni Riefenstahl, German star; Supp Ritt, German; Walter Rint, Austrian, and Udet, German aviator.

Comedy idea has a second economical twist in that the players will also be expected to bring back the versions in French and German.

LOUIS CLINE AS PAR'S TALENT SCOUT IN EAST

Paramount has taken Louis Cline on a talent hunt assignment. Cline starts immediately, his assignment being to hunt up new faces, no matter where he gets 'em, and train them to the point where they can become useful after he gets their claims.

Cline will confine his activities to the east, with headquarters in New York. After he gets his new talent in sufficient shape, idea is for him to send them west where they'll go into Stuart Walker's hands for the finishing touches.

Cline had been in charge of production for Horace Liveright when the book publisher was in show business.

Writers Waive Contract Credit Rights for Code

Hollywood, May 2.

Screen writers have agreed to the Academy suggestion that they waive any clauses in their contracts calling for credits on any basis opposed to the writer-producer code. Code limits credits for script work to two names per picture.

Indictments Dismissed Against Flinn and Lally

Dismissal of the manslaughter indictment against John C. Flinn and Henry P. Lally by the New York Court of Appeals brings to a finale, it is believed, the Pathe fire matter out of which the charges against Flinn and Lally arose. While the case could be sent to another grand jury under the law, expert legal opinion is that this will not be done.

In order to attempt another indictment, a court order is required permitting the matter to go before another grand jury, which, if occurring, would be the third move in that direction.

Public clamor at the time of the fire, plus pressure against N. Y. district attorney Crain, was largely responsible in forcing action against Flinn and Lally.

TERRETT RECALLED

Hollywood, May 2.

Courtney Terrett, a recent letout from the Warner writing staff, has been recalled to that lot for two weeks' additional work on 'Children of Paradise'.

Bluenose Pinch Prompts General Police Inquiry

Widespread police investigation of alleged bluenose graft in several industries was started Monday (2), afternoon—following the arraignment yesterday morning of Cornelius McNurney, alleged collection agent for the Lord's Day Alliance of the U. S. McNurney was held in \$7,500 bail pending action by the Grand Jury on a specific charge preferred against him by Charles O'Reilly, president of the TOCC, which recites that 'e attempted to extort \$1,000 a month from New York theatres on an ancient Sunday opening law.'

In the Magistrates' Court during McNurney's arraignment was Rev. H. L. Bowley, general secretary of the Alliance. Regarded as a setback for the bluenose cause was the arrest last Friday (29) of Cornelius McNurney, associated with the Lord's Day Alliance as a collector. McNurney was charged with attempted extortion.

While the Rev. Bowley, secretary of the Alliance, denied that McNurney was on the payroll of the organization, the Rev. admitted that McNurney was authorized by the Alliance to solicit funds.

McNurney was arrested in the office of the TOCC for following conversations with Charles O'Reilly, president. Police state they have a dictographic transcription of the purported conversations.

McNurney is especially charged with having accepted \$100 as a 'down payment' in an alleged agreement for \$1,000 a month from New York theatres. He is alleged to have promised that the Alliance would not prosecute theatre owners who opened at noon Sundays instead of at 2 p.m.

McNurney has a police record.

'Scarface' Gets Into Ohio And Hays Office Did It

Hollywood, May 2.

Edition of Howard Hughes' 'Scarface' approved by the Hays organization, is passing by the Ohio censors last week following a battle waged in Ohio by Jason Joy from the local Hays office.

Meanwhile Hughes has issued a statement in which he says that 'there will be no compromise with the censors' and states he will bring suit in New York to force the censors in that state to pass his picture.

He claims the censor board in New York and other states are conspiring with dishonest politicians to ruin a picture which at least makes good news copy.

'Orphan Annie' as Film With Mitzi Green—Radio

Harold Gray's syndicated cartoon, 'Little Orphan Annie,' has been sold to Radio for a feature via Leo Morrison. Morrison also arranged for Mitzi Green to be the orphan in the picture.

Hollywood agent is now en route to the Coast after a fortnight in New York on biz. He is flying from Chi to L. A.

Roach Wants New Kids

Culver City, May 2.

Desiring new faces in the 'Our Gang' lineup, Hal Roach has dropped three regulars from the contract list. They are Spud Bailey, Kendall 'Breezy' McComas and Dorothy DeBorja. Roach is also looking for a new dog, Peter, the regular, having been let out.

Our Gang kids are to have their regular stories broadcast shortly over NBC in a movie on which Jean Darling, Our Gang graduate, will m.c.

Jacqueline Lyn, three-year old from London, is being considered for the kid series. He's cast in the Laurel and Hardy feature.

Columbia's B'way Dates

Two more Columbia film bookings of Broadway are 'No Greater Love' into the Roxy, May 15; and 'Attorney for the Defense,' at the Paramount, May 27.



WILLIAM K. HOWARD
"THE TRIAL OF VIVIENNE WARE"

FOX SETTLEMENTS STOPPED

Cohen Heads Par Prod.; Lasky on Indef Vacation

Emanuel Cohen now holds full sway over Paramount production. Although, officially Cohen is only a nominal vice president, his actual job has been definitely set as chief of all production. In that way he replaces Jesse L. Lasky. Later has been requested to take a three-month leave of absence. Ultimate severance of Lasky's connections with Par is deemed certain as a result.

Lasky began his leave Thursday (28) and is headed for an indefinite vacation on the Coast. Cohen was elevated to a vice-presidency in Par at the annual stockholders' meeting held Tuesday (26). Cohen, Katz, John Hertz and Adolph Zukor, as well as Ralph Kohn were okayed on additional terms of office until 1934.

Fox advances kayo any eventuality of Lasky hooking up with this company. The Kent-Lasky combo was the one aimed for RKO when Kent was considering that company's proposition. RKO at the time was in need of a production chief and Lasky was the likely nominee.

Ralph Kohn in Full Authority While Par Execs West at Conv.

A total of 130 men from all departments will attend the Paramount sales convention, opening at the Ambassador, Los Angeles, Thursday (5), as against more than double that number in previous years. Distribution department is represented by 68, the theatre department by 21, miscellaneous h.o. personnel, 23 foreign department only three, and Paramount News, five.

Excepting Sam Katz, Emanuel Cohen and possibly other top executives who may tarry in Hollywood for a while, all conventions will return by special train, leaving L. A. Sunday night (6) immediately after close of the convention.

Ralph Kohn, treasurer of P-P, is the only big exec not attending the sales meet. He was left behind in full charge of P-P during the absence of John Hertz, Katz and others.

While Cohen preceded everyone west a week ago, Katz, Adolph Zukor, Sam Dombow and Jack Schaefer left Thursday (28).

John Hertz left the day previous for a day's stopover in Chicago, there to pick up Albert D. Lasker.

W. B. IS SUSPICIOUS OF CAGNEY FAN MAIL

Hollywood, May 2.
Flood of mail in support of James Cagney's salary holdout is being viewed with suspicion by Warner, as it is so unlike the ordinary fan mail. It mostly comprises threats never to see another Warner picture unless Cagney's demands are met.

At the opening of 'Crowd Roars' at Warner's Hollywood April 27, a femme heckler praised Cagney's demands loudly for the benefit of Jack Warner, who happened to be next to her.

Percy Kent at F-WC

Hollywood, May 2.
Percy Kent has been titled office manager of the real estate department of Fox-West Coast.

Kent's appointment was recommended by Louis Cohen. His duties start today (3).

FRANKLYN FOLDS

Indie Film Venture Didn't Pan Out as Scheduled

'For Hire,' indie talker which Irwin R. Franklyn had lined up for eastern production, hasn't happened. Franklyn had a number of players contracted, but cancelled; financial trouble reported.

Francis X. Bushman, who left vaude to go into 'Hire,' has returned to his variety bookings.

NEW FILMS AS SECURITY FOR PAR LOAN

Most unusual subsidiary extant in show business is the holding company formed by Paramount-Public in control of film negatives acting as security for its recent loan of \$10,000,000 from a group of banks. Through the holding company, known as Film Productions, Inc., Paramount has virtually pledged the negatives of pictures to be produced on its program for the coming (1932-'33) season.

Arrangement worked out by Par financial men is unique. Under it, Paramount has assigned its '32-'33 films to Film Productions, Inc., the holding company in return giving Par notes for the extent of the bank loan. These notes, in turn, are placed by Par as security, with the banks.

Par desired the loan in order to write off an accumulated indebtedness of around \$9,500,000. It needed an additional \$3,000,000 as advance to Paramount this summer under this same agreement.

RADIO SPENDS \$800,000 ON 'BIRD OF PARADISE'

Hollywood, May 2.
'Bird of Paradise' with an investment of over \$800,000 finished at Radio last Wednesday.

It's the most costly picture made by Dave Selznick.

McIntire East

Los Angeles, May 2.
D. E. McIntire, Fox executive, is en route to New York with his mother. During his short stay here he did not put in an appearance on the Fox lot and studio execs denied official knowledge of his presence.

An unverified but generally accepted report had it that he received his dismissal from office while on the train heading in this direction, which accounted for his failure to show up at the offices.

On his last stay here McIntire had leased a house, which had been occupied by his mother while he was in the east.

In the east, McIntire was understood to have gone to the Coast for a final cleaning up of his duties.

Chas. McCarthy to Coast When Pub. Depts. Merge

When Paramount-Public publicity and advertising departments consolidate in about a month under Arthur Mayer, Charles McCarthy will be offered another spot in the organization, possibly at the studio. An alternative may be a settlement of his contract which expires in 1934.

In the foreign department, O. R. Guyer was dropped Saturday (30) as head of foreign publicity, along with Samuel Cohen, editor of the department's house organ, 'Around the World,' and Eddie Ugast, assistant to Guyer. Charles Gartner is now in charge.

PRESENT STAFF TO WORK IT OUT

Coast Hears Kent Opposed to Just Paying Off on Obligations—Execs to Get Chance, If Failing Must Go—Sheehan in Charge of Studio, Wurtzel as Biz Mgr., Rowland East, Rockett and North Supervisors—No Lasky Offer While with Par.

KENT EAST, WEST AGAIN

Hollywood, May 2.

Report is circulating that S. R. Kent seeks no changes in present contracts of Fox personnel as regards the executive branches, will strive for no settlement of present agreements (in the case of economy) and favors letting those now in charge work it out so that the company may be built up anew on a basis of worthy man power.

Interpretation here of such a theory is that those who make good will stay and those who fail must go, final verdict resting with Kent who seemingly is opposed to merely paying off on costly company commitments or contracts to individuals.

Local expectations have generally swung over to the belief that when W. B. Sheehan returns to Fox's Movietone City he will be in complete charge of the studio answerable only to Kent, new president of the company. Sol Wurtzel, it is anticipated, will return to the Fox lot at the same time, or even earlier than Sheehan, as business manager of the plant.

Reassignment of other studio heads will probably see, Dick Rowland transferred east again in charge of story and talent selection as regards the New York phase of production. He is completely recovered from his recent appendicitis operation and has resumed activity.

It is also said that Al Rockett and Robert North will be designated as production supervisors under Sheehan.

Question of Lasky

Chances of Jesse Lasky joining Fox immediately seem to be temporarily stilled, at least, by Kent's purported intent of not making overtures to any Paramount attaché while they remain under contract to his former company. In the event that Lasky and Paramount should reach a parting of the ways, conjecture is that Kent would offer the veteran production head some sort of a proposition to join Fox, as the Coast also knows of the confidence which Kent holds in Lasky's production ability. However, that Lasky would split studio authority with Sheehan, if he joined Fox, is now being discounted in lieu of the expectation that Sheehan is to be in sole studio command when he comes back.

Kent, currently here on his first visit to the studio as Fox president, is due to remain west until May 12. He then returns east to attend the convention. Studio reports have Kent coming back here again in June for an extended stay of four or six weeks.

Levee's 2 Weeks

Mike Levee will spend two weeks in New York making deals for his new Screen Guild venture. Former Paramount studio exec is here, fitting a few ends together. Levee is supposed to be searching for personnel which he will use both in front of and behind the camera while also seeking material with which they will work.

Selznick-Joyce Barred from WB Studio, Along with Other Agents

Jolson Cracks

Hollywood, May 2.
Strolling into a restaurant the other day one of the picture bunch hailed Al Jolson, saying:
'Al, what'll you give me for a thousand shares of Warners?'
Two thousand shares, cracked Jolson.

TAX RELIEF IS NOT IN VIEW FOR PICS

Washington, May 2.

Ticket tax relief is in sight for the legit box office but not for picture houses. The relief for legit from the 10% ticket tax may come in a recommendation from the Senate Finance Committee in consideration of the new tax bill now before the Senate.

Those who have been approached on the matter link this preferential attitude in favor of legit as against pictures on the general viewpoint and high salary outlook of the film field. The Senators are of the belief that the picture industry can bring its own relief by reduction of costs and salaries.

There are no specific instances named in this respect but certain Senators regard the salary phase of the film industry as excessive. This attitude may have been borrowed from the financiers.

Finance Committee today (Mon), changed the exemption of admission prices from 45 to 44 cents. Change was due to possibility theatres would cut 50-cent scales from 30 to 45, giving the 10% to theatres instead of the Government.

BONDHOLDERS' PROT. COMMITTEE FOR ROXY

Another Roxy board meeting was slated for last night (4), at which time the directors are to consider the matter of a bondholders' protective committee which is being planned by Halsey-Stuart, bankers. Committee is aimed to protect buyers of the \$1,500,480 notes which mature July 1, 1932.

The creation of such a committee may result in shifting control of the Roxy Theatre Corp. a second time in less than two months. Presently the 'A' stockholders are in control, by virtue of a default in dividend when they took over the reins from the 'B' stockholders.

In the meantime, matters of policy and operation are in abeyance until next week by which time it is hoped by those concerned that the financial situation of the Roxy may be entirely clarified. Charles Cabellero and the Skouras brothers have resigned from the directors.

Personnel changes which have occurred in the house since attorney Harry G. Kosch took charge were mostly additions to the staff and recalling of former employees of the theatre who had served under S. L. Rothafel but subsequently dropped by the Fox management.

Rogers Roxy Overlord

Saul Rogers, formerly Wm. Fox's general counsel, will become director general of the Roxy theatre, Hayden Bankers, making the appointment.

Harry Kosch, president of the Roxy Theatre Corp., will be relieved shortly, his successor not yet named.

Hollywood, May 2.
Jack Warner has barred Selznick & Joyce, Hollywood's most influential agency from the Warner and First National lots as a result of their participation as agents for Marian Marsh in the recent talent stir. Simultaneously Fox & Dunlap, another pair of agents, have been denied admission at the same studios for their part in the Warner-Cagney revolt.

Selznick & Joyce have ruled the screen studio field to the extent of dragging down a reputed gross of \$1,500,000 last year and the Warner checkbook is a local sensation to those who are accustomed to the S-J 'in' and manner in which they have been dictating to studios on talent.

Same agency was instrumental in the break last year by Ruth Chatterton and William Powell away from Paramount and to Warner contract.

First Selznick-Joyce client booked direct by Warners is Neil Hamilton for lead opposite Constance Bennett in 'Two Against the World.' Warners believe they will have no trouble casting despite Selznick & Joyce controlling 300 cream picture names.

Warners has a group of 10 legit actors lined up in New York and will import others if encountering casting difficulties. Studio is determined not to permit Selznick-Joyce dictation.

Studio has also barred Al Rosen, agent, while Jerry Mayer has been barred the past six months.

\$1,000,000 RKO DEFICIT FORECAST TO APRIL 1

Figures are being readied by accountants for RKO's first quarter, ending March 31, and net loss of the company and its various subsidiaries for this period may run to \$1,000,000. Publication of the report is due this week following meetings by the various RKO boards on Wednesday (4).

An advance estimate shows a reversal on income from compared to the same period, 1931, when a substantial profit of something like \$800,000 net was reported.

Company observers lay the changed outlook to a falling off in picture quality which occurred at RKO last Fall. The company heads are hoping that whatever benefits are to be forthcoming from the new management may come early. They say they look for a turn in the summer months. In the case of RKO, however, with rentals spread over a 40-week year, the summer offers chance for recapturing some losses, as fixed charges run to a minimum during this period.

At the meeting the company has sent out a call for the interest at 6% due on the unpaid installment for the new debentures on which stockholder-subscribers paid only around \$41,000 was due.

Directors' meeting has been called for tomorrow (Wed.) or Thursday.

Fox's 3d Year

On May 1 William Fox entered the third year of his five-year term as chairman of the advisory committee of Fox Films. On this date another regular monthly salary of around \$41,000 was due.

Fox's salary is \$300,000 yearly on an agreement made in 1920 as part of the selling price of his stock interests in the Fox company. The payments are being met regularly.

RKO's \$40,000 Rent Cut

Karl Holtsweiler and associates have lowered the RKO's rent in three houses of the Interstate chain. Total reduction amounts to \$40,000 yearly for a house each in Dallas, Houston and San Antonio.

Double Features Still Spoil Shorts Market; Stars and S. A. Only Hopes for New Programs

Hollywood, May 2. Two-reel comedy producers admit that they have to unearth a line of appeal for their coming year's product other than slapstick or straight comedy situations or dialog.

With the double feature bills so firmly entrenched, they see little opportunity to muscle into programs unless the shorts have exceptional merit or pulling power.

Educational's aim for increased spotting in programs will be by a star system of shorts. E. W. Hammons, now here, is endeavoring to line up a number of comedies for several series, with names sufficiently attractive to have a theatre drawing power.

Hal Roach's experiment for added pulling power will be through sex appeal. With the exception of the Our Gangs, all comedies from this lot during the new year will be heavy on atmosphere and situations involving girls easy to look at.

This lot has lined up 130 candidates for the s. a. jobs and will pick a dozen or more from the list to go on contract. It's somewhat of a reversion to the Sennett bathing beauty idea, although the Roach scheme is not wholly to depend on the gam show.

Unlike the old Sennett idea, the femme pulchritude will be brought into the film series logically. Problem has now been put in the laps of the studio's scenario writers to work the s. a. plan into all their gags and situations for stories coming up.

Allied Board Meets In Chi; to Campaign For Brookhart Bill

Chicago, May 2. Directors of the Allied States organization met here last week, some of the 15 territorial leaders convening under the guidance of Abram Myers, the Allied counsel, including Al Steffen, H. M. Richey, Sidney Samuelson, Nathan Yawitz, Herman Blum and Aaron Saperstein. It was a short session, and was mainly a follow-up meeting on the national convention held last month in Detroit.

Big subject up for discussion was the plan to gather full backing of the Brookhart bill now going the rounds in Congress. Claim by Allied is that they plan to make their stand against block booking a matter of public discussion in the hopes of getting the picture-going public to take sides in any wrangle between the exhibitors and distributors.

Stated that the scheme is to be based on a publicity campaign, which is to cost "up to \$10,000," both the dailies and the screens of the Allied theatres to be used in the proclaimed plan. Understood that Allied in its ad campaign proposes to make the claim that the reason such and such theatres are running double features and weak pictures is because the distributors insist on selling so many films to the exhibitors in a batch that the theatre has no chance to pick out the best product for the customers.

Allied locally has already started its identification campaign to inform the public that there is an Allied organization of indie exhibitors. And as soon as the treasury recoups from its present depleted condition they plan to go ahead with this newspaper and billboard spread.

Sign Writers Settle Strike for 10% Slash

After a strike lasting nearly a month, the chains have forced the New York Sign Writers, Local 230, to a 10% cut in their basic scale. Under the settlement, the men will receive \$12.33 a day for a five-day week, as against \$14.70 last year's scale, which the union wanted on renewal. Contract for one year, with the men to return to activity not later than yesterday (Monday). Settlement was reached late Wednesday night (27).

TAX SETBACK

N. Y. State Scores Costly Point Over Fox Films

Albany, N. Y., May 2. In a ruling of the court of appeals last week, the Fox Film Corp. must include its holdings and foreign corporation in its state tax report. The appellate division formerly ruled that the holdings and corporations were not to be included.

It was charged by the state tax commissioner that the film company had created the realty corporation in order to evade tax payments. The petitioner contended that the corporation and foreign subsidiaries were not liable to report under the state tax law.

Film Shortage Causes B&K Loop House to Close

Chicago, May 2. Coming season than expected, Publix-B. & K. is closing the Roosevelt, run house in the loop, Wednesday (4), due to shortage of product. Unable to get any kind of break on first-run pictures, other than independents, Roosevelt, in the past, has been compelled to take second releases from other downtown houses, principally the B. & K. and Chicago. Consistently dipping in the red, the Roosevelt has been a headache for the circuit for a long time.

B. & K. tried to peddle the house off time and again during the past year, preferably to a commercial concern which would guarantee to raise the site for a non-showbus project, but there were no takers.

Original offer made by Marshall Field for the theatre guaranteed B. & K. about an even break on its investment for the first 20 years, and a profitable rental thereafter. Roosevelt is estimated to have stood B. & K. over \$1,000,000, owing the theatre outright and involving a 99-year land lease on the property.

With the Roosevelt folding up, it is expected that other, though important neighborhood spots, will get the axe next, although nothing definitely has been done as yet. Modifications of price scales and changes in policies will be tried on the grade 'B' and 'C' houses as a "suscitating measure."

Chi Club Women's Preview Plan May Eliminate Censor Board

Chicago, May 2. After four years, the local distributors and exhibitors have finally gotten together with the Illinois Federation of Women's Club on a solid plan of reviewing and spotting pictures for adult and kid patronage. Working directly with the film Board of Trade, the Allied organization and the MPTCA, the club women have appointed a committee to preview pictures and to choose those which are suitable for various type audiences.

Already one step has been taken by the universal adoption locally of all neighborhood theatres of a family night, which is Friday, on which day no pink permit or 'adults only' films will be shown. This takes in not only the indies but also the Publix-B. & K. and Warner Brothers houses.

With the co-operation of the various distrib and exhibitor groups, the Club Women have chosen a preview committee to view all flicks in the loop and prepare a bulletin to be distributed to housewives throughout the state. Price of this bulletin service is 60c.

1st Runs on Broadway

(Subject to Change)

Week May 6
Paramount—"The World and the Flesh" (Par).
RKO—"Young America" (Fox).

Capitol—"Letty Lynton" (Metro) (2nd week).
Rivoli—"Miracle Man" (Par) (2nd week).
Strand—"Strange Love of Molly Louvain" (FN).
Wint & Garden—"Mouthpiece" (WB) (3rd week).
Mayfair—"State's Attorney" (RKO) (5).

Rialto—"Strange Case of Clara Deane" (Par) (5).
Week May 12
Paramount—"Sinners in the Sun" (Par).
RKO—"Young America" (Fox) (2nd week).
"Night Court" (Metro).
Winter Garden—"Mouthpiece" (WB) (4th week).
Rialto—"Strange Case of Clara Deane" (Par) (2nd week).

52 Pictures
"Grand Hotel" (Metro) (Astor) (4th week).
"Symphony of Six Million" (Radio) (Galexy) (4th week).
Foreign Films
"Liebeskommando" (Super-film) (German) (Europa) (2nd week).
"Ein Prinz Verliebt Sich" (Teria) (German) (Hindenberg) (2nd week).
"Hänschen" (Edison) (German) (Little Carnegie) (2).
"Soil is Thirsty" (Amkino) (Russian) (Cameo) (5).
"Tu Seras Duchesse" (Par) (French) (8th Ave) (5).

MARY BRIAN'S ENGLISH BIRD

Hollywood, May 2. Mary Brian, now working in Warners' "Blessed Event," has under consideration a nice offer from an English studio. She has not yet called her acceptance but looks as though she will make the jump.

N. Y. to L. A.

Leslie Banks.
Dolores Casey.
Heien Coburn.
H. B. Franklin.
William Gargan.
John W. Hicks.
Arthur Klein.
Vivian Mathews.
Leo Morison.
Jack Pegier.
Mary Pickford.
Sidney Salkow.
Joe Seldman.
Jack Fear.
Victor McLaglen.
Al Rackin.
Sonya Levien.
Frank Borzage.

L. A. to N. Y.

Joseph Johnson.
D. C. Michel.
W. E. McFintire.

Under the preview system the committee will not dissect or censor films, since the Federation has flatly taken a stand against censorship, but instead will be a guide to the exhibitor as to whether the program is suitable for general consumption, children or strictly adults.

It is believed by insiders that this committee spells the death of the local censor board, led by Mrs. Etta Zigler, who has acquired a reputation both inside and outside the industry for her arbitrary decisions and her ruthless slashing of celluloid. The Federation of Club Women is known to be antagonistic to the present censorship plan with its cuts and exhibit groups. It is believed that the Federation will shortly petition Mayor Cermak to do away with the censor board as being against the best interests of both the community and the industry, and will recommend the adoption of the committee system of recommendation as the substituting for the thoughtless and wanton mode of the Zigler-controlled censor board.

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.

Fox's New Writers

Bernard Schubert and Lynn Starlin added to writing staff, with former on "The First Year" and latter on an original.

Ayres in Mail Story

Starring Lew Ayres, "Mail Goes Through" will be directed by John Ford for Universal. Story replaces "Shanghai Interlude" on the U program.

Cahn Draws 'Exile'

Next directorial assignment at Universal for Eddie Cahn is "Exile Express," starring the deportee train, Cahn going to San Francisco, from where the train leaves, for material. Lester Cohen working on the story.

Carroll at U

Richard Carroll, former Fox scenario head, working on a political story for Universal.

Irma Bernheim, last in the Pathe management, in charge of tunes at Columbia, replacing Leslyn MacDonald, who goes domestic with a wedding.

Par Edits Quota

Julian Johnson editing "Service for Ladies," English quota, remake of Paramount's silent "Leslie Howard starred. New title is "Reserved for Ladies."

Roach Reopens

Roach studio reopened May 2 with production on the new Laurel and Hardy feature to be co-directed by George Marshall and Ray McCarey.

Greenwood Ill

Because of Charlotte Greenwood's illness, cast of "Alarm Clock," now at the Alcazar, San Francisco, received their notice, effective May 7.

Ben Bard revamping "Hit the Air," radio revue at the Music Box, which opened May 26.

WB Shorts on Coast

Warner shorts department will make six Technicolor shorts here during the shutdown of the Flatbush studio. First started today (2) with Roy Mack directing and Lee Moran and Charles Kaley featured. Sam Sasse in charge. Unit remains here six weeks.

Economy

When Bob Steele and a western company went to Lake Hemet for summer exteriors it snowed, and script writers got busy writing in snow sequence. Script finished, studio prepared to start and found it snowing too hard to photograph. Cut it returned to the studio while the script was changed back.

Winchell Refuses Part

Walter Winchell, recuperating at the Santa Barbara Biltmore, turned down the offer of the lead in Columbia's "Winchell," as Winchell, accompanied by his wife and two children, may remain in S. B. three months.

Merkel's Luck

Luck broke right for Anna Merkel, who came out of a tonal experiment without a voice and recovered it in time to be cast in the most talkative part, Metro's "Read-Headed Woman."

Arlidge Fox H. O.

Though John Arledge's Fox term expires while he was in "Huddle," he's being held over for "Week End Husband" at Fox.

Peg Entwistle here from N. Y. for the ingenue part in "Merry Mrs. Hope" for Belasco & Curran.

Stein's Last

Last picture for Paul Stein to direct under his Patis contract will be "Deported" with Zita Johann, at Radio. Stein just returned from six months in Europe, where he went after an argument over salary cuts.

Hays office no care for Paramount's little, "Merrily We Go to Hell," asking for a change.

Rosenberg's New Spot

Jack Rosenberg, former exploiter for Lewis's State, now for Portland, and Seattle in charge of the northwest for Sol Lesser's Principal Distributors.

'Floradora' Suit Waits

Trial of the \$250,000 infringement suit against Metro over "Floradora" was continued until fall, the plaintiffs wanting to send abroad for deposition.

Sten's Quick English

Various femme characters in "Floradora" by a Lancer are being rolled into one. Whether Anna Sten gets to play it depends on how much English she learns in an intensive two-week course.

Pedley's Fox Cut

Embargo declared by Fox publicly demanding no information intended for export is applied to writers who work for both American and British studios. Donovan Pedley was told to resign his English connections if he wanted any studio data for his domestic work.

Brandt's Finance Deals

Joe Brandt, former Columbia exec, arrived here Saturday to line up additional independent producers. Brandt's plan is to finance five producers to make four pictures each. William Statom is lined up as one of the five.

Walsh Ges 'Bugle'

First assignment for Raoul Walsh at Metro is "Bugle Sounds." Hans Kraly and John Goodrich are doing the latest adaptation on the yodel. Cast so far are Wallace Beery and Clark Gable.

Rogers' Writers

P. J. Wolfson and Allen Rivkin, both with five-year contracts at Universal, resign in letter to become Charles Rogers' writing staff. They started work immediately on "Madison Square Garden" and "10,000 Witnesses."

Rosen Can't Collect

When Albert Gran went through bankruptcy proceedings in letter that he owed Al Rosen, agent, agent, \$3,500, and intended to pay. Rosen later wrote Judge Stafford ruled that Rosen couldn't collect.

Ex-Laundry Legit

Quill "n' Buskin, little theatre, opened Wednesday with "The Mad Girl in Love." Karmel's theatre is a former laundry. Sid Mintz is directing.

Durante-Keston Team

Jimmy Durante arrived from the east to go into "Speak Easily" at Metro with Buster Keaton. The teaming the pair permanently.

Bennett Stays

When Richard Bennett changed his mind and decided not to take a vacation to Japan, he went back to "Sporting Widow" at Paramount. Originally replaced by George Barbier.

U's Convention Junket

J. L. Schlaifer, Universal general sales manager, and T. B. Gomersall, division manager, joining studio execs here on their convention junket. Both Laemmles and Stanley Jergensen, who returned the pair to San Francisco for the western meet. Eider Laemmle goes with the convention and New York conventions.

Rothacker's Cold

Waterson Rothacker appeared at Radio studio Friday (29) after four days in Hollywood. A cold had kept him home.

Kent Leaves May 10

Sidney R. Kent is here until May 10. New Fox chief makes another coast trip the first part of June.

'Lizlie' Co-op Bust

Co-operative "Lizlie" disbanded after eight performances at the Egan. Truman Curtis is reorganizing the dramatic group for other productions.

Freedman's Indie Deal

Sam Freedman is out as a supervisor at Universal. He will produce a line up with Harry Sherman in an independent production deal.

U's New Rental Stages

Two new sound stages will be constructed by Universal at a cost of \$50,000 each for the use of the studio. Other indie producers having headquarters at U. Studio is putting up a strong bid for the indie producers' business.

Metro's Quiet Spell

"Prosperity" finished at Metro Saturday, leaving the studio inactive for several days. "Read-Headed Woman" next on the schedule. (Continued on page 40)

Extras Eat

Hollywood, May 2. After five weeks of mob drought, extras did not get a raise last week with the daily average 1.081. Friday was the big day for the mob, paychecks going to \$1.850. Frank Capra used 804 of them at Columbia on the closing set of "Faith."

THEATRE

ERPI Backs Tiffany Ally in Fight To Break RCA's Hold on Indie Trade

Hollywood, May 2. Indications that ERPI is getting into the financing field in an attempt to corner the recording business are evidenced by announcements that the next two Tiffany features will be recorded on Western Electric equipment.

Tiffany recording contract is held by RCA and has considerable time to run, with the studio maintaining four RCA channels. Despite this, Metropolitan Studios' variable WE sound will be used on the next Ken Maynard western and one drama.

To get around the RCA contract the pictures will be made under the trade banner of Quadruple Pictures, recently organized holding company associated with Tiffany.

ERPI move in getting in on financing is opposition to the RCA Goldstone deal. With Goldstone's financing about 80% of all independent production, his agreement with the sound company about eliminating WE from the independent field.

Boiling Point
Situation between RCA and ERPI has come to a head with Baisley & Phillips, independent Western Electric recorders, reducing their royalty fee from \$500 per reel to a flat \$1,350 per picture against the RCA rate of 8% of net production cost of independently produced features.

Deal between Goldstone and RCA, in which the former was to become the sole licensee for independent producers, has now dwindled to where Goldstone acts as an agent for RCA and receives a commission for all business he turns in. Naturally most of the indie producers financed by Goldstone will use RCA. Ralph Like studio, now being remedied, has been granted an RCA license. Rebuilding of the studio is being financed by Goldstone.

With Tiffany and Mack Sennett both switching from RCA to W. E., RCA has only Radio, Like, Tedd, Pathe and Educational studios using its equipment.

MAYFAIR FOR 2D RUNS FOLLOWING RADIO CITY

Opening of RKO's Music Hall and picture theatres in Radio City, which two houses will be operated by Roxy (Rothfels), will send the RKO Mayfair, on Broadway into subsequent runs on a grind policy probably calling for a 35c top. It's tentative plan now being considered.

The big electric signs fronting the sides of the Mayfair are not to be lighted again until change in policy is to be effected in order to bring about a reduction of some \$600 weekly in operating costs here by Harold B. Franklin. That's the dirt, as represented by the lighted signboards and cloth banners which will replace.

The signpainters' strike on Broadway inspired the idea on banners. It was first tried out on the Gaity by J. J. McCarthy in handling the run of 'Symphony of Six Million.' Other houses on the street have followed.

COLUMBIA LINEUP

Tobin for 3, Velez for 1, Cummings to Direct 6

Columbia has Genevieve Tobin set for three pictures; Irving Cummings to direct six and Herbert Brenon to meg Joseph Hergesheimer's 'Tampico.' Latter title will be changed. Lupe Velez is also set for a Tarzan type of picture, 'Fury of the Jungle,' when she gets through in Ziegfeld's 'Hot-Cha.'

Columbia is dickering with Peggy Fears Blumenthal for filmization of 'Child of Manhattan.' A. C. Blumenthal has given up the idea of independently producing his wife's play as a picture.

Firm is also dickering for series of shorts with several people including Morton Downey, Smith and Dale and Floyd Gibbons. A. P. Waxman, representing Gibbons, starting negotiations with Col on the Coast.

BOULDER DAM BAD FILM FARE, STUDIOS FIND

Hollywood, May 2. So much resentment has been aroused by political and journalistic liberals over Universal's move to make a Boulder Dam epic that studios are all expected to steer clear of anything having the odor of capital vs. labor strife.

Claim of Martin Mooney and Patrick Kearney that they were fired by U because they refused to write a whitewashed version of Boulder after they had visited the site and had seen wage and labor conditions there is denied by U. Studio evidently was unaware of the fact that there was plenty of radical sentiment brewing at the dam when they sent Mooney, contemplating romantic version.

Writers told of hardships and bad conditions at the project and U officials asked them to pipe down, but the boys answered through John Reed club, though neither are radicals.

So, when the studio let the twin basic purpose in separating the country's theatres into two groups, as under the UA plan, is that of greater movie possibilities for any picture for both the producer and distributor and exhibitor, regardless of run as now classed.

Pictures classed by UA as 'A' pictures will be sold only to 'A' houses. The angle is the ability to keep admissions up and lengthen runs, since the public will know that those pictures will never reach the lower-scale subsequent.

On the other hand, when 'B' pictures go only to B houses, the subsequent automatically become first pictures with proportionately heavy houses in front of them entirely eliminated. For the subsequent contention is that it increases their boxoffice potentialities. They can attract patrons from the 'A' houses.

Under the UA sales plan, competition in any situation is narrowed down on UA product according to the number of theatres involved.

An Aid for Vaude
An observation in connection with the sales plan affects vaudeville which may owe a distinct revival to the new distribution scheme. If a circuit like RKO wishes to lay its heaviest stress on vaudeville, its houses in that policy could be placed in the 'B' class, with no film away down through being in that classification, plus the other benefits on pictures that will accrue to the B as well as the A classification on film buying.

In many spots cities are now in competition on vaude, with each meanwhile trying to get first run. As a result all are playing much less film which, in line with the UA plan, should be in class 'B' at B rentals. In such situations, if one chain specialized in vaudeville, the opposition in pictures and latter getting the 'A' product, each, it is

MERCHANDIZING AS 'A' OR 'B'

Price and Territorial Protection for Top Classification—Means Automatic Creation of First Runs All Over—Its Effect on Film Production Budgets—Possible General Adoption Visioned.

VAUDFILMS' ALLY

Starting change in distribution of pictures will be undertaken by United Artists this year. In marketing its 1932-'33 program it will split the country's theatres into two groups and sell pictures separately to each of the two groups in no case both. Under the plan, the 'A' houses will get the pictures classified by UA as of A distribution and exhibit companies, some of which theatre or subsequent, will get the B product.

Circulation on distribution will be cut for each picture through the scheme. It is in the opinion of United Artists the exhibition possibilities, which gauge rentals, will be more than doubled. The scheme has been worked out by Al Lichtman, UA's v-p, over distribution.

UA figures its new distribution system along mathematical and economic lines predicated on over-seating. Too many theatres have been built, production costs have become too great, theatre operation is geared too high, and the burden of distribution to meet this condition has gone out of bounds, this company contends.

On Right Track
When the revolutionary sales plan was learned of in distribution circles other companies, some distribution chiefs expressed the opinion that UA is along the right track. Felix Feist, Metro's v-p, and distribution head, pointed out that several months ago he predicted a new form of distribution must be created.

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New Bottom for Par. Stock 3 1/2. Loew Holds Above 22, Turns Dull, Market Touches New Slump Low

Yesterday's Prices

Sales.	High.	Low.	Last.	Net
1,000 Col. P.	5	5	5	—
7,000 Eastman K.	4 1/2	4 1/2	4 1/2	-1/2
400 Fox 2 1/2	2 1/2	2 1/2	2 1/2	—
100 Gen. Th. 1 1/2	1 1/2	1 1/2	1 1/2	—
100 G-M-N. 1 1/2	1 1/2	1 1/2	1 1/2	—
100 Pathé 1 1/2	1 1/2	1 1/2	1 1/2	—
5,000 RKO 3 1/2	3 1/2	3 1/2	3 1/2	—
100 Pathé 1 1/2	1 1/2	1 1/2	1 1/2	—
100 Tech. 1 1/2	1 1/2	1 1/2	1 1/2	—
200 RKO 3 1/2	3 1/2	3 1/2	3 1/2	—
100 Tech. 1 1/2	1 1/2	1 1/2	1 1/2	—
400 Trans-L. 1 1/2	1 1/2	1 1/2	1 1/2	—

Analysis to Determine RKO's Increase in Adv.

The advertising budgets of RKO will be materially increased. Both M. H. Aylesworth, president, and M. E. Traub, vice president, RKO theatre operator, are of the opinion they are scaled too low now.

Each situation will be analyzed separately, with increases in ad expenditures made where meeting. Under the reallocation, budget may be reduced in spots where jacked up to cover vaudeville which has since been removed.

Chesterfield's 'Value' Universal City, May 2.

Chesterfield starts the second of its princely series here today. Title is 'For Value Received.' Richard Thorpe directing.

believed, would have a better chance for results than at present.

Vaudeville in such spots would be considered an important element on policy, with film secondary (and at secondary rentals), rather than the reverse as now, with all placing film first and engaging in cutthroat competition on that principle.

In other instances, vaude can still be secondary and the house rating in the 'B' classification on film buying.

Effect on Prod.

The splitting of America's film accounts into two divisions has another angle from the UA viewpoint. That concerns production costs and is explained in the observation that at present all producers attempt to place pictures at A costs, with many getting B results.

Under a different distribution scheme, studios might eventually get down to the point of producing two classes of pictures. Meanwhile, the new marketing scheme will improve the situation. It's seen as one way of getting more out of pictures panning out as first class, as well as more out of those turning out second class.

UA has felt out many of its accounts, including the big chains as well as independents, on its new sales scheme before reaching a decision to go ahead with actual selling which will be soon. Majority favor the one predominating feature that the public has to be weaned away from the idea that every picture playing first run at 75c, top, will soon be shown for a quarter or less.

Most showmen, under the present distribution scheme making pictures available to all houses, regardless of admission, have felt for some time that the first run, heavily advertising and exploiting its pictures, should not be lending that benefit to a subsequent away down the line, later to play the same picture.

UA has not attempted to interest other distributors in following its plan this season to avoid any possible charges of anti-trust complaints, but that other distributors may fall in line later on, depending on results obtained by UA and its accounts, is probable.

By AL GREASON
The stock market slipped quietly into new low ground for the depression yesterday (Mon) in a session marked by turnover of less than 1,000,000 shares. At the bottom, the industrial average was well under 15, less than 2 points away from the World War scare level of August '14.

Conspicuous among the amusements was Paramount which touched 3 1/2 and failed to rally during a negligible mark-up in the last 10 minutes. Loews, on the contrary, held close to its close of last week, defending a position above 22. Dealings were extremely quiet here, again suggesting that the major part of necessary liquidation has been accomplished.

The general list repeated its familiar routine, most of the leaders exploring new low territory, with General Motors at 10 1/2, Kodak below 46 and Steel preferred at 73. Fox repeated its bottom at 2 1/2 and Warner was within an eighth of its old minimum of 1 1/4. RKO was neglected at 3 1/2.

No news came out to give prices an impetus. The Senate committee was reporting on loan totaling a stock transfer tax and definitely tightened up on picture theatre taxes by changing the minimum from 45 to 44 cents, preventing the office change from 50 to 45 cents that would give the 10% impost in force instead of the Government.

More News Lows

Another week has passed of progressive new low prices averages accompanied by the now familiar steady liquidation of long stock. Probably the amusement group made new low composite ground also, although there were no fresh bottoms for any of the active issues. Rather all of the theatre units gave way uniformly and approached old bottoms together.

News generally was adverse, adding new quotas to the accumulation of bearish elements, the principal ones being the price being continued weakness in the bond list, with the Paramours touching bottom, still further down, before staging a mild recovery late in the week. Most important of the movements, however, was Loew's retreat from the best of its recovery in a reaction, minor in extent, but important as suggesting a general symptom.

While it is true that the first hint of a turn in the tide is pretty sure to appear in the fixed income market, there is small chance that the amusement bonds will be prompt to reflect a betterment. Weakness in bonds seems to be principally due to an absence of nearby bids to absorb urgent offerings, which means that the banks are not in the market for purchases.

When the big institutions do come out to support the securities it is reasonable to expect that they will comb the list for bargains among the semi-liquid loans and bonds, even the most ardent welshers of the theatre do not believe that the coming of spring loans and bonds classification. Hence they will have to await their turn—that is to say, until the better securities have been moved to a point where idle capital goes seeking for the more speculative deceptions.

Loew's terms were new, consisted of the unofficial forecast that the income report of RKO due this week for the first quarter ending March 31 would show a deficit of close to \$200,000 (Continued on page 15)

CANAVAN IMPROVED

William F. Canavan returned to New York and his post in Public last week.

In St. Louis with his family several weeks because of his health.

RKO Pub. Staff Out

Edward Rosenwald and six minor members of RKO's publicity department were let out Saturday (30).

Two girls were among those dismissed. None will be replaced.

JUDGMENTS

Semler Shueena Service, Inc. and Wm. Semler; John W. Semler; Whitehead & Hens Co.; 1212.48
Frank Radio Corp.; State Ind. Corp.; 1212.48
Charles King; M. Tueron; 1212.55
Anna Tuzing; Condon Corp.; 1212.63
Walter Reade & Co.; Henry Court; 1212.63

Radio Shorts Sold

Three (Tobin) and the foreign department of Italo Pictures signed a contract calling for the import of 11 Van Neuren shorts into Germany.

'Hotel' at Chinese Looks \$35,000; 'Crowd' Starts in L. A. at \$18,000; 'Scarface' \$19,000, Maybe 3d Wk.

Los Angeles, May 2.

'Grand Hotel' as the prevailing aura borealis in the cinematic heavens obscured everything else. It was given a de luxe opening comparable to nothing Hollywood has seen in couple of years and the sanguine expectations run to 12 weeks or over for the engagement.

Metro and NBC conducted a nationwide linking of station out of CPI that had the celebs speaking to their "dear public" in a series of 150 with Conrad Nagel radio singer and Will Rogers doing the same inside. Hollywood boulevard was waist-high in gawks, stars and oikum.

Warners Hollywood clasped up 'Grand Hotel' with a 45 get-away two nights ahead of the Chinese pyrotechnical display. Carnegie opera was deemed highly combustible and was burning along for strong gross.

Returning to added attractions after a fortnight's absence, the pictures the Orpheum has a delectable morsel entitled 'Murdered Artist' up down from a full-length left to right. It is a picture of the most neurotic years for goose-imprisoned harrowings.

Estimates for This Week.

Chinese (F) (2,000; 25-150)—'Grand Hotel' (M-G) and stage how (1st week). This one revived her lustre of Hollywood openings. Opening night saw 12 weeks ahead of time and big premium on seats. Scaplers active as business managers. Studio publicity department under forward circling handling the excitement. Grauman's prolog built round Will Mahoney. First week may reach \$35,000.

Downtown (WB) (1,800; 25-65)—'Caballero' (Fox) and vaudeville. Unusual for Fox picture here. Quite a few Fox pictures being sold from West Coast recently for first runs outside Los Angeles. Orpheum had one and Pantages has had a couple. Figure \$11,000. Last week \$10,000.

Orpheum (2,700; 35-90)—'Cohens and Kellys' (M-G) and stage show. 'Murdered Artist' Under \$10,000 is disappointing despite economic work-up. Toldier hour show stage show \$2,000. Last week \$1,000. Including stagehands and deemed good. 'Finale of 'Lost Battalion' (WB) (1,200; 25-150).

Pantages (F) (2,700; 20-40-65)—'Amateur Daddy' (Fox) and stage show. Unimpaired rewrite on the picture. Under \$10,000. Running in this second-run house. Figure \$8,500, average again. Last week \$8,000. Figure \$11,000.

RKO (2,500; 25-50)—'Impatient Maiden' (U) and RKO vaudeville. Last week \$9,000. Figure \$10,000. 'Devil's Lottery' (Fox) and stage show. Conventional anticipations. Last week \$8,000. 'Disorderly Conduct' rated \$13,500.

RKO (2,500; 25-50)—'Impatient Maiden' (U) and RKO vaudeville. Last week \$9,000. Figure \$10,000. 'Devil's Lottery' (Fox) and stage show. Conventional anticipations. Last week \$8,000. 'Disorderly Conduct' rated \$13,500.

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'GRAND HOTEL,' \$17,000, 'SCANDALS' DENT CINC

Cincinnati, May 2.

Road showing of 'Grand Hotel' is boosting the current cinema take, and the picture houses, except the Lyric and Keith's, are below last week's figures.

Picture theatres also have openings from (Grand Hotel) 'Scandals' at the Taft, which may pull around \$27,000.

Albee (RKO) (3,300; 35-65)—'Amateur Daddy' (Fox) and vaude. Fox's ensemble heading stage show; \$20,000. 'Devil's Lottery' (Fox) and stage show. Conventional anticipations. Last week \$8,000. 'Disorderly Conduct' rated \$13,500.

Palace (RKO) (2,600; 30-50)—'Devil's Lottery' (Fox) and stage show. Conventional anticipations. Last week \$8,000. 'Disorderly Conduct' rated \$13,500.

Lyric (RKO) (1,250; 25-50)—'Devil's Lottery' (Fox) and stage show. Conventional anticipations. Last week \$8,000. 'Disorderly Conduct' rated \$13,500.

Keith (RKO) (1,250; 25-50)—'Devil's Lottery' (Fox) and stage show. Conventional anticipations. Last week \$8,000. 'Disorderly Conduct' rated \$13,500.

'Sky Bride' (L) (2,500; 30-50)—'Sky Bride' (L) (2,500; 30-50).

COLUMBUS SLOW

Stage Helping Ohio to \$15,000, Best-Symphony Only \$5,500

Columbus, May 2.

The Ohio is the only house in town this week showing anything. 'Aerial Street Singers' in person, doing much to help. All big. Is far from the best, however.

Estimates for This Week.
Palace (RKO) (3,074; 25-40)—'Symphony' (Radio). Not so forte here with only fair \$4,500 indicated. Last week 'Miracle Man' (Par) up a ways \$17,000.

Ohio (Loew-U) (3,000; 25-50)—'Sky Bride' (Par) and stage show. May go over \$15,000, okay. Last week 'World and Flesh' (F) and George Sidney on stage, good enough \$12,500.

Broad Loew-U (A) (2,500; 25-50)—'Night Court' (M-G). Hardly better than \$5,500. Last week 'Young America' (Fox). Way off with measure \$17,000.

Grand (Neth) (1,100; 15-35)—'Crowd Roars' (FN). Fine \$5,500.

'Symphony' (Radio). Not so forte here with only fair \$4,500 indicated. Last week 'Miracle Man' (Par) up a ways \$17,000.

Majestic (RKO) (1,100; 10-25)—'Broken Wings'. Fair with \$2,500 in sight. Last week 'Destiny' (U) \$2,700.

Grand (Neth) (1,100; 15-35)—'Crowd Roars' (FN). Fine \$5,500.

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Majestic (RKO) (1,100; 10-25)—'Broken Wings'. Fair with \$2,500 in sight. Last week 'Destiny' (U) \$2,700.

NO DRAWS IN MINN., 'SKY BRIDES' \$18,000

Minneapolis, May 2.

Business here continues very much in the old groove.

There is nothing in the way of films this week to excite the fans and trade is off generally.

Richard Arlen means nothing at the box office here and 'Sky Brides'; as a result the Minnesota is suffering plenty. Similarly the RKO Orpheum is laboring under the handicap of lack of names on screen and stage. There is nobody in 'Young Bride', nor in the vaudeville to draw.

With strong product scarce, the first-run State, second leading vaudeville loop house, for the second time within a month is using a second run of a picture presented previously at the Minneapolis. 'One Hour With You' before and this time it's 'Tarzan'. When it is considered that the idea of a second run on their first runs the desperation of the product situation is emphasized. 'Tarzan', especially, was the first box office dud at the Minnesota.

In a herculean effort to off-set the scarcity of names, the Orpheum's patronage, the Minnesota this week is offering two complete stage shows in addition to its film program. Besides 'Tarzan' and 'One Hour With You', the house presents its own show, with six acts, mostly Twin City. The first act is 'Tarzan' and working on the stage. At the same time, the State has inaugurated a 'request night' every Thursday, offering the final show in addition to the regular program, a revival of one of the more popular past picture successes. Patronage is being named their choices. It's a form of double featuring, but limited to the show.

Legit business is working its head off to arouse public interest, nothing being left undone in the way of advertising. The season of the baseball season is hurting matinee trade.

Estimates for This Week.

Minnesota (Public) (4,000; 75-)—'Sky Brides' (Par) and Fanchon-Marcia Idea, 'Art Gallery', and theatre's own stage show of six acts. 'Tarzan' (RKO) and 'One Hour With You' (F) are the main attractions. The house is doing well. Last week \$18,000.

Orpheum (RKO) (2,800; 30-)—'Tarzan' (RKO) and 'One Hour With You' (F) are the main attractions. The house is doing well. Last week \$18,000.

State (Public) (2,800; 30-)—'Tarzan' (RKO) and 'One Hour With You' (F) are the main attractions. The house is doing well. Last week \$18,000.

Lyric (Public) (1,300; 35-)—'Cohens and Kellys' (M-G) and 'Tarzan' (RKO) are the main attractions. The house is doing well. Last week \$18,000.

State (Public) (2,800; 30-)—'Tarzan' (RKO) and 'One Hour With You' (F) are the main attractions. The house is doing well. Last week \$18,000.

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State (Public) (2,800; 30-)—'Tarzan' (RKO) and 'One Hour With You' (F) are the main attractions. The house is doing well. Last week \$18,000.

K.C. 'Symph' and 'Lynton' O.K., \$15,000 and \$19,000

Kansas City, May 2.

Loew's Midland with Joan Crawford's 'Lucky Lynton' is doing nicely with \$19,000.

The Mainstreet is going after the 'Lucky Lynton' with 'Symphony of Sir Millions' at a fair \$15,000 gain.

Liberty has changed to a Friday opening cutting 'Tough to Be Famous' to six days.

Pantages is featuring 'discovery night' and getting some response from the ambitious amateurs.

Strong competition from Almee McPherson, the Walkathon, and opening of the baseball season hurt badly last week.

Estimates for This Week.
Liberty (Public-Dubinsky) (1,000; 25-50)—'Miracle Man' (Par). Picture showed a tendency to build at the Newman last week; here good \$5,000. Last week 'Tough to Be Famous' (FN), six days, poor \$4,000.

Loew's Midland (Loew) (4,000; 25-50)—'Lucky Lynton' (Metro). Picture was set in late after had been announced, but Crawford took \$15,000. Last week 'Wed Parade' (Metro) not so good with \$13,000.

Mainstreet (RKO) (2,200; 25-35)—'Symphony of Sir Millions' (Radio). Much was expected of this Fanny Hurst drama, but \$15,000 was not the advertising 'Tough to Be Famous' (FN) show with \$11,000.

Newman (Public-Dubinsky) (1,000; 25-50)—'So Big' (WB). Boldly expected to do a little better for this one; extra publicity with a number of tie-ups; \$3,000 pace fair. Last week 'Wed Parade' (Metro) better than average with \$3,500.

Pantages (Independent) (2,200; 25-50)—'Big' (Col). Average for last week 'Play Girl' fair with \$6,900.

San Francisco, May 2.

The good picture this town has cried for finally arrived all in a bunch. 'Scarface', 'Crowd Roars' and Ted Lewis are running a neck-and-neck race for first money.

'Scarface' is pulling it off a 'For Adults Only', United Artists is copying beaucoup dollars. Gangster film is a big money maker for the U.A. with \$19,000.

'Crowd Roars' is welcome news to Warner, that you can't get a run of weak sisters during past month.

A wobbly picture, 'Sky Brides' is doing the Fox from what might otherwise be a smash week with Ted Lewis on stage. As it is the maestro getting a run of weak sisters, but only being sold and \$35,000 looks likely here.

Year 'Trial' or 'Vivienne Ware' was the biggest dramatic thing on local air lanes, so big NBC did a repeat of the serial. But in celluloid 'Trial' is a picture in the picture and the Paramount has had to bill an added attraction, 'Living with the Living' (M-G), to snare those pennies.

Estimates for This Week.
Fox (5,000; 35-65)—'Sky Brides' (Par) and Ted Lewis on stage. Last week \$15,000. Last week \$15,000. Last week \$15,000.

Warner (1,365; 35-60)—'Crowd Roars' (WB). Carnegie-pulling and big draw. Last week \$15,000. Last week \$15,000. Last week \$15,000.

Divided (U) and 'Business and Pleasure' (F), split, only \$2,500.

Tabor (Huffman) (2,000; 25-35)—'Destiny' (U). Poor at \$6,000.

'Cohens and Kellys' (U) fair at \$7,500.

Tab 'News' Pushing Mastbaum, \$45,000; \$17,000 'Mouthpiece'

Philadelphia, May 2.

First week's business for 'Grand Hotel' easily the town feature. With a couple of extra shows inserted at the end of the week, this cost \$25,000, not far from absolute capacity. It is still the general impression that the picture is a management is overconfident in talking 10 weeks. If the picture does big trade for six it will undoubtedly be held in for an extra fortnight, and that should satisfy everybody.

First Whitman an excellent magnet at the Mastbaum last week, the relay games helping at the end of the week. This week the town's biggest house has its second musical comedy offering, 'Good News' and although it is very unlikely that it will equal the attendance record of 'Follow Thru', a month ago, a week's figure of \$45,000 or better is indicated. Picture is 'Rich Are Always With Us'.

'Crowd Roars' disappointing somewhat at the Stanley last week, although it has a high ticket price. 'Mouthpiece', despite some fancy exploitation and extra advertising, was expected to do a little better. However, it has been evident that with the Mastbaum big stage shows the Boyd and Stanley both have to make any kind of a showing. Single week engagements will be the rule in the coming summer. The Boyd almost certain to close for two or three months. Last week 'Flesh Is Weak' (M-G) pulled \$14,000 with 'Flesh Is Weak'.

Another house amorphous is Keith's. 'Panama' Flo' got a weak \$5,000 there last week and 'The Crowd Roars' pulled from Stanley, point to about \$7,000.

'Wed Parade', at the Stanton got corking notices and a big crowd. However, the pace does not make this a certain. If it holds, it will pull \$12,000 or more.

Fox management is plugging Ed Lowry all it can, but has reduced its ad budget to a minimum. Attendance is considerably lower than it has been at any time in recent years.

Mastbaum (4,800; 35-50-75)—'Rich Are Always With Us' (WB). A steady pull of \$45,000. Last week \$45,000. Last week \$45,000.

Stanton (1,300; 35-50-75)—'Wed Parade' (M-G). Roadshow and very big in first week. Last week \$12,000. Last week \$12,000.

Stanley (3,700; 35-50-75)—'Mouthpiece' (F). Plenty of advance word and good \$17,000, okay—but a second week doubtful. 'Crowd Roars' (WB) (1,300; 35-50-75) pulled \$14,000, but only stayed the week.

Earle (2,000; 25-65)—'Terguson Case' (U). Picture in the picture and the Paramount has had to bill an added attraction, 'Living with the Living' (M-G), to snare those pennies.

Estimates for This Week.
Fox (5,000; 35-65)—'Sky Brides' (Par) and Ted Lewis on stage. Last week \$15,000. Last week \$15,000. Last week \$15,000.

Warner (1,365; 35-60)—'Crowd Roars' (WB). Carnegie-pulling and big draw. Last week \$15,000. Last week \$15,000. Last week \$15,000.

Divided (U) and 'Business and Pleasure' (F), split, only \$2,500.

Tabor (Huffman) (2,000; 25-35)—'Destiny' (U). Poor at \$6,000.

'Cohens and Kellys' (U) fair at \$7,500.

W-B 15-20% Booth Cut Effective in All So Cal.

Los Angeles, May 2.

The 15 to 20% cut which Fox-West Coast effected with projectionists' union is now effective in all Southern California theatres. Theaters in return are extending current contracts 18 months.

Fox-West Coast is now negotiating for a cut with the stagehands' union. It is believed it will probably go through.

WB's 2 on B'way

Warners will go through the summer with two theatres on Broadway, the Strand and Winter Garden.

The Hollywood and Warner according to present plans, are scheduled to be darkened.

**'Lynton' Leads Low
Boston Wk.—\$24,000;
'Lena' Only \$12,000**

Boston, May 2
'Grand Hotel' roadshowing at the
Majestic is the current noise of the
town with a strong two weeks a
vance sale.
Little can be said for the rest
the flicker attractions. The Met
using two stars, Anne May Wood
and Arthur Lake, to help 'Mo
Wanted' and week is not bright
there. The Boston, which usual
has a strong draw with its vaud
ville, is also weak on this stanza.

Estimates for This Week
Majestic—'Grand Hotel' (M-C)
 First week over \$20,000 and looking good for four more weeks.

Wanted' and Anna May Wong at Arthur Lake. Dull near \$25,000. Last week 'Misleading Lady' (Pa and Mills Bros. surprised at \$42,000.

59-60)—'Miracle Man' (Par). 'W
look big at \$14,000. Last we
'World and Flesh' (Par), \$12,500.
Keith's (4,000; 35-50-60)—'Sym
phony' (Radio). A little better

still way down at \$10,500. Last week 'Girl Crazy' (Radio) \$7,700. Keith-Boston (4,000; 35-50) 'Lena Rivers' and Vaude. Not good on \$12,000. Last week 'Country' B.

State (4,000; 25-50-60)—'Let
Lynton' (M-G) and vaude. Crawfo
and Montgomery should hit n
\$24,000. Last week (Hot, Dam

'So Big' at \$7,000 and

Indiana Near \$20,000 Off

Picture biz is tough to get, but managers are exploiting and may they will make the grade this week. At the Indiana the Camel race group holds forth, and ball-

Estimates for This Week

Apollon (Fourth Ave.) (1,100; 35-50); 'So Big' (WB). Close to \$1,000, especially good. Last week 'Man Wanted' (WB) \$5,500, good, feminine pull.

Circle (Skouras-Publix) (2,650-25-35-50), 'Sky Bride' (Par). Loc about \$4,500, fair; many aviation pictures recently hurts. Last we \$5,000 with 'Tough to Be Famous'

(FN). Indiana (Skouras-Publix) (33-25-35-50-65), 'Ladies of the Ju (Radio) and stage show. 'Close' \$20,000 with Downey-Wons on sta

'Miracle Man' (Par), nine days, with a little disappointing and ended \$14,500 last week.

Lyric (Fourth Ave.) (2,600; 25-50) Young American (Box)

vaude. Esther Ralston or stage a \$10,000 joke for this house. Last week 'Steady Company' (U) ended at \$9,000.

CIRCUS HURTS LOUISVILLE
But 'Lynton' Up to \$11,000—'So B
Neat With \$7,000

Louisville, May 2
Downie's circus cut into new film considerably, drawing big crowd out of the central section of the city.

Brown bolstered appeal w
'Racing Daze,' children's come
made with local talent in combin
exploit stunt with 'Herald-Po
Alamo tried bolstering its sho

Estimates for This Week
Loew's (3,252; 25-35-50-60).—T

Strand (Fourth Ave.) (1,765; 35-50)—'So Big' (WB). Nice \$7.00.

50-60)—'World and Flesh' (Par).
Last week 'Miracle Man' (Pa)
\$6,500.
Rialto (Fourth Ave.) (2,710;
50-60)—'World and Flesh' (Par).
Last week \$6,700. Last week 'Miracle'

Brown(2,000; 20-30-40)—'Wom from Monte Carlo' (FN). Oke \$3,500. Last week 'Secret Servi (Radio). \$2,100 in four days.

Alamo (Fourth Ave.) (1,000
25)—'Final Edition' (Col). A gc
\$4,300. Last week 'Beauty and Bo
(WB) \$2,900.

COL. KEEPS CUMMINGS
Hollywood, May 2
Following plaudits for direction
'Attorney for the Defense' J...

First under the new agreement will be mugging 'Murder of

Night Club Lady,' first of the studio's Thatcher Colt detective series.

South Africa

By H. HANSON
Capetown, April 15.

The minister of finance has placed before the South African parliament a very gloomy budget. A deficit of 900,000 pounds is forecast for 1930-31; 1,200,000 pounds on the current year. Practically there is an accumulated deficit to be faced of over 2,000,000 pounds. He intends by increased taxation to clear off some of this amount.

The forcing of Kinema, Ltd., to amalgamate with African Theatres has proved a boon to the latter concern. Not only has it removed a most opposition to the cinema, but several well-built and up-to-date theatres, whereas African Theatres have on their list quite a number of poor show houses.

The mail steamer, Edinburgh Castle, carried Abraham Fogelman as a stowaway from England to South Africa. Fogelman said he was a music hall artist born in South Africa. He was starving and failed to get a job. The Capetown magistrate gave him a month's hard labor.

The 22 Ingenues, billed as the famous American Girl Band, with E. G. Sherman in charge, put over a hit at the Opera House, Capetown. Each girl plays several instruments. Sherman says he intends going to the Far East and Australia to get a job. The Capetown magistrate gave him a month's hard labor.

Worcester (Cape Province) Municipal Council (Nativity Africa) Consolidated Theatres, that unless a cinema catering to the colored people running without a license is issued a criminal charge will be put through against the concern. Europeans petitioned the Council obnoxious to a house in the center of the town.

The 1932 license was not issued, with the African Theatres being ordered to close the place. In defiance of the order the cinema carried on without a license.

Harry Garvin Dies
Harry Garvin, president of the South African Musicians' Association for many years, died at Johannesburg, died March 26 in the Johannesburg General Hospital.

In October, 1931, he was appointed leader of the orchestra at the Standard theatre, and in 1932 joined James Hyde's orchestra in Johannesburg as leader. Mr. Garvin was president of the South African Society of Music Teachers, and went overseas last year to several international conferences. Widow, son and two daughters survive.

Mattie Trevathan, young vocalist taking part in the Johannesburg National Exhibition, won a scholarship solo contest. The judge announced that she was a singer with a "world" voice. It is intended to form a committee to send Mattie overseas for training.

Show business is pretty bad throughout, with the public clamoring over the poor class of pictures on the screens.

Powers Sails to Talk

All-British Program

Pat Powers left for London Saturday (30) on the Ile de France for a conference with British International Pictures on future production. Powers a few weeks ago took over the American B. I. P. company and bought into the parent British company.

Powers will sit in on production confabs and attempt to convince the Britishers to use American directors and actors, he says.

This contract with B. I. P. calls for his distribution on this side of a minimum of 20 B. I. films during the coming year. He is also allowed to augment his distribution program with a maximum of ten Hollywood made films, but says he will ask the British company to make product acceptable for the U. S. so he will not need to use any home made films.

Powers is still busy organizing his sales force, and hopes to have 20 exchanges open and ready to function within the next two months.

Royal Megger

Berlin, May 2.
Newest 'fin' find is Prince Sigvard, second son of the Swedish Crown Prince.

Sigvard has been assigned the post of his distribution on this side of a minimum of 20 B. I. films during the coming year. He is also allowed to augment his distribution program with a maximum of ten Hollywood made films, but says he will ask the British company to make product acceptable for the U. S. so he will not need to use any home made films.

German Indie Distributors

Organize Rival Ass'n

Berlin, April 23.
Independent film distributors, not connected with the German Film Distributors' Association, plan the organization of a co-operative association.

Fourteen other companies, i. e., Alfa, Albos, Atlas, Bayrische films, Bild und Ton, Bioskop, German Fox, German Universal, Engels & Schmidt, Heros, Kristall, Metro, Paramount, and Praesens, will also join the new organization. The monthly meeting is to be held to enable the various members to discuss trade problems.

U.A. EXPANDS

FOREIGN LIST

United Artists, last of the American major companies to hold out against dubbing, will probably use the treatment for a few pictures during the coming season. U. A. made the first American dubbed picture, "Luminox," and has avoided using the method ever since.

Decision to go back to it was reached during a Coast production confab last week attended by Arthur Kelly, U. A.'s foreign chief, and Murray Silverstone, head of U. A.'s English offices.

United Artists will make 10 or 12 direct shot foreign films abroad during the coming season. It was also decided. Company made only half a dozen of these last year, but will need more for quota purposes the coming season, due to an increase in the Columbia production output. U. A. distributes Columbia pictures in England and Spain.

Entire foreign policy, however, Mr. Kelly says, will be flexible, and will be flexible in order to conform with whatever new developments may come up abroad in the way of quotas and contingents. Silverstone called for London Saturday (1).

MEXICO'S FILM TARIFF

BASED ON QUOTA IDEA

Mexico City, May 2.

Finance Ministry officials are all upset because of the widespread impression that the newly effective tariff law imposed a 1,000% tax increase on non-Spanish films and discs. Officials say this is erroneous and that the new tax actually affects only the costs of "importers" who exceed the import quotas.

It's hard to figure out just what is meant by quotas, though, and who is affected by them in which manner. Distributors, it seems, are divided into two groups—first, those whose annual imports do not exceed 120,000 meters of film, and second, those bringing in up to 200,000 meters of film annually. Distributors must register at the ministry as belonging to one of these groups.

Distributors and exhibitors have been pretty hard by the new levies, but the majority of them do not incline to the belief that there will be general closing down.

Paris Theatre Taxes

Reflect Spring Slump

Paris April 23.

Recent slump in theatre grosses is demonstrated by the fact that theatre taxes for the month of March 1932, amounting to \$451,000, have decreased \$11,000 compared to March last year.

That the effect has been felt is evidenced by the fact that taxes for the year ending March 1932 as compared to March 1931 had increased from \$4,900,000 to \$5,090,000 for the total 12 months.

Dean-RKO Resumes

London, May 2.

Earl Dean's association with Radio Pictures units starts in again in about two weeks on a Gracie Field picture.

A new financial arrangement has been effected with RKO-Radio.

Wurtzel in London

London, May 2.

Sol Wurtzel is here vacationing and is accompanied by his daughter. Some time he's keeping a weather eye open for Fox material.

Paris, May 2.

Victor Smirnoff, president of Am-

Holland Bans 'Jekyll'

Amsterdam, May 2.

'Jekyll and Hyde' (Par) has been banned by the censor unconditionally.

Newspapermen here are talking excitedly about the banning, and considering the possibility of protesting on their own in defense of free speech.

Gaumont Would Make

Six Hollywood Films

For Radio on Trade

Hollywood, May 2.

British Gaumont has a deal on the fire to produce a series of features here for distribution by Radio, with B. G. in turn handling a like number of Radio pictures in their key houses in England. William J. Cell, managing director, expected here within a month for production conferences at Radio.

Millard Webb, director who returned from England where he produced for B. G., is expected to handle local end if it materializes.

MAY 1 MEX LABOR BAN

COVERS CINEMAS ONLY

Mexico City, May 2.

Exhibitors here were pretty hard hit by the enforced closing down yesterday (1) Labor Day and the most complete holiday in Mexico's annual program.

'Picture men pleaded with the unions to be allowed to function, but got no takers. Legit theatres, ball fields, races, and other forms of amusement continued but the picture unionists refused to work, allow work, or explain their decision.

Anyhow, Trade Is Good

In Trinidad Islands

Two exhibitors in New York currently with the story that 'business is splendid' and they are building new theatres.

The exhibitors are Lionel Belasco and N. M. Gokool, and their place of business is Trinidad.

Belasco and Gokool have ordered remodeling of the Princess theatre in Trinidad, 1,000 seats, which will open within six weeks. They also have in construction a new 2,000-seater which ought to be ready in about six months.

Couple were ordering the theatre equipment in New York, as well as tickets and other printed matter. They concluded an exclusive booking agreement with Metro during the week for both the new theatres.

Belasco and Gokool, when seen, had no excuse to offer for the condition of picture business in their country.

'Maybe we're too far away, or too isolated, to be touched by general world conditions,' they said, 'but we don't especially care. All we're interested in are box-office returns. And they are healthy.'

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Victor Smirnoff, president of Am-

With Japan Soundfilm Situation Expanding the Gravest Problem Is the Yen-Dollar Exchange Rate

Berlin Takes Sides

In Von Sternberg Tiff

Berlin, May 2.

Much favorable comment in the dailies after a press showing of 'American Tragedy' (Par) with von Sternberg getting all the credit. Great financial success, however, is not expected for the picture.

Dailies here are commenting on von Sternberg's tiff with Paramount, most of them editorially seeing things his way.

'WORLD MARKET'

FEELING OF PAST

There is no world market for films today. Each country must be considered as a separate entity and pictures for each country looked at separately from a standpoint.

Such is the opinion of Joe Freedman, European manager for Columbia, in New York for a week's product conference. He sails on the return voyage tomorrow (4) aboard the Bremen.

With that in mind, Freedman says, Columbia has divided all of Europe into separate countries and is handling each territory in different fashion. Pictures in England and Spain are being distributed through United Artists. In France the company has an arrangement with Forrester-Parent, French company, for dubbing, adaptation or treatment and distribution in whatever manner Forrester-Parent think best at the moment.

In Germany there's the same sort of tiff with a German company. 'In France, for instance,' Freedman points out, 'there's considerable current agitation against dubbing. Therefore, despite the fact that "Drigible" was dubbed successfully, our French affiliate is arranging to switch to direct-shot versions. "Criminal Code" is now being arranged for shot in French with all scenes in French.'

'Point being,' insists Freedman, 'that American companies abroad cannot lay out policies or programs. They must be so fixed as to easily adapt to methods with current conditions.'

Par Making Survey

Of Foreign Exchanges

Joe Seidelman, Par's foreign chief, left for Hollywood Thursday (28) to attend the Par convention. With him is John W. Hicks, formerly in charge of Paramount for Australia, with several foreign exchange rumors as the result of conferences to come within the next week or two on the Coast.

Understanding is that Hicks is being groomed for a London post. George Weltner, assistant to Seidelman, Paramount foreign chief, is sailing for Japan to look over the company's offices there.

Weltner will stay only about two months, making a survey of the exchanges and theatres Par has there. Some changes in personnel and business methods may result from his report, which is being altered by the recent Sino-Japanese war.

O. R. Geyer and Sam Cohen have been dropped by Paramount as a result of a decision to cut down the foreign publicity department. Geyer started the department and headed it since 1919. Cohen edited 'Paramount Around the World,' a monthly magazine for foreign exhibitors, which is being dropped.

Fulltime in the future is to be handled by the domestic publicity department in co-operation with foreign sales offices.

Paris Gets Break

Paris, May 2.

A break for showmen here, at last. Merlion day came with no rain. The sun shined all day.

Both meant to help the

Tokyo, April 15.

Motion picture situation in Japan right now is a grave problem. First, there's production. Then there's distribution. And after that is the yen-dollar exchange.

Japanese efforts in the talker field have been largely along experimental lines. So few hinterland houses are wired that the big Japanese concerns have had to figure out their market in terms of the few houses wired for the foreign release. If there have been profits so one can figure where they came from.

Now, however, the turning point has come. The big boys realize that if they don't make their own talkers, foreign interests are apt to step in and steal the field from them. Therefore, Nikkatsu Productions (second largest to Shochiku) plans, beginning with April, to release two sound films a month.

Reported further that 60 Nikkatsu films are being wired to work Kianglin, in order to give outlet for the new product. Pictures coming to Kikkatsu from the Photo and Chemical Laboratories which have perfected their own recording apparatus. This apparatus is supposed not to infringe on any other patents.

Considerable doubt is expressed that Nikkatsu actually will be able to turn out two talkers a month. Probably most of the Japanese product will be synced, at least at the start.

Also, the Shochiku-Paramount theatre combination has been a great thing for Paramount and has kept the Shochiku houses from going Japanese and cutting down the market for foreign films in Japan. By the combination Paramount is able to market its entire product and has a tie-up with the live set of revue producers in Japan. Only two of the five Tokyo houses are vaudeville.

There are five S-P houses in Tokyo using 128 features a year. These pictures are Paramount, 60; Shochiku, 10; distributed in Japan by Par, 15; Ufa (according to contract), 12; others, 39. The others include Metro, Universal, Fox, Warner Brothers-First National, United, Pathé, France, Great Britain and Japan.

In the first six months of its existence the S-P chain showed one British, a couple of French and four Japanese titles, despite the fact that it had hold-over contracts from former days to absorb. What it boils down to is that these eight sources of supply will probably average about three films a year.

And less in the Osaka-Kobe-Kyoto field, where S-P houses can take but 90 features a year.

The independents have arranged a competing exchange circuit, composed of the Cinema Ginza, the Ushigomokan, the Shibusya Cinema, the Nannmeiza, the Nipponkan and Musumokan. These six houses formerly were 100% Japanese or ran on a 50-50 basis. Two of them are topnotchers, about as good as anything outside the Imperial in the circuit. They're all first-run houses now. Universal, Metro and Fox were the exchanges which supported the organization of the chain, known as the Consolidated Theatres.

So, taking everything by and large, everyone is being carried. The only speck on the horizon is the yen. It has slipped. It promises to slip a good deal more. So this has caused much worry for business seems due to pick up as the yen goes down, but if it slides much more the government is likely to install exchange control.

MERCANTON DIES

Paris, May 2.

Louis Mercanton, Paramount distributor, died suddenly of heart disease.

He was 46.

Smirnoff Recovers

Victor Smirnoff, president of Am-

kins, is back at his desk after a four week's absence due to illness.

Travellers that looked for a time as though it might be dangerous.



BA "STAT

RKO
Radio
PICTURES

Reg. U. S. Pat. Off.

AMERICA'S

BOX-OFFICE WRITTEN INTO EVERY FRAME...AND A ROLE THAT FLAMES WITH BARRYMORE'S ACTING GENIUS

Blistering Drama!... of a man who practised love as he practised law... **to win!** Who won women with kisses... and juries with tricks! One day—counsel to crooks. The next—he hunted them down... but in love—an outlaw always!

JOHN

BARRYMORE

ⁱⁿ
E'S ATTORNEY"

with

HELEN TWELVETREES

Jill Esmond Wm. (Stage) Boyd
Ralph Ince Mary Duncan

Directed by George Archainbaud. Adapted by Gene Fowler, Author of the Best Seller "The Great Mouthpiece" and Rowland Brown Author of "Doorway to Hell."

Nationally Released

MAY 13TH

Just when you need
a Box-Office Smash

GREATEST ACTOR IN HIS GREATEST SCREEN ROLE

By Epes W. Sargent

Dallas. Local rogues' gallery gave Paul Short of the Publick Melba a flashy lobby for 'Scarface.' Besides coppers' assortment of guns and evidence relics connected with various crimes here, Short obtained the private armory of 'Lone Wolf' Gonzales, prominent Texas ranger.

You Will Cash in Plenty with...



"BRIDE"

"SKY"

**The Pals of
"Touchdown" Reunited
With An All-Youth Cast**

The same smart showmanship that made you so much money with "Touchdown" now offers for box office honors this intensely thrilling entertainment. So real, so dramatically perfect it ranks high in the unforgettable masterpieces of human emotion.

**RICHARD
ARLEN**

**JACK
OAKIE**

Robert Coogan
Virginia Bruce
Charles Starrett
Louise Closser Hale
By Waldemar Young

PARAMOUNT

600,000 Prospects for 16mm.; Churches Best Possible Market

With baby film down to the scientific point where lenses can trick it up to screen standard size proportion, the only organized group of independents in the 16 mm. field now places the home on the list and churches first as immediate prospects.

Fully informed of sound that goes in the center and side, and even on the edge of little film, the 16 mm. Board of Trade, composed of over 200 equipment manufacturers, dealers and producers of reduced picture size, next week is launching what it considers the most important step in defining 16 mm. as an industry, itself. This move is for the uniform establishment of 16 mm. exchange throughout the country to handle film the same as distributors serve theatres.

Distribution Problem
Distribution, according to Board of Trade leaders who have been in the 16 mm. business for years, has been even a greater problem to the small industry than production. There are several thousand pictures now available for non-theatrical showing in small size. The flow of these is described as never having gotten under way because of the lack of regular distribution and too much dependence upon dealers. Because of marked improvement in small film projection, including perfection of the sound, the organization now feels that churches and other institutions, which formerly were regarded as too large to be included, as prospects, can buy in the small field, and for a fraction of the price, get virtually the same satisfaction as though they were using the costly professional equipment and film.

Churches and Sunday schools together combine 600,000 prospects for 16 mm. in the U. S. Next in line for 16 mm. trade is listed the schools. Visual education is the motive here.

Hospitals, universities and other similar institutions are presented as the third potential market, with the home fourth and last. Among reasons other than cheapness of expenditure for the small institution and service, the 16 mm. Board of Trade holds up these advantages: (1) the non-theatrical institution using 16 mm. does not have to worry about operators and unions, and (2) the regulations do not affect 16 mm. users because all of the film is of non-inflammable stock.

Denver, May 2.
At the 144th general assembly of the Presbyterian church this month, Rev. Hugh P. James will advocate (Continued on page 54)

SHOP ANGEL

(Continued from page 15)

voice, Dorothy Christie is okay in a small part as the merchant's scandal saying daughter.

Pictures opens with a fashion show which displays a lot of gowns that will interest the women with a brief dressing room episode for the men. Later, Miss Shilling is there with a bathing suit that is very much one piece.

For an indie production this one is above average. Dialog good, photography well done and sound fair.

LIEBESKOMMANDO

(Command to Love)
(GERMAN MADE)
(With Songs)

Superfilm production. Talsi Perlmutter release in U. S. Stars Dolly Haas and Gustav Froelich. Features Anton Punter and Thora von Halmay. Direction. Geza von Bolvary. Scenario. Fritz Grünbaum and Roda Roda. Songs by Hans M. J. on script. Robert Stoltz. Photography. Willy Goldberger. At the Capitol, New York, on beginning April 30. Running time 100 mins. Liebesschmerz. Dolly Haas. Dolly Haas. The General. Anton Punter. Elisabeth, his daughter. Yvette Andrich. Lieutenant Schreder. Thora Halmay. Mia Fleuron. Hans M. J. on script. The Doctor. Gustav Froelich. Paul Morgan.

For more than a year German films have gone through a cycle of military comedies. This is one of the hundreds or so, although, curiously, it is the only one to land in New York. It's light and pleasant and has a nice tang, about four reels too long. If it's much less than most of it, picture will get satisfactory results from German patrons.

Story is one of those musical comedy things. If you want to believe it and accept it, you can enjoy the picture. Tells of a young girl who enters a military academy as a boy and lives in a men's dormitory for three years, with no one getting wise. Clinical minded people are apt to become restless after an hour of this subterfuge with no one (in the picture) catching on. Maybe it doesn't matter. It's a musical comedy. And Dolly Haas is a cute little trick who looks suspiciously like a boy to handle the part. Also she has a nice voice and a good knowledge of what it takes to put her best points over. Gustav Froelich is not too happily cast as the tough First Lover, but has a b. o. following, which will help the picture.

Robert Stoltz's tunes are fair with one waltz promisingly whistleable. Geza von Bolvary's direction is expert as usual, though photography seemed a bit off.

English titles come with the picture in the usually inane fashion.

Amf.

Papa Sans Le Savoir

(Father Unaware)
(FRENCH MADE)

Paris, April 10. C. I. C. production. Distributed by Universal. Directed by Robert Wyler. Supervised by H. P. Carver. Scenario and dialogue by Yves Mirande. Made in Eclair. Epinal studio. Recorded Klamfing. Running time 100 minutes. Color. France. Cast: Noel Noel, Eugene Fox, Janine Morrey and Françoise Rosay.

A likely money-maker for Universal, due to universal appeal of love for children, which is the strong note of the film. Production was done by the C.I.C., an organization organized to produce for Universals French distribution, and headed by H. P. Carver. Toward the end of the production, which cost about \$80,000, despite strenuous efforts of Max Laemmle to keep costs down, Universal had to chip in a little to help complete it. Robert Wyler, who directed, has Hollywood experience, and did a very satisfactory job with comparatively simple means at his disposal.

Story is adapted by Yves Mirande from "Little Accident," and he put in some brilliant French dialogue. It gives a big chance to Noel Noel, French, to act the part of a young man who, among his father's instructions, gives up a poor girl to marry an heiress, but switches at her last moment when he finds that his girl friend has given birth to a child. This he steals from the founding hospital, eventually winning over his family to the idea and marrying the child's mother.

Noel Noel is satisfactory in the part, as also is Janine Morrey, the girl of the girl. Best actor in whole show is the child, aged nine months at the time of filming, which makes a decided hit resulting in beautiful sniffing. Françoise Rosay does the character part of one of the young man's relatives who relents at the end, and is as funny as usual. Technique, sound and photo satisfactory. A sure bet for the box office.

Magic

Minneapolis, May 2. L. H. Kopman, of the Nite, local news house, was fined \$25 for failure to clear aisles of stands during a performance. What's more, the city official, who swore out the warrant, testified that Kopman had disregarded numerous warnings. Kopman explained that patrons, waiting for the second show, "broke through the ropes," and the court suspended sentence on him. Other exhibitors now are warning down on Kopman to learn how he stands "er up."

N. Y. State's 13 Blues

Sunday pictures are legalized in 45 cities and are prohibited in 13 New York State municipalities, according to figures compiled by the N. Y. State Mayors' Conference. A majority vote for Sunday films has been cast in six of the seven cities which held referendum.

U CUTTING WRITER STAFF

Hollywood, May 2. Universal's record sized scenario staff is rapidly being reduced to normal proportions. Ben Orkow, Dwight Taylor, William McGrath and George Green were let out this week.

Jackson at Fox

Hollywood, May 2. Marian Jackson has joined the Fox writing ranks and will do the next Warner Baxter story. Sackin agency placed.

A LOW PRODUCTION
"DIVE IN"
(April 30) Paradise, New York

JACK PEPPER

"Pepping Up the Show"

Dir.: Cargill & Dobson

MADELINE BERLO
DIVING MERMAID
AND MOVING GIRLS

Thanks to Marvin Schenck

CHESTER HALE'S
DIVE IN GIRLS

HAROLD STANTON
American Tenor
Dir.: Phil Tyrrell

A LOW PRODUCTION
"PARISIENNE"
APRIL 30, CAPITOL, NEW YORK

FRANK RADCLIFF
with GENE RODGERS
in "DARK DOINGS"
Dir. CHAS. FITZPATRICK

JEAN LEE GAILS
INTERNATIONAL DANCE STARS
Dir. LYONS & LYONS

ANITA AVILA
and JACK NILE
in "DANCERS
Sophistication — Humor"

SILVIA NELSON
Singer of Charm and Beauty

A LOW PRODUCTION
"THREE SCREENS"
(April 29), Valencia, Jamaica

CHANEY D'AMORE
AND FOX
with JACK LANE
"Do You Want to Wrestle?"
Dir. Alex. Hantola

AL NORMAN
JOSEPH GRIFFIN
Comedian?
Thanks to Johnny Hyde

Producers Watching Their Film Story Investments Assiduously

With a view to keeping inventories on unproduced material down as far as possible, picture producers are doling options to authors on future stories. Paramount is leading in this direction, refusing to purchase a further story on the strength of author names.

Biggest name turned down under that company's new policy is Rupert Hughes who wanted a \$3,000 option on a story that he is writing for a magazine. Option offered Par was on a \$30,000 buy.

Practice has been for picture companies to gamble with the thought of picking up in advance, at reasonable figures, what later, on hitting, might cost double. However, too much material so purchased has been placed on the shelf as unsuitable for filming. This has increased story inventories, which are being written off yearly, to staggering amounts.

Over-purchasing through options has resulted in stalling on certain stories that might have suited for pictures if done quickly but on being postponed have become worthless from the film point of view.

The book publishers continue their practice of heavy options in advance of the first chapter. Edna Ferber was paid \$25,000 as an advance option on "American Beauty," but picture companies offered an option refused to entertain it. Practice of buying stories for

filming after the first few chapters have been read, is also being eliminated with few exceptions where a scoop is not being attempted. Neither this nor brief synopses, it is declared by story buyers, can be depended on, regardless of how big the name and power of the author.

Companies also are going easy on options even after works have been published or produced, duly considered and then tagged as possibilities. In the past too much money has been spent on options of stories which have hit as best sellers or on stage, but for various reasons have been cleared out on production schedules.

U's Regional Meets

Jack Schaffer, Universal's distributor chief, left New York Thursday (28) for the Coast to take charge of several regional sales meets U. will hold this year in place of an eastern and western convention. First opened yesterday (Monday) in L. A.

A two-day session there will be followed by a regional meet in Chicago Thursday and Friday (5-6), while the New York gathering will convene Monday (9).

This season will make 26 programs and 14 in the action and western group, a total of 40, plus five serials and, in the shorts division, 52 one-reelers and 28 two-reelers.

A LOW PRODUCTION
"FORWARD MARCH"
(April 30), Loew's, St. Louis

Terrell & Fawcett

"Falling For You"

Dir.: Eddie Meyers

CANDREVA 6 BROS 6

Dir.: Cargill & Dobson

LOYALTA'S
"Arabian Stallions"

Dir. Chas. V. Yates

CHESTER HALE'S
FORWARD MARCH GIRLS

A LOW PRODUCTION
"HI-LITES OF 1932"
(Week April 30), Penn. Pittsburgh

JIMMY SAVO
"The Runaway Boy"

Dir.: Sam Lyons

VANDERBILT BOYS
"Cronanaders of Song"

Dir.: Phil Tyrrell

PEG LEG BATES
World's Greatest Monopod Dancer
Dir.: Nat Kalichman - Wm. Morris Agency

CHESTER HALE'S
HI-LITERS

A LOW PRODUCTION
"DANCE DREAMS"
(Week April 30), Ohio, Columbus

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 Beautician
Dir.: Cargill & Dobson

Chester Hale's Dream Damsels

A LOW PRODUCTION
"WESTWARD HI-HO"
(Week May 7), Michigan, Detroit

DON BARCLAY

FOUR CARLTON BOYS

"Knockin' Around"

Per. Dir.: Jrv. & Chas. V. Yates

CHESTER HALE'S
HI-HO GIRLS

OSCAR RAGLAND
and ROBT. C. PITKIN

A LOW PRODUCTION
"CUBAN HOLIDAY"
(April 30), Michigan, Detroit

The International Comedy Couple
CLIFFORD MARION

Dir.: Lyons & Lyons

O'Hanlon and Zambuni
DANCE CREATORS
Smart and Sensational
Dir.: Chas. V. Yates

THE 3 GOBS
STILL WORKING
HI-DE-HI

Dir.: Nat Kalichman - Wm. Morris Office

JACK REID
"SINGING THE BLUES"
Dir.: Nat Kalichman - Wm. Morris Office

CHESTER HALE'S SENORITAS

A LOW PRODUCTION
"FRIVOLITIES"
(Week April 30), Century, Baltimore

GEORGE DORMONDE
"Scientific Nonsense"

Dir.: Johnny Hyde, Morris Office

TOMMY and BETTY WONDER
"The Dancing Wonders"

Dir.: Wm. Morris Office

W. E. RITCHIE
"The Brilliant Trump Cyclist"
The Bicycle Ballet

CHESTER HALE'S FRIVOLITY GIRLS

FANCHON & MARCO
Featured Acts

The Mad Wags of Malibu
BERNIE and WALKER
in "ANYTHING CAN HAPPEN"

NOVAK and FAY
"All Tangled Up for Fun"

"TOWN AND COUNTRY" Idea

RUDY KAYE

"The Singing Switcher"
Mae Murray's "Parliarian Revue"

JANICE WALKER

Doing "Cinderella Brown"
Mae Murray's "Parliarian Revue"

STEVE SAVAGE

As "JOE E. BROWN"
With "Star Night" Idea
Dir. MARY LESTER

GILBERT BROS.

"MALIBU BEACH" IDEA

Wherever
WOMEN GOSSIP
They rave
ABOUT THIS MAN



• Baxter in smart clothes, in smart places, with smart women. A man-about-town and of all towns, Washington. On the inside of the inner circle. On the outside fringe of the law.



• over intimate luncheon tables



• in confidential phone conversations



• at chatty bridge teas

WARNER
BAXTER

KAREN MORLEY CONWAY TEARLE
 LENI STENGEL LILIAN BOND
 Allan Mowbray Lawrence Grant

Play by Denison Clift Directed by JOHN FRANCIS DILLON

FOX PICTURE

MAN ABOUT TOWN

DAVIDGE PATENTS WHEEL DEVELOPER

Hollywood, May 2. Roy Davidge has patents for a wheel system of developing film to replace the former rack method. Benefits claimed are more uniform developing and an opportunity to give the bath to 1,000 feet of film as against 400 feet, the present maximum.

Wheel is a wire affair, with the film wrapped around the hub and out to the rim. Opportunity for the developing solution to reach all parts of the film is accorded by entwining a length of celluloid with the film. Each edge of this celluloid blanket is covered with protuberances, which touch the edge of the film and hold it in place, but does not affect an even distribution of the solution.

Wheel revolves in the bath. Pins on alternate spokes keep the solution agitated and are so placed as to force the solution into the open spaces between the film and the celluloid blanket evenly.

Rowland Brown, Champ On-and-Off, Starts

Hollywood, May 2. Rowland Brown, director who has been in-and-out of several studios since he tore up his contract with Fox, is again pencilled in to direct. Slated to meg 'Freedom,' Radio's chain gang film.

Brown has a record of more almost directorial jobs than any one in Hollywood. He reached the 'almost' state twice before at Radio and twice at Universal.

E. H. Griffith, carried over to Radio from Pathe, will get his first meg opportunity since the consolidation with 'Thirteen Women,' Tiffany Thayer story. Two of the women to date are Irene Dunne and Jili Esmond.

PAR'S 'BED' FOR HOPKINS

Paramount has closed for picture rights to Val Lewton's 'No Bed of Her Own,' current best seller, for reported price of \$7,500. Miriam Hopkins is in mind for the story.

Talking Pictures

Pittsburgh, May 2. Kids in a nabe film house have been avid followers of a western serial showing every Saturday afternoon. Of late youngsters have been short of nickels, and following the fortunes of their hard-riding hero every week has become increasingly difficult.

House sound, however, can be heard in an adjoining alley, and here was the way the problem was solved: One kid is permitted to view the picture in the morning during a test run. In the afternoon he gathers his cronies in the alley and accompanies the sound and dialog with a running account of what's taking place on the screen inside.

It works out okay, and the nabe kids have given the manager a vote of thanks.

More Hollywood Films

Hollywood, May 2. To get away from the remake idea, Paramount will release 'Merton of the Talks,' new edition of 'Merton of the Movies,' as 'Gates of Hollywood.'

Also adds to the cycle now in preparation with Hollywood in the title. Radio has 'Hollywood Speaks,' Harold Lloyd has 'Movie Crazy,' Universal 'Once in a Lifetime' and a untitled story about picture extras.

Cinecolor Materializes

Los Angeles, May 2. Cinecolor has leased the old Multicolor laboratory and is installing machinery for the production of color films. Technical director is W. T. Crespien, formerly in the same position with Multicolor.

Corporation was organized two months ago under the name of Colorfilm Corporation of California and has just been changed to Cinecolor. A. L. McCormick represents eastern capital interested in the enterprise.

STUDIOS VIOLATE PACT WITH CAMERA UNION

Hollywood, May 2. Major studios this week have defied the cameramen's union by using only one photographer on sets whenever convenient, contrary to the two-camera agreement. This follows a request for an armistice on the agreement.

Indie producers and union committee working on wage scales still trying to reach an agreement.

Col. Goes Elaborate With Col's 'Gen. Yen'

Hollywood, May 2. Herbert Brenon will go to Columbia to direct 'Bitter Tea of General Yen,' his first work since he closed with Radio.

Studio's intention is to throw lots of Jack into this filmization of Grace Zaring Stone's best seller, stating it will be the most elaborate undertaking in the history of Columbia.

HAUNTING CALNAY

Los Angeles, May 2. Echo of the legal jams involving James Calnay, indie producer 10 years ago, is a suit against him and E. W. Cole and John H. Wyrick for \$1,394 on a 1927 note judgment, on which only \$100 had been paid.

Trouble grew out of two \$500 notes given Florence and Ethel Haynes, which Calnay claimed represented their gamble in a picture called 'Why Do We Live?' to be made by West Coast Production Co.

Calnay had previously promoted a dope-menace film backed by Mrs. Angela C. Kaufmann, local social worker.

EDDIE RUBEN STAYS P-P

Eddie Ruben will remain with Public, coming on to New York shortly at which time an assignment will probably be worked out for him in the operating department.

Formerly over the Finkelstein & Ruben chain in the northwest, John Friedl lately was switched from Dallas to take over that division, succeeding Ruben.

Experiment and Research Discarded As Studios Concentrate on Budgets

Main Entrance!

Chicago, May 2. Up to the minute competition on Randolph street last week, where with Bing Crosby appearing in person at the Oriental, the tiny Randolph, next door, boomed out with a streamer in big letters, proclaiming Crosby in 'I Surrender,' a short.

Proximity of the two houses is so close people often walk into one thinking it the other.

Oriental Films Fade

Hollywood, May 2. Threatened epidemic of Chinese war pictures has faded to a single production, now half finished. That is Radio's 'Roar of the Dragon,' Success of 'Shanghai Express' and timeliness of the subject when it was frontpage news brought forth elaborate plans for plenty of Oriental battle epics but the scripts have all been shelved.

Universal called off 'Shanghai Interlude' and a mag story, 'Shanghai Madness,' was similarly discarded. Paramount had hoped to revive interest in 'Come On, Marines' by injecting a Sino-Japo background, but 'Marines' is again in the closet.

Tobis' 'Karamazov' Halts Colman-UA Version

'Brothers Karamazov,' bought for Ronald Colman, will probably never be filmed by Sam Goldwyn. Colman's next two will be 'Way of a Lancer' and 'Cynara.'

Tobis' production of 'Karamazov' and its release in this country last winter is one thing responsible for its shelving. Sidney Howard had fully completed the script of 'Karamazov.'

Hollywood, May 2. Experimental and research sections of studio technical departments have discontinued all expensive experiments to improve picture production. Appropriations have been cut out almost altogether and the entire resources of these departments now center on finding short cuts and more inexpensive methods of doing the present work.

Warners and First National have eliminated the use of slates to record scenes and takes, using punches, bearing numerals, which cut the numbers on the negative itself. Several other studios gave this method a short trial but WB is the only one to cling to it.

At Metro, slating is done only for each scene in comparison to the former method of flashing the slate after each take. This cuts down the number of slatings to one-fourth or one-fifth.

Both procedures have been responsible for a great deal of saving, not so much in negative saved as in the production time wastage eliminated.

Everything but Story

Hollywood, May 2. Radio will borrow George Fitzmaurice from Metro to direct Constance Bennett's next. Also set for Joel McCrea to be male lead, but as yet there's no story picked.

Gregory La Cava will direct Ann Harding's next, 'Bed of Roses' by Adela Rogers St. John.

Col. Taking Outsider

Hollywood, May 2. 'The White Zombie' independently produced by the Halpern brothers will probably be released by Columbia.

Harry Cohen has offered the producers a distributing deal on a production cost advance plus a percentage.

GUY LOMBARDO

AND HIS

ROYAL CANADIANS

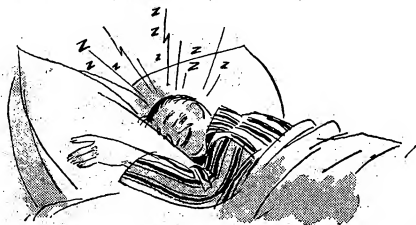
Starting Tour of Personal Appearances

PARAMOUNT, NEW YORK

This Week (Apr. 29)

ROBERT BURNS PANETELA
PROGRAM

DIRECTION
MUSIC CORP. OF AMERICA



AN EXHIBITOR'S DREAM!

HE dreamed of huge audiences,
CROWDS in his lobby,
MONEY in the bank—
HE saw in his dream
STAR names of international fame
FLASHING week after week
FROM his glittering marquee—
HE dreamed that he enjoyed
THE highest respect of his town,
ACKNOWLEDGED by his townspeople
AS a gentleman of importance—

AND THEN HE WOKE UP!

AND lo! and behold!
IT wasn't just a dream—
IT was all true
He had booked Metro-Goldwyn-Mayer Pictures!
EVERY day of his life he's thankful
THAT he used his own judgment last Fall—
HE'S going to play "Letty Lynton" next!
JOAN CRAWFORD's new sensation!
CLARENCE BROWN's direction wins him new laurels!
HE just finished playing
"TARZAN, The Ape Man", and broke his house record!
PRIOR to that he played the BEERY-GABLE hit—
"HELL DIVERS"—and what a *clean-up* it was!
EVEN his own highest hopes for
M-G-M product have been far surpassed—
"EMMA", "The Champ", "Politics", "Private Lives",
"MATA HARI", "Possessed"—*those were pictures!*
HE has successfully weathered trying times
AND he knows that in months to come
DEPENDABLE M-G-M has plenty more in store!
ISN'T it the truth that
WHEN an exhibitor *wakes up*
HE'S automatically
AN M-G-M showman!

3 CALIF. CHAINS, 62 HOUSES, MERGE

San Francisco, May 2. Final papers were signed this week in a deal that consolidates the 62 houses of Golden State Theatres, T. & D. Jr. circuit and the San Francisco Theatres.

Largest chain of neighborhood houses in California will operate from a central office here, each of the units retaining present executives. E. H. Emmick is Golden State president; Mike Naffy, head of T. & D. and Sam Levin, chief of S. F. Theatres. Bob McNeill is general manager. C. V. Taylor is general purchasing agent and Ed Rowden booker.

Of the 62 houses, 37 are owned by Golden State, 20 by T. & D. and five by Sam and Al Levin Theatres. Consolidation was made primarily as an aid to economy in purchasing and operation.

RKO's House Organ

Reappearance of the former Fox-West Coast house organ, 'Now,' this time as an RKO project, will occur Wednesday (4), with the first issue. Eddy Eckles, who handled the house organ for Franklin at F-WC is in charge.

After having been discontinued as a house organ by the Fox management, Eckles published a trade organ called 'Here's How' which didn't last.

Chas. MacDonald Back With RKO After Vacast

Charles MacDonald, former divisional operator for RKO in New York, now on a 30-day leave, is expected to rejoin the RKO theatre end in some minor operating post. He is a brother of Harry MacDonald, RKO divisional director in New England.

LEVY WB L. A. MGR.

Hollywood, May 2. Leon Levy, manager of Warner's Hollywood theatre, became district manager of the local Warner houses last week replacing Max Shagrin, resigned. Levy will supervise the Hollywood, Western, Downtown, Forum and Beverly Hills.

James Hacks, manager of the Western, is transferred to the Hollywood. F. W. Barnett, his assistant, is stepped up to manager.

Spreckles Premier

Hollywood, May 2. Columbia will world premiere its 'Attorney for Defense' at the Spreckles theatre, San Diego, May 7, with a typical Hollywood calcium opener, but no boost in price.

Three members of the cast, Edmund Lowe, Evelyn Brent and Constance Cummings, will make personal appearances the first night.

STRIKE IN ARTHUR'S 13 N. E. HOUSES AFFECTS 90

New Haven, May 2.

Stagehands and booth operators in 13 houses of Harry Arthur New England chain have been on strike since April 23. Musicians in houses using stage shows affected also but not in on strike. Projectionists have no axe to grind but were forced out in sympathy strike with stage crews. About 90 men affected throughout chain.

Arthur expressed a willingness to compromise his original demand of eliminating stagehands from theatres where only films are run by taking on a single stage hand in each house but union insists on minimum of two.

Houses are now being operated by members of Brotherhood of Motion Picture Employees on open shop basis.

EXHIB MAY SUE F.N. ON PRICE REGULATION

Dallas, May 2.

George W. Belcher, indie exhib at Eastland, Tex., is threatening suit in federal court against First National to force delivery of prints on an unexpired contract. FN held out dropped bookings because Belcher slipped his admish to 10c and contract calls for 15c top.

According to his attorney, exhib maintains price regulation illegal.

Ousted Minn. Union's Court Plea in Vain

Minneapolis, May 2.

William Donnelly, former president, and William Dunn, former business agent of the stage hands' union, have lost their court action against the national union and its officers to compel their reinstatement.

Donnelly and Dunn were ousted by the national officers over an unauthorized strike. Later, when the local union sought their reinstatement, the organization's charter was revoked by the A. F. of L. and a new union was started.

The judge dismissed their suits, holding that they had not made a proper appeal to the parent body. The national convention to be held in June may consider their appeal. It is stated.

MACHAT DOUBLING

Chicago, May 2.

Louis Machat, operator of the German talker house, the Ufa Cinema, will double as exhib and distributor.

Has tied in for the midwest distribution of the Capital Film Co. and the Foreign American Importing & Trading Co.

STAFF MEMBER WARRANTS

Newark, N. J., May 2.

Capitol (WB) robbery last week is being traced on theory of an inside job.

Warrants are out for staff members who disappeared the same day as the money.

He Wanted Samples

Chicago, May 2.

Down on film row they claim it actually happened. A downstate exhib, new in the business, sent in a film order to a major distributing office here, requesting the company to send him six pictures on consignment. He didn't get 'em.

TEX. INVOLVED IN MANY DISTRIB-EXHIB SUITS

Dallas, May 2.

Copyright Bureau's activities in the southwest is meeting a lot of stiff opposition from Texas Allied. Some time ago C. B.'s box-office cops made a general draught in this section, stirring plenty of grief among smalltowners accustomed to gratis holdovers of their pick bookings. Guilty Indies were given the choice of an assessed penalty or suit. Some figured the pay-off cheaper. Allied assumed the legal defense for the exhibs and, according to H. A. Cole, leader, 13 suits were dismissed.

Penn's Sunday Hope

Easton, Pa., May 2.

Blue laws in Pennsylvania took a bad beating in the election last week, all candidates endorsed by the Anti-Blue Law association of the state being elected by large majorities.

Defeat of the Pinchot candidates appears to augur well for repeal of the restrictions. Last Legislature came out for Sunday baseball, by a close majority, but it was frowned upon by Pinchot. It is believed there will be enough candidates elected next November to overcome the Governor's veto. If this is so it will not be long before Sunday films will be legalized in Pennsylvania.

COP MURDERED

Escort of Two Theatre Managers
Fatally Shot

Muncie, Ind., May 2.

Three men murdered a Muncie policeman when they held up Howard Webster, Rivolt theatre manager, and F. S. Norton, manager of the Wyser-Grand. The policeman was trailing the theatre managers when the holdup occurred.

Two of the three robbers, shielding themselves with Norton, fired three shots into the policeman's body. They escaped with \$747.

WEISS SYRACUSE RETURN

Syracuse, N. Y., May 2.

Harry H. Weiss, former manager of Loew's State here, and more recently associated with Publix in Florida, returns here as operator of the Syracuse theatre. Deal consummated last week with Thomas Hogan, owner.

The Syracuse, largest of the city's independents, has been dark for months. Weiss plans double features, subsequent run policy, priced at 10 and 15 cents. House reopens late this week.

Chi Film Houses Plan Fortnight Summer Closing to End Twin Features and Exhib Evils

Chicago, May 2.

Every picture theatre in Chicago will close for two weeks this summer if the plans now being discussed by the exhibitor groups go through. Scheme is to utilize the two-week folding as the means to alleviate many of the local exhibitor wrangles on admission and dual features, and to start out all over again at scratch. It is believed, particularly by the larger groups

of exhibitors, both independent and circuit, that the fortnight closing is the only chance this town has of returning to single features.

It is admitted that there is no likelihood of getting the exhibitors to quit double bills at present because the public is expecting them, according to the present exhibitor setup, and would not accept the clipping of the bargain without some legitimate excuse and campaign on the part of the theatres. The public, it is declared, would resent the mere elimination of the extra feature unless the theatres would make the move 100% and with a publicity flourish.

Besides the return to single features, the plan is to utilize the fortnight shutdown to straighten out other problems of this town, the stabilization of admission prices and the sloughing of the cut-rates, giveaways and other 'specialities.'

Killing Giveaways

'Grand Hotel' is being marketed by Metro in an unusual manner as a road-show production. It will be sold in every part of the country, including the smaller towns, on a two-day basis regardless of how short a run the buyer wishes to book it as an advanced price attraction and then held for general release.

Going into all spots with a population of 10,000 and over, Metro estimates that the road show will be shown as a result in over 2,000 spots at the specified scale of \$150.

Where a situation is low on population, the road show booking may be for a minimum of three days, according to Metro. Around 10% dates are already set. In order to protect bookings, Metro will hold 'Hotel' for general release until next winter.

Par Wants Particulars

In Jos. Quittner's Suit

Joseph Quittner's suit against Paramount Public alleging P-P drove him out of business as an exhibitor in Middletown, N. Y., by building there after he refused to lease his three theatres, will not come up until the fall.

Paramount, through Cravath, De Gersdorff, Swain & Wood, has asked for a bill of particulars. This is due June 11.

Since Quittner started his suit, his theatres in Middletown have been sold on foreclosed proceedings. He is no longer in the exhibition field. Arthur Butler Graham is his counsel.

Loew-Fox Set

Loew deal for the Fox, Washington, has been closed, with the first Loew presentation unit going into Loew's Fox, as the house will be called, May 13. Former Loew house, Palace, goes straight pictures.

Sold Down the River

Hollywood, May 2.

Paramount is loaning Arthur Kober to Charles R. Rogers to permit him to do a little deep thinking on the script of 'Madison Square Garden.'

Kober is a Par staff writer.

Under the plan the giveaway nite would be entirely removed, any house desiring to use giveaways would be automatically shoved down into the eighth week of release where they would be unable to harm the rest of the houses. Prices on admission, which are now being slashed and clipped locally in an epidemic of fright, would be stabilized at a rate accepted as 55c for C prelease houses; 25c for the first week or general release; 20c for the second; 15c for the third, and 10c for the fourth week of release. At present there are houses in prelease and the first week of release which are charging less than house which are forced to run in subsequent weeks.

But the major problem thought to be strengthened out by the fortnight vacation is the return to single features. The exhibitors have from time to time this past year been making resolutions and petitions for the return to singles, but since they were unable to make the move unanimous and overnight, they got nowhere. Understood that each theatre in the city will be required to post a \$500 bond for the fortnight closing plan, which would insure not only that the theatre will close, but that it will reopen with single features. It is admitted that it's strictly up to the exhibs themselves to get away from the twin bills since the distributors are tied by the anti-trust law from making any move against the exhib 2-bill practice.

On the reopening day, now figured as August 14, there will be a full-page spread in all dailies containing a message from the exhibitor industry as a whole, explaining the detriment of double bills and plugging the return of single features.

It is figured that the fortnight shutdown would give the industry much good-will rehabilitation publicly locally, and would demonstrate to the public how much a theatre means to a neighborhood and a community.

GYPSY SINGERS

ADIA

ZINAIDA

KUZNETZOFF AND NICOLINA

This Week (April 29) ROXY, New York

RADIO
WEAF

WED., 10:15 A.M.
"STEERO" PROGRAM

203D WEEK
AT THE
"RUSSIAN KRETCHMA"
NEW YORK

RADIO
WOR

TUES., 10:15 P.M.
"JOLLY RUSSIANS"

IN BOSTON ("Led Boston at the Metropolitan."
—*M. P. Daily*)
IN CHICAGO ("Best gross in weeks at the
Chicago."
—*Variety*)
IN NEW YORK (Ovation from all reviewers
last week at the Strand!)

it's gone —

Barbara

STANWYCK in

SCREEN SUCCESSOR TO 'CIMARRON'

Edna Ferber's

"Barbara Stanwyck exquisite in inspiring movie, 'So Big.' Her great talent as an actress never has been demonstrated more brilliantly. A sparkling performance. She is magnificent.

"George Brent's performance has made him the white hope among the Warner leading men . . . Women will love it."—*N. Y. Mirror*.

"Miss Stanwyck offers a characterization worthy of enrollment in the cinematic Hall of Fame.

"If you are prone to reaching for the nearest handkerchief at the slightest excuse, you will be kept busy groping for this article in the film's more poignant scenes.

"The Strand's capacity audience showed its enthusiastic approval of this latest Warner film. I can well understand that enthusiasm.

"So Big' is one picture every movie-goer should see."—*New York Telegraph*.

THREE STARS. "Engrossing, impressive film fare. Splendid cast led by that charming actress, Barbara Stanwyck."—*N. Y. Daily News*.

"A touching human interest film has been made of Edna Ferber's fine novel.

"A picture to make you think and marvel."—*N. Y. Herald Tribune*.

With a mighty cast of 25 . . . Including George Brent, Boris Davis, Dickie Moore.

Directed by William Wellman



ANOTHER REASON WHY THIS INDUSTRY HAS STAKED ITS FUTURE ON

WARNER BROS.

VITAGRAPH, INC., DISTRIBUTORS

PALACE 4-A-DAY EVERY DAY

RKO Takes All But One House Away From Godfrey; Willi on N. Y. Book

George Godfrey was removed from RKO New York vaudeville house book yesterday (Monday) and stays on to book the Palace theatre only. Balance of the New York and principal eastern time reverts to Arthur Willi.

It was also announced that Chester Stratton, not Godfrey, will be in charge of the booking office during Martin Beck's month's absence in Europe. The change leaves Godfrey as a one-house booker, and booking only.

Beck brought Godfrey back to the booking office recently for the express purpose of cutting salaries. As the official salary trimmer for all acts who could not resist, Godfrey made some headway, although he set a contrary record by spending \$1,400 for an opening act at the 58th St. New York, last week.

Godfrey's Shows

The shows the New York houses have been getting under the Godfrey booking were the cause of the change. Willi was the one who booked before Beck supplanted him with Godfrey.

Under the booking office realignment Willi retains the Hippodrome, New York; Boston and Providence, and gets the Madison, Fordham, Coliseum and Newark from Godfrey's book.

Tonkers, Paterson and Trenton from Willi to Jack Dempsey and Albany, Troy and Schenectady from Willi to Bill Howard, Syracuse and Rochester switch from Howard to Phil Bloom.

'Wagon' and 'Welcome' For N. Y. Paramount

Condensed versions of 'Band Wagon' and 'Everybody's Welcome,' musicals, will get their first dates from Publix at the New York Paramount. 'Wagon' opens Friday (5), 'Welcome' coming in directly on top of it May 13. Publix has been to split the two tabs by using Dorothy Mackaill and Cliff Edwards week of the 13th, but could not effect the switch. Mackaill and Edwards will head the show May 20.

'Wagon' includes as principals Fred Astaire, Frank Morgan, Helen Broderick and Vera Marsh, while 'Welcome,' originally a Shubert show but booked in condensed form by Lyons & Lyons, has Frances Williams of the original company and others excepting Oscar Shaw. Replacing Shaw will be Lawrence Gray.

Anatole Friedland-Joe de Milt's condensed 'Fifty Million Frenchmen' is out for the Paramount Brooklyn, where injured for Friday (6). Couldn't get together on price.

While not as yet booked, it is probable both 'Wagon' and 'Welcome' will play the Brooklyn house as well. Latter spot takes over the current New York stage show intact, except for Guy Lombardo band, this Friday (6).

Chicago, May 2. Publix-B. & K. will get the tab version of 'Everybody's Welcome,' Shubert musical which closed two weeks ago at the legit Apollo after a month's stay.

Deal, delivered in New York, is understood to call for the original cast, headlined by Frances Williams, Ann Pennington, and Harvett Lake, at \$7,000. Additional options, however, are reported to slice up to \$2,000 off the price. Local date not yet set but likely lies this month. Oriental will be the theatre.

B. & K. is also getting the first act of Victor MacLaglen, Charles Jubin, Milt Dorsey and Edmund Tudor. MacLaglen and Jubin played here. While Milt Dorsey was at that house last year.

A Phoney

Easing himself in as a representative of 'Variety,' a man known as Marmaduke Dilling swindled at least one act on the bill at Shea's Hippodrome, Toronto, last week.

Rita Royce, on the bill, claims she was clipped for \$370. Dilling introduced himself as a 'Variety' correspondent and offered to exchange Canadian money for United States currency. That's the last they saw of him.

There is no one connected with 'Variety' by the name of Dilling, and all Variety representatives carry credentials of identification.

FRISCO ACTORS SPLIT AWAY FROM L.A. ASS'N

San Francisco, May 2.

Revolt in the ranks of the California Artists Protective Association, its members bolting to organize their own club titled San Francisco Actors' Benevolent Association. Local CAPA chapter is without executives or members. President Frank Freeman hastened up from Los Angeles to recoup his brain child's membership but to no avail.

As described by organizers of SFABA, friction with Freeman and his L.A. office started when the president requested and received a share from last month's benefit staged here. But when Freeman asked for 50 cents of every \$1.50 initiation fee, his local friends rebelled.

Officers elected by the SFABA are Sid Gilmore, president; Bill Williams, v.p., and Hermie Rose, secretary and treasurer.

RADIO ACTS IN RELAY

Boswells and Gray Take Turns on Baltimore Bill

Two CBS acts on the Chesterfield programs were booked into Keith's, Baltimore, for this week to fill one spot, permitting both to meet the broadcasting schedule in New York.

Boswell Sisters opened at the house Saturday (30) and will appear on Tuesday, Wednesday and Friday. Alex Gray took their place yesterday (Monday) and will do the same on Thursday. Both acts have been booked under one salary and are being billed as 'Chesterfield Stars.'

Rubber Check Squawk

New York License Bureau is investigating a rubber check complaint filed by Freda Berloff, dancer, against Louis Kalinsky, manager of the Myrtle theatre, Brooklyn, and the A. & E. Dow N.Y. booking office.

Miss Berloff, of the dancing Berloff family, recently branched out with her own act, breaking in at the Myrtle on a Dow booking. The payoff check is alleged to have bounced and the Dows had already deducted their commission.

BRITTONS LOSE VERDICT

V.M.P.A. kayaked the claim of Frank and Milt Britton against Fanchon & Marco for alleged breach of contract. Act claimed they contracted to play the New Theatre, Baltimore, week of April 5, which was cancelled.

F. & M. contention was that Britton cancelled the date before the contract was signed and that the Brittons agreed to forget it.

LAST BIG TIMER QUILTS MAY 14

\$5,000 Weekly Loss Since Jan. 1 Sends Ace Vaudeville Theatre to 10-Act Grind with Shorts—Leaves B'way Spot Wide Open—Change Ordered by Theatre Dept. with Beck Not in Accord—50c-\$1 Scale

\$7,000 BILLS

RKO's Palace, New York, last of the big timers of vaudeville, goes four-a-day grind May 14 at \$1 top and no reserved seats. It will play 10-act bills on a weekly budget of \$7,000. The change is described as a 'summer policy,' although it's the first time the Palace has departed from the strictly big time status since its opening season, almost 19 years ago.

An average weekly loss since Jan. 1 of \$5,000 a week made the change necessary, in the opinion of the RKO theatre department. The booking department, headed by Martin Beck who holds a large personal interest in the Palace theatre, was not entirely in favor of the change.

Besides the 10 acts, all playing all (Continued on page 55)

RKO Owes Acts Around \$75,000 In Added Time

Acts and producers who have accepted RKO's salary cuts, and to whom the booking office is obligated for additional bookings as remuneration for concessions made, are doing some worrying. Another epidemic of RKO vaudeville theatre closings has them wondering how on playing time already contracted, leave alone additional time promised.

Amount now owed to actors, agents and producers, in return for salary slashes and other concessions, is estimated between \$60,000 and \$75,000, all completed in less than a month of contract maneuvering. One producer alone has \$27,000 coming on promises made by George Godfrey. Three of his acts accepted salary reductions of from 10% to 15% although under contract, with Godfrey citing eight weeks extra to each act in return. That the promises in this case, as in most of the others, were made verbally with nothing placed in writing, is also causing wrinkled brows among those concerned. The booking office's own rule is against verbal agreements, with official notice on the booking floor bulletin board stating no agreements will be recognized unless in writing.

Burns Sues Carrillo

Harry Burns, comedian, has started suit for \$10,000 damages against Leo Carrillo. Allegation is infringement of property rights having to do with a comedy telephone bit.

Burns' complaint is that a year ago, when Carrillo was at the Paramount, N. Y., he learned of the alleged lifting of the phone bit which is part of his act, and after warning Carrillo the latter supposedly agreed to drop it.

Suit filed May 1, Julius Kandler, agent for Carrillo, has reinstated it for his publicist.

Morris & Oz Demand Rehearing by Agents' Ass'n Board in Act Dispute

Almost

Martin Beck is understood to have been on the verge of tossing in the towel in the vaudeville sponge last week but changed his mind. Story is that Beck went so far as to inform one of RKO's press representatives to write out a statement saying that due to ill health, etc. It was to tie in with his trip to Europe this week.

Charging that the RKO Agents' Association transgressed by the booking office in rendering its decision in the case of Morris & Oz vs. Gladys Brown over the act of Bee and Ray Goman, Morris & Oz has demanded a rehearing and permission to have counsel present. The agency also insists upon an explanation for the first decision.

Verdict against Morris & Oz, in awarding commission to the Goman booking to Miss Brown, duplicated that previously given by Martin Beck who said Miss Brown was entitled to the credit and commission although she had not requested the act for a year or more. Refusal of the association's arbitration board to inform Morris & Oz as to the reason the decision was reached prompted the complaining agency's formal charge that the case was not arbitrated on its merits.

Talk of disbanding the RKO agents' association is still current (Continued on page 55)

NVA \$100,000 SHORT OF \$300,000 NEEDED

Between \$25,000 and \$25,000 was added to the NVA Fund by the Sunday (1) benefit show at the Metropolitan, New York. It was a sell-out, grossing around \$15,000 at the boxoffice. Balance came from the souvenir program.

The circuit participants in the previous week's theatre collections have not filed reports, but the total take on the circuit is estimated to be slightly over \$200,000. Around \$300,000 is needed.

Louis K. Sidney of Loew's piloted the Met show backstage.

RKO Execs West

Joseph Plunkett and Bob Sisk, theatre operator and publicity head, respectively, have been added to the party of RKO execs leaving New York tomorrow (Wednesday) on a theatre inspection trip covering the Coast and middle west. Others in the party are Harold B. Franklin, theatre operating head, and Phil Reisman, film booker.

Trip will last two weeks. Decisions on policy and any operating changes found necessary will result.

Gibbons at Roxxy

Floyd Gibbons is booked into the Roxxy, New York, week of May 13. Gibbons is under NBC contract with the Roxxy booking arranged through the Wm. Morris office.

Gibbons will talk on what wasn't shown in the newscasts concerning the Sino-Japanese struggle.

Edwards' Publix Trio

Cliff Edwards, booked through CBS, will do three weeks for Publix, opening at the Times Square Paramount May 13. Brooklyn Paramount and Boston will follow.

Edwards is the first act to be booked by a radio artists' bureau (theatrical) on the air. CBS's contract with Edwards calls for vaudeville representation only at present.

DOT MACKAILL AT PARS

Dorothy Mackaill is set for two New York stage weeks with Publix at the N. Y. and Brooklyn Paramounts May 6-13. Lyons & Lyons agents.

Film name's stage salary is \$5,000.

KENT-HART AS ACT

William Kent and Vivian Hart, both from legit, are breaking in a new act in 'Hart Left Acker's' U.S.S. revivals.

Opened out on L. I. last week.

Norman on RKO Route

Chicago, May 2. Karpi Norman goes to work for RKO opening in Sioux City Saturday (7). He is doing a three people act, piano player and Leon Lavell, dancer.

Norman has been around town for months in vaudeville. His last one was the Club Kentucky here.

ROGERS RETIRES AFTER 18 YEARS AT PALACE

Elmer Rogers, manager of the Palace New York, since it opened over 18 years ago, is retiring this week, with RKO offering a pension for his many years of service. Herman Whitman, president of the Albee, Brooklyn, to the Palace.

Rogers was brought up from the Union Square to manage the Palace when the 47th street house reopened after an initial summer shutdown. Rogers remained there ever since. In recent years being the dean of Keith and RKO managers. As a reserved seat theatre manager he was unsurpassed.

Harry Goldberg, now in Ft. Wayne, will switch to Brooklyn as Whitman's successor at the Albee. In another RKO Broadway managerial change Fred Cruise, formerly with Publix on the same street, comes to the Mayfair. Also, Len Brown, now in the south, goes to San Francisco with Cliff Work, Coast division manager.

F-M Name Drive

Another drive for name personalities is being instituted by Fanchon & Marco for its units, idea being to put a troupe to bolster and help draw.

Trixie Frizangna opens the current week in San Diego while Mae Murray and Gilda Gray are also going F & M.

O. & J. Talking of Own Chi Summer Musical

Chicago, May 2. Olsen and Johnson may be here this summer with their own musical show. Such plans are being formed by the nut comics. If it materializes it will be their first show since 'Moose Business' Coast company, about five years ago.

This is the first year the vaude team has failed to sign in advance with RKO, preferring to do some free-lancing.

Tracy's Loew Renewal

Arthur Tracy, CBS's 'Street Singer,' renewed for another eight weeks with Loew, starting May 13. Tracy's original Loew booking called for six weeks.

CROSBY'S CHI RETURN

Chicago, May 2. Bing Crosby will play a return week here May 29, either at the same house, Oriental, or the Chicago.

Probably the Oriental, because of the flap trade. Made his first appearance there for B.K.K. last week.

Bobby Connolly's RKO Contract Indicates Production Dept. Revival

Bobby Connolly, legit musical stager, starts on the RKO payroll this week at a reported \$750 per week as Martin Beck's first step in an apparent revival of a vaudeville production department. As Connolly's duties were described, he

will be in a roving capacity as production advisor for all acts on the circuit.

Although commissioned to supervise RKO vaudeville as a whole, Connolly will probably concentrate on the vaudeville bills at the Palace, New York, particularly if it stays two-a-day. His salary, however, will not be carried by that individual theatre. It will be paid by the circuit as part of the booking office overhead.

Engagement of Connolly to stage and dress up its shows is not a new idea at RKO. About a year ago the same thing was suggested with Connolly overruled at that time. The booking office recently talked to Ned Wayburn, Hassard Short, William B. Friedlander and others before picking Connolly.

RKO has Connolly's exclusive services but will release him upon his own request if an offer from the legit field should appear. It is expected that the stager will add a line of girls to the Palace shows if the house retains its present policy.

Three for Three

Fanchon & Marco's date at the Stanley, Pittsburgh, starting Saturday (6), makes up for the week it lost through dropping out of the Grandford, Newark, last week. Latter house went straight pictures for the summer.

Two cancellations by Publix, out of Toledo and Mobile, are equalized through the addition of Birmingham and Memphis, not formerly penetrated by F-M. Producing firm is not cutting budgets for the summer, either in framing of units or playing cost to theatres.

TAKING CARE OF TRIXIE

Hollywood, May 2. In order to forestall a lay-off for Trixie Friganza, Fanchon & Marco has re-routed its unit, built around this comedienne. Set to jump from here to St. Louis, opening May 23, unit will instead fill successive coast dates.

Leaving Pantages here, unit will play San Diego, May 11 and then go to San Francisco. St. Louis engagement will be replaced by Yella's idea with Zaida Santley.

ARBUCKLE IN N. Y.

Roscoe Arbuckle is in New York after his opening week in vaude at the Fox, St. Louis. The rotund film comic has six weeks lined up around New York, split between Fox and RKO.

Addie McPhail, from pictures, his fiancée, is with Arbuckle.

REFUND ON NEGRI

Pola Didn't Appear at Midnite Show in Balto.

Baltimore, May 2.

Pola Negri did a fadeout at the local Hipp last week. In fact, Pola caused a demonstration at the midnite show. It wasn't during her act. There wasn't any act. That's what the demonstration was about.

Early in the afternoon Miss Negri informed Manager Rappaport that she was "a-e-e-k" and that the 6 p.m. broadcast, and the midnite show went out. Rappaport solved the broadcast problem by summoning local linemen, etc., to rig up a remote control mike in Pola's hotel suite. But there was no way to move the Hipp audience over to the hotel, so the crowd went in heavy for London gallery cheerios until Rappaport came on to deliver the w.k. money-back-at-the-b.o. address. A couple of hundred cashed their pasteborders.

La Negri won out on all counts but one. Her request for a Eusels runner from taxi to dressing room was refused. Perhaps because the management couldn't locate the City Hall's Queen Marie carport. It is understood that Miss Negri refused a Washington engagement for the current week on the grounds that "Pola needs rest." So does Rappaport.

F-M Units Into Hipp,

Cleveland; Maybe Cincy

Fanchon & Marco units open May 27 at RKO's Hippodrome, Cleveland. Formerly the Keith big timer in that city, the Hipp has been in straight pictures for a couple of years.

Through the F. & M. Ideas RKO creates its own downtown opposal in Cleveland, the Palace playing vaudeville. Another RKO vaude site in Cleveland is the 105th St., a neighborhood.

On the F. & M. route Cleveland will fall in between Atlanta and Pittsburgh. Possibility of RKO taking the same shows for Cincinnati may give the units another full week in that section.

OAKES' 2D TRY

Percy Oakes' vaude-revue, "Dilly Dally," is slated to go out again. Apt to reopen Monday (8) in Easton, Pa. Previously played a week in Philadelphia.

Patsy Ruth Miller and Charles Ray, former film players, are reported not included in the new attempt.

KIKI'S SETTLEMENT

Marion "Kiki" Roberts' \$2,800 suit against Skouras Bros. has been settled out of court.

Suit was filed for Miss Roberts by Harry Heckelmer in city court, New York, over Skouras' cancellation of a stage booking at the Crotona, New York.

Will Make It East

Burns and Allen's first feature assignment, under their blanket feature-shorts-stage contract with Paramount, will be in "The Crooner," by remote control.

Down for a specialty only, the team will make their sequence in the east. Rest of the picture will be made on the Coast.

RKO VAUDEVILLE INTACT 74

(Week May 7), Omaha

BOB STICKNEY

With LILLIAN AYLIN

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 Weedon-Schultz)

RKO VAUDEVILLE INTACT 82

(Week May 7), Peoria

GLORY E. LEE

and HARRIS TWINS

TWO JACKS AND A QUEEN OF PEPS

(Direction of Sam Shannon)

VIC OLIVER

Europe's Gift to America

with MARGOT CHANGLE

(Direction of Phil Olin)

CASS, MACK and OWEN

"On the Up and Up"

(Direction of Sam Timman)

NAN

HALPERIN

Tells You About Women Here.

There and Everywhere

(Direction of Jack Weiner)

RKO VAUDEVILLE INTACT 81

(Week April 30), Portland, Ore.

JOY FINLEY

Revelation in Rhythm

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 May 7), Los Angeles

CHAPPELLE - CARLTON

"On the Starways"

(Direction of Harry Fortkins)

KRUGEL - ROBLES

"DRUNK AGAIN"

(Direction of O. L. Oz-Morris & Os)

DON RUIZ and BONITA

The South American Dancers

With Sultans and Vipers

Marla Patz-At the Piano

(Direction of Harry A. Romm)

FRANK

LIBUSE

The Colonel of American Nuts

with Myrtle Lanning

(Personal Mgt. Jesse H. Martin)

RKO VAUDEVILLE INTACT 77

(Week April 30), Los Angeles

THE ORANTOS

"Roads Up"

World's-Only-Double-Paroch-Act

(Direction of Jack Weiner)

MASTERS

AND

GRAYCE

in "GESS WHOTOS"

(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 May 4), Denver

VERNON RATHBURN

"The Prince of Rhythm"

and HIS SAK-O-BYTE

(Dir. Harry Ward-Max Gordon)

EDITH BOW

With Her "MAN TROUBLE"

Songs by Jean Paurel

(Direction of Lee Stewart)

THE ELECTRIC TRIO

Wee and Lisa Adams

Bernice Merahon

(Direction of Harry Fitzgerald)

DOCTOR

ROCKWELL

QUACK-QUACK-QUACK

(Direction of Harry Fitzgerald)

RKO VAUDEVILLE INTACT 88

(Week May 7), Minneapolis

THE GENIAL ROTUND

LARRY

RICH

with

CHERI

"Miss Port of Paris"

TOMA GENARO

South America's Best Dancer

TOMMY LONG

"The Elongated, Modern of Comedy"

AL HODGE

"Oklahoma's Ambassador"

ENGLAND ONG

The Chinese Helen Kane

JOE BELL

"The Voice with a Heart"

GILBERT LAWRENCE

and His Snake Hips

And the

RICH RHYTHM BAND

(Direction of Blondell & Mack)

RKO VAUDEVILLE INTACT 87

(Week May 7), St. Paul, Minn.

THREE BREDWINS

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 Ed. S. Keller)

AMERICA'S EGOTIST

Harry J. Conley

In Person

(Direction of Curtis & Allen)

RKO VAUDEVILLE INTACT 86

(Week May 7), St. Paul, Minn.

The Dark Cloud of Joy

BILL

ROBINSON

IN

"HOT FROM HARLEM"

WITH

JOHN JOHNSON

PUTNEY DANDRIDGE

MYRA JOHNSON

NAOMI PRICE

FRIDIE LEWIS

JELI SMITH

JACKIE YOUNG

and

"THE BROWN BUDDIES"

Chorus of Eighteen

(Direction of Harry Fortkins)

RKO VAUDEVILLE INTACT 84

(Week May 7), Seattle, Wash.

The Mirth Provokers

of a Nation!

OLSEN

AND

JOHNSON

and Their

"ATROCITIES OF 1932"

22 Nuts of All Kinds

All With One Idea and One Purpose

— To Make You Laugh —

BATA and BESSIE KAPPLER

"Two Beautiful Dancing Singers"

The Eight Miles-take-

ing, Singing 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 Bundry, Nuts and Gibsons

Numerous to Mention!

RKO VAUDEVILLE INTACT 83

(Week May 7), Tucson

ROSETE and LUTMAN

In "Dance Stories"

WITH GRACE & BEATRICE

(Dir. Max Tashman-Funkelhaft off)

DE VITO

and DENNY

with

in "Lady Harrow's Reception"

(Direction of Chas. Wilshain)

LITA GREY

CHAPLIN

"The Charming Chantress"

Personal Mgt. Nicholas Goryz

(Booked by Weber-Simon)

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

F&M Shows Out of 4 Poli Houses—Union Trouble

Hartford, May 2.
Fanchon & Marco stage presentations have been eliminated from the Arthur Theatres in Springfield, Hartford, Worcester and Bridgeport. According to statements issued here the theatres have been heavily overmanned with stage hands and local unions have refused the permission of reducing the overhead.

Harry Arthur said that if the union should accede to a compromise, vaudeville would be resumed.

BRANDT'S AUTUMN DEAL

Cosmopolitan, New York, dark, will not go vaudeville and double features until fall, under Harry Brandt. Latter has been negotiating for the house with the Hearst interests, lessors, wanting quicker tenancy.

Bill Brandt, who recently took over the Central Park from the Shuberts for double features at 25 cents, turned that house back a couple of weeks ago.

10 ACTS FOR \$1,200

Second Warner House Adopting Vaudeville in L. A.

Hollywood, May 2.
Decision to drop stage shows from Warner's Hollywood will probably be reconsidered with the house switching from a stage band to 10 acts of vaude plus a picture, same policy as their Downtown.

Business at the Downtown with the 10 acts will be the same as the house has been consistently hanging around \$10,000 weekly since that policy was adopted three months ago.

With first run pictures and a presentation, the Hollywood has had a tough time averaging \$3,000.

If the vaude goes in, budget for the 10 acts will be the same as the Downtown, \$1,200 weekly. Bert Levey is booking the Downtown.

LEWIS-MOORE IN LONDON

Sammy Lewis and Patti Moore, on a foreign booking by Jenie Jacobs, open July 18 at the Palladium, London.

The American team has three weeks set on the other side.

Work O. O's Northwest

Los Angeles, May 2.
Cliff Work and Ben Serkowich left here on Friday for Seattle for a once over of the Northwestern RKO houses. This is Work's first visit to the Washington and Oregon territory since it was included in his division.

Serkowich jumped in here from Salt Lake City on Friday morning to take charge of the 'Symphony of Six Million' advertising campaign for the coast's openings.

Work will spend about 10 days visiting Portland, Seattle, Tacoma and Spokane. Homer Gill, former Northwestern division manager, is district manager of that territory under Work.

Bern Bernard's Chore

Hollywood, May 2.
Bern Bernard, RKO's Los Angeles booker, left for Idaho, Montana and Utah on Friday night to attempt to line up a week of booking for the intact units. Idea is to break the jump between Minneapolis and Seattle.

Bernard will visit Butte, Idaho Falls, Anaconda, Pocatello, Ogden and other mining towns in the northwest. He'll be gone for two weeks. Ken Dalley sits in for him in the booking office during his absence.

Hamrick Buys Pan

Seattle, May 2.
John Hamrick has taken a long lease on the old Pantages theatre, to open 10-cent show in a few days. Hamrick also branching out similarly in Tacoma and Portland. House to be renamed the Rex.

ARIZONA DATES OFF

Los Angeles, May 2.
Publix will drop vaude from the Orpheum, Phoenix, and Opera House, Tucson, Ariz., May 5th. Both houses were booked by the Bert Levey office and have been in vaudfilm policy for the past seven months.

Newark Par's Tabs

'Good News,' as a tab, goes into the Paramount, Newark, Saturday (6) for a week on a guarantee and percentage. 'Follow Thru' was previously and similarly booked.

Another abbreviation, 'Blackberries,' cut down from the \$1 top colored musical, goes in this Newark spot either May 13 or 20. Depends on what week the house can get Jackie Cooper, kid film name. 'News,' which played New Haven for Warners, is currently playing for this circuit.

FAST VAUDE RETURN

One of the quickest returns to vaude after a try at straight pictures is the Clinton, E house of Manhattan Playhouses, on the east side, New York. Went back to combination shows Saturday (30) after two weeks of films only.

Manhattan continues vaude at the Mt. Morris and Harlem Opera House. A. & B. Dow books the trio.

Coliseum's Vaude Now on Week-to-Week Basis

Coliseum, New York, is retaining vaudeville on a week-to-week basis. It reverses last week's decision to close out acts there along with ditching of vaude at the 86th Street, Kenmore and Flushing.

Latter trio drop their vaude bills May 6.

F-M's 'Desert Song'

Los Angeles, May 2.
Fanchon & Marco is producing a tab of 'Desert Song' with Perry Askam featured.

Troupe will be tried on the Coast for four weeks before sent over the route.

MILLS' ROUTE REVISED

Mills Brothers Publix tour has been re-arranged with the colored CBS quartet going into the Brooklyn Paramount Friday (6) instead of the Eastman, Rochester.

Mills Brothers won't play Rochester at all but go to Buffalo after the Brooklyn Paramount.

RKO PALACE, NEW YORK, this week (Apr. 30)

FRANK MITCHELL AND JACK DURANT

Comedy stars of Earl Carroll's "Vanities"

RKO—HUGO MORRIS Indep.—WM. MORRIS

Productions—LOUIS SHURR and AL MELNICK



BOOKED SOLID R-K-O

REPRESENTATIVES

R-K-O JACK CURTIS 1504 Broadway NEW YORK CITY
EUROPEAN LARTIGUE & FISCHER 59 Avenue des Champs Elysees PARIS
LOEW-INDEPENDENT AL GROSSMAN 180 West 45th St. NEW YORK CITY

Now—RKO PALACE, New York

(WEEK APRIL 30)

RADIO—VAUDEVILLE—PRESENTATIONS—PRODUCTIONS

ALICE JOY RADIO'S DREAM GIRL

NBC ARTISTS' BUREAU

or

J. W. BONNEY, Attorney
364 W. 34th St., New York

BILLY

GEORGE LIBBY Presents
SALLY

EILEEN

DeWOLFE-METCALF and FORD

IN "WHAT! NO RUMBA?"

THIS WEEK (APRIL 30), RKO PALACE, CHICAGO

BOOKED SOLID RKO

Direction: JOHN HICKEY—CURTIS & ALLEN OFFICE

NEW ACTS

ALICE JOY (3)

Singing
15 Mins.; Full (Special)

Alice Joy is one of the well known air stars. No attempt made here to get away from the fact that she is plugged as much as possible with a view to cashing in on her air fame.

She represents a broadcasting studio, with Sid Solomon and Jessie Pugh at the two pianos. Miss Joy sings into a mike and she needs the curtain Bob Frank, her announcer, goes through the regular radio spieling routine for her.

Miss Joy came to radio via vaude, having once been a singing single. Despite that she seemed terribly nervous Saturday afternoon at the Palace. Also she seemed to be on a program way overboard on femmes. For her first vaude appearance as a radio star she should have been booked somewhere into the hinterland. Her name means more to the high end and she needs more stage presence for the Palace.

She has a very pleasing personality, knows how to dress, doesn't seem too much to the eye and she sings. Surprising is her appearance, vaudeville acquaintance having led to the belief that all mike prima dames are in the better class.

First thought is that for vaude Miss Joy might have picked better numbers, the ones she uses being a bit so sentimental. As for the Palace she ought to draw very well, and satisfy without trouble. *Kaw.*

RUSSIAN REVUELS (14)

Dance
17 Mins. in Full Stage

86th St., N. Y.

Balalaika orchestra of nine men and two girls with two girls and one man. Opens in one before a special drop, merely an introductory episode. Drop up on scrim through which is seen a full stage set in the Chauve Souris style with two girls in Russian dresses doing a waltz number to cover the entrance of the men who opened in one. Scrim up and lights fall on with Fedor Mayboun entering to direct.

Two band numbers then to direct. One on all the toes, done by a flashy dancer who has more than her looks to contribute. Hard work smoothly done, including hook steps. Another number and a second girl, as girl partner, and a great little acrobat, style not conflicting with the first. Some of the handmen contribute brief dances in the chorus.

The two violinists, who have been working with the band, come front in brief number.

Announcement is made of the dancer, who does the familiar gold dust, but displays a pair of apparently India rubber legs. A manual. Seems to be jointed between the elbow and the wrist. Don't stage for a moment and replaced by a man who does the post-graduate hook stuff at high speed. Acrobat back for a moment with two of the girls. The Curtin call shows the gold dancer now completely done over in silver, remarkably rapid change. A lot of the crowd missed this, because she appears far upstage and there is too much going on near the foot. On the curtain those in front should remain quiet to let this make the finish.

Act is smartly costumed, settings are good, the selections are mostly pops, well played. The turn can open any bill and shut most of them. Deserves credit not only for the swift action and short selections, but for the avoidance of much hackneyed stuff generally considered essential.

JACK POMEROY'S TOP SPEED:

Dancing with Songs
32 Mins.; Two and Full (Special)
Paramount-Newark, Newark

High-class act; seven principals and eight look-alikes in weak spots. Routines can gain more principle and lighting be improved. Should be cut only to fit running time.

Opens before a special drop in two with Dunn of Dunn and Doyle in a straight act, and then a gag. Behind curtain echoing. Girls, young and attractive, prettily if curiously dressed in pastel colors, dance before an alluring set with balloons. Whole effect of girls and set is okay. Jimmie and Nora Belle as boy and girl dancing at the speed score. They reappear several times with short fast dances going bigger and bigger.

Carlo and Norma follow. The man dressed as pirate brings in chest from which comes girl who does fine acrobatic stuff with a net. Then Charlie Kemper follows with gags with Dunn and registers. Everything in this act lives up to its name. It has its own pit director. *Aspin.*

BEN BERNIE BAND (17)

Band and Vocalists

40 Mins.; Full (Special)

Palace, Chicago

It's a new Ben Bernie, but still the old maestro, who returns to vaudeville as a radio star. He is never Bernie may or may not have meant to vaude in his pre-air days can be properly discounted and forgotten, for the new Bernie is a better, smoother, faster and more showmanly than the vice before. Musical combination behind him has improved as a more fully developed musical aggregation.

It's Bernie's radio manner and familiar style, popularized over his long stretches at the College Inn here, that he has so carefully preserved for projection over the footlights. In the Loop Bernie has become a byword not actually an institution in Chicago night life.

Bernie went on the air, bringing with him a wealth of vaudeville experience, knack of showmanship and something new for etherized entertainment. He dared to be different, to mix a mike, and it didn't take long to prove he was right.

It's the same Bernie person applying his picked-up mike knowledge to the footlights, again being different and daring by tiddling the mike like that. He is a good Bernie's untouchable humor, droll wit, easy delivery are refreshing. Remember, Bernie keeps up a continual flow of patter without repeating himself. He is a good Bernie's untouchable humor, droll wit, easy delivery are refreshing. Remember, Bernie keeps up a continual flow of patter without repeating himself.

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COOPER AND HIS CONGO

Jazz Band (14)

22 Mins. Full Stage. Own set.

86th St., N. Y.

Well-styled jazz band with a clever girl dancer, three hoofers and a singer. Girl is Bessie Dudley and the band is led by Cooper. Band is one of those loud and fast organizations, with no shading, very original, and very much to the point. Several come front for solo bits, but it is a good band.

Outstanding is the work of the girl, who does the usual writhes and snake hips, but puts over a muscle tremor that is top notch. The singer is ordinary, working from a box for an encore. Three boys do a foot-tapping dance routine, which is a good one.

Act is showy and will get over where the audience is not musically particular. Not quite the big-time act.

WALLY BURNS AND CARMEN WISTERS

Comedy, singing, Dancing

15 Mins.; One

86th St., N. Y.

Tightened up, this will be a three-act worthy of a neighborhood combination. Spent a lot of time in the act, but it is a good one.

Wally Burns' talk which opens and thereafter trickles through the routine, is sometimes the cause of a let-down. He affects an individual manner, but it is a good one.

The sis twin, looser, shine in the act, but it is a good one.

Act took an encore over Thursday night on a hand not big enough for that, returning to do another dance. *Char.*

LEE TWINS (1)

11 Mins.; Four

Loew's Orpheum, N. Y.

Over three years ago the Lee Twins came to the Palace with a flash act which included a ballet troupe of six girls. Currently the sisters are assisted by one chap, who doubles at the piano and the uke and assists with a little warbling. Girls need more support, for the act is at its weakest when they are offstage for costume changes, which happens frequently, and the boy takes the lead.

First number by the twins is a fast hoofing which lacks attraction. Second number is a good one, with the former, an acrobatic number, standing out. Girls are costumed.

With the girls on the stage the act at least has a little pace. However, it is a good one.

Opener here and bowed off to a fair band. *Char.*

TARZAN

11 Mins.; Full (Special)

Audubon, N. Y.

Second current release of 'Tarzan' (Metro), this novelty turn immediately gains advantage. Though a little long, with the routine laid out, it is a good one.

Opener here and bowed off to a fair band. *Char.*

Opener here and bowed off to a fair band. *Char.*

Opener here and bowed off to a fair band. *Char.*

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PALACE

Saturday morning's dailies carried ads on this week's show with the correct act lineup, meaning that the show must have been booked by the night people. A bit hard to believe. Impression that the show gave Saturday afternoon was of eight acts booked in the afternoon faded, with the next number always in doubt.

First immediate glance at the list is the tip-off. Four single women, all singers. And two bands, one of which is the Yankos Orchestra.

To compare the women is the first thought, though unfair. But no more so than putting them in together. First, and undoubtedly leading the parade, is Ethel Merman, holding over from the week before.

One of the leading radio singers, who is okay, but doesn't happen to be the Yankos Orchestra. This Vernon had delivers, and with a sock. That specialty of his about 'The Marine' is especially effective.

Dave Apollon bows in at this point. He is a good one, and plays a good one. He is a good one, and plays a good one.

All of the new acts naturally into a mention that Morgan and Mack were once a comedy team to count on. They are a good one, and play a good one.

And as though to prove that the show is a good one, and that the fellows who have to move over and make room, the Black Crooks are followed by Ethel Merman, who is a good one, and plays a good one.

Second half is better than the first. Dave Apollon's act opens with a punch, and holds 'em. Apollon is a clever lad and has surrounded himself with good people.

Dani Godell, Nora Williams, that Mexican band and Jeanne Lynette. Latter couple are dancing youngsters who had an act of their own, but didn't impress any too well. Doing one number in this flash turn, however, an acrobatic act, thing, they impressed nicely.

Apollon's act over the previous week.

Another question of taste in plugging and extra boosting Apollon gave his own singing, girl, Nora Williams. Apollon is a good one, and plays a good one.

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ber two just because the smart boys haven't heard much about him previously. Customers are barely lifting seated when Vernon is asked to make 'em laugh and like it.

And Ethel Merman to close intermission. Customers are barely lifting seated when Vernon is asked to make 'em laugh and like it.

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RKO, L. A.

Los Angeles, April 25.
Dr. Rockwell's chatter dominates this bill completely. Aside from the remaining three acts he has supplied in presenting 55 minutes of nice entertainment.

Vernon Rathburn, surrounded by the remainder of his family, handle their breezy sax tooting in good order, but could tone down on the pit continually. Edith Bow hold her debut spot well enough with character songs, leading up to a 'part' girl finish, which would be just as strong if a little of the pathos were eliminated.

Rockwell takes the audience in hand and holds a rather long, merry mouthings. Little to be added to what has been said in the past. He is a good one, and plays a good one.

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ORPHEUM, DENVER

Denver, April 27.

Vaude at the Orpheum this week means a change. The act is a good one, and plays a good one.

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Rockefeller Center Pressure Expected to Scrap 6th Ave. 'L'

Removal of the 6th Ave. 'E' project that has been in the works for years, is now regarded as almost certain through the influence of those concerned with Rockefeller Center. In addition to the agitation against the 'E', a factor is that the new 8th Ave. subway can take up some of the traffic which the open air line now gets, since the underground parallels the course of the old elevated transit system for most of its length. That is, the new subway ever starts operating.

Those interested in the removal of the noise line state that whereas they have been, in the past, unable to build up prestige enough to accomplish their purpose, they now have the extra straw thrown in that will succeed in breaking the camel's back.

Radio City Influence

RKO is presently backing the move to get the 'Yellowated' off the street. This comes through leases RKO has on the four buildings in the Centre which componently form Radio City. The Rockefeller area backs up on 6th Ave.

Regarded as probable that the attack will be concentrated more than ever upon the opening of the Centre's first building in October, 1932.

General assumption is that property owners from 53rd street down the length of the 'E' will be assessed to recompense the Interborough Rapid Transit Co. Amount isn't figured to be large, for these assessments since the total is spread over five miles.

Prior to the removal of the 'E' from 53rd street up to 59th, taxes paid the city were \$17,000,000, but jumped to \$71,000,000 after it was razed.

RENO COUNTS UP YEARS' GROSS IN DIVORCE BIZ

Reno, May 2.

First anniversary of Nevada's six weeks' divorce law was celebrated quietly in Reno by attorneys who counted up their cases to see how they fared in the year's business.

A total of 5,045 divorce actions were filed during the year starting May 1, 1931, when the law became effective. They were divided between the 130 lawyers here. Two judges dished out the decrees.

It is estimated that the 5,000 marital misfits contributed around \$1,000,000 to the lawyers in fees and put up about \$200,000 for filing fees that went into the county treasury.

Rabbit Breeding One No-Depression Trade

Utica, May 2.

After five years as manager of Forest Park, K. C. Wallace has resigned to take up breeding of New Zealand rabbits.

Forest Park Operators, Inc. have appointed Charles Keller, Jr., of Philadelphia, to succeed Wallace. Wallace left for Altoona, Pa. He has a 250-acre farm near that city and will run his bunny ranch there.

PONIES AID ATHLETES

Mexico City, April 30.

Ponies are doing well. Sponsors meet on mile track here. National Horse Lovers' Ass'n. announces that proceeds of races will not enrich membership but will be devoted to defraying expenses to Los Angeles Olympics of Mexican athletes, especially horsemen.

Meet is being held Sundays only, with six-race card, and a steeplechase every other week.

Music Cue for 'Lament'

Minneapolis, May 2.

Jack Grabol, former circus clown, recently convicted of bigamy, has been named as attorney for the divorce action filed by Catherine Penick.

She alleges that when she married Grabol at Cleveland, June 18, 1930, he had two other wives.

Freddie Rich Serves Wife in Divorce Suit

Freddie Rich, CBS orchestra leader, served his wife, Peggy (Margaret Lawton) Rich, in a divorce action on Saturday night (30) through Julius Kessler, Jack L. DeRuiter, society playboy, is named. DeRuiter's wife is currently divorcing him in Reno.

Originally, Rich offered his wife a weekly settlement in a separation agreement. She held out for \$100 a week.

RENO GAMBLING FOR LOCALS ONLY

Reno, May 2.

Determined to shut-out threatened competition in the gambling racket here for the boys who have stood the gaff all winter and traded dollars with each other while keeping the lights burning, Mayor E. E. Roberts and the Reno city council issued an edict last week to the city clerk to issue no more gambling licenses to newcomers.

Only five-out of more than two dozen gambling houses survived the winter. The five survivors are the Bank Club, largest in the state operating twenty-five different games when money is loose; the Waldorf Club with four games; the Owl Club with five games; the Overland Hotel Club with five games and the Wine House with five games.

The council also decreed that henceforth gambling establishments must remain within a well defined zone which includes the Reno hotel district in the neighborhood of the Union railroad and stage depot.

MIDGETS' DIVORCE SUIT

Threats, Names and Money Upset Home of the Howard Knowles

Barnstable, Mass., May 2. Threatened with divorce and being asked by a teakettle were bad enough incidents in the marital life of Howard A. Knowles, midget. But when his wife, the former Ruth Hoyt of vaudeville, called him a little squirt and a dirty runt that was going too far.

At least that's what Knowles testified in to probate court here in support of his petition for divorce. He is three feet six, weighs 68 pounds and is 48 years old. His wife is five feet three and is 52. They were married in 1928. Knowles was on the stage for 23 years as one of the Marco Twins in vaude. Denying her husband's charges, Mrs. Knowles declared that every time she asked him for money he would say "Try and get it." Court reserved decision on the divorce.

AIMEE PACKS 'EM IN, BUT TAKINGS MEAGRE

Kansas City, May 2.

Aimee McPherson-Hutton is drawing more people to a cheap (fame taberna), three miles from the business district, than can be accommodated.

The meetings are circled and when the blonde Aimee, and her 240-pound, hairy husband, leave the hotel, in a big shining automobile, they are accompanied by an escort of motorcycle cops to open a clear which runs down the street to the temple. The moment she enters, a spot-light picks her up and follows her down the aisle to the platform.

Up to date the collections have been pretty slim. One night it was announced that the amount was less than a cent a person.

Duci De Kerekjarto's Ex Wants Another Divorce

Cleveland, May 3.

Cave-man clowning and night club hours made her head ache, according to Marguerite Luella Hahn Kase De Kerekjarto Roasman, cave owner here, who asks for a divorce from Charles Joseph Roasman, night club owner. Mrs. Roasman, a theatrical circles here, nearly covered the statute book in her list of complaints against her husband, including extreme cruelty. She claims that he is wrecking her cave business with his habit of crashing in.

Mrs. Roasman was formerly married to Duci De Kerekjarto, court and vaude violinist, following his appearance here with Rosa Ponselle. Divorce from him resulted from a suit against violinist in 1928, charging breach of promise.

Woman Throws Eggs

Egg tossing at the Capitol, N. Y., last week on the last day of the show (Thursday). Happened at the matinee with the Three Rio Brothers concerned. A woman threw five eggs at Ed Rio.

Rio was doing his solo routine, when the femme arose from the front row and let go. She missed. Three more eggs followed, and one connected with Rio's leg. Rio flinched, and the woman came around the house to the front. He walked down to the first row and with the house fireman, led the woman out.

Policeman was called to question the woman, who stated that someone had painted obscene pictures of her all over Broadway and that she couldn't get a job because of them, so she had to get even with someone. The cop took the woman away for observation.

Wet Bonifaces

Kansas City, May 2.

Kansas Division of the Missouri-Kansas-Kentucky Hotel Association, in Salina; this week, adopted a resolution demanding repeal of the eight-cent amendment or modification of the Volstead law.

Marble Games on Coast Are Legal, But the Side Betting Is a Problem

AN USHER'S ILLUSION

Brieady Jammed Up On \$150,000 Inheritance

Syracuse, N. Y., May 2.

Edward F. Brieady, former Warner's Strand doorman and usher, who posed as the heir to an estate of \$150,000 to impress a girl friend, is seeking his release from the local penitentiary through a writ of habeas corpus returnable in Supreme Court here tomorrow. Brieady was indicted on a charge of forgery after the episode in which he exhibited several large checks in support of his inheritance story.

LOWEST OVERHEAD FOR OLYMPIC JOINTS

Los Angeles, May 2.

Sharp boys are picking their spear spots early for the Olympics. A month's office or apartment rent in advance, \$5 change, a quart each of Scotch, rye, bourbon, and gin, two clean towels and the joint is open.

Rye and bourbon wholesaling at \$36 the case gets a profit of \$4.00, a quart sold at 50 cents the drink. Scotch being a little higher cuts the profit to \$3. Bulk of gin sold at the most sugar, an \$8 gallon netting \$20 at 35 cents a shot.

Needed beer is a headache here and the Mexican booze costs about \$4 a bottle but the time it's delivered here so is not in commercial favor. Wine likewise at \$2 a bottle is not worth handling at only 100% profit.

Diary of a Stogie

By Claude Binyon

Seattle—Monday.

Here we are in Seattle, and not a bad spot but kind of cold. The name of the theatre is the Orpheum. It is a peculiar sort of audience, a little different than we are used to be. A lot of young fellows from the University of Washington are in the audience and they make a lot of noise.

We are in the audience and they make a lot of noise. We are in the audience and they make a lot of noise. We are in the audience and they make a lot of noise.

Seattle—Tuesday. As if I care, I got to thinking last night that maybe I was being too hard on Tillie and at least ought to say hello to her as long as we're working in the same act. I don't know what gave me such a silly idea.

After the first show today when we were walking to our dressing rooms I turned to her and said: "Yo, Tillie, you're well, my friend, Tillie, even if we don't love each other any more. Let's shake hands," I said. "Then I held out my hand but Tillie looked at it like it had mud all over it."

"You are not the kind of a man I want to know," she said at me real cold. "Look at Quantrell, you're a well-behaved fellow, but you're not the kind of a man I want to know."

"What did I have to do with her?" I said. "Don't try to act like you are just an innocent man," Tillie said. "I know that you hit her in the jaw."

That made me mad. Did Quantrell tell you that? "I said, 'I dare you to tell me because I Quantrell said that she is lying.'"

"Quik saying things about a poor girl that was hit in the jaw and has no defense," said Tillie. "You are a brute and please keep away from me."

She turned her back to me and walked away. If I had one of the tomatoes Scaramouche throws at me in the act, I would have hit Tillie with it so hard she would have collapsed in a pool of juice. It is enough to make a sane man foam at the mouth. Here I am innocent and she says I'm a brute and worse than a criminal.

I am true blue. I don't care what anybody says about me. As if I care.

Not in the Script

Seattle, Thursday. "Boy, what a time we had last night! I was so excited I missed a day in my diary."

It happened at the last show and in our act. When I was sitting on the stage all alone, the start playing a banjo a couple of guys in funny clothes walked up to the audience and onto the stage and stood looking at me. Everybody laughed because they looked like stogies, too.

Mr. Boverly came out on the stage because I quit playing and he asked the two fellows what they wanted. They said they wanted to be in the act and why not. Everybody laughed again. Mr. Boverly looked surprised because he hadn't hired any more stogies and all at once Scaramouche came out and gave his dirty expression at the fellows. They made a face back at him which made Scaramouche mad. He helped at one of them and kind of hid behind me and the other one yelled: "Hey gang!" and all at once, the stage was covered with young fellows. Before they could do anything I backed my hands to the back of the orchestra and then

"continued on page 34"

Los Angeles, May 2. Claiming that the current popularity of various marble roll-down games, featured in practically every drugstore, cigar stand, hotel lobby, candy store and barber shop in town is making Los Angeles a city of gambling fools, civic and welfare organizations are attempting to find or create some ordinance which will prohibit their operation.

According to a reliable estimate \$2,000,000 changes hands weekly over the game in Los Angeles—representing money lost and won in side bets and the actual money spent in operating the machines at a nickel per play.

There are 12,000 machines in operation here at present. The highest average a take of \$10 daily. Large percentage of the machines here are operated by the Gans Brothers, former slot machine operators.

It is estimated that each machine represents, daily wages amounting to \$15. Combination of playing and gambling money for the 12,000 machines makes a daily total of \$300,000.

Los Lunch Money. Games, in themselves, are innocent enough, giving a prize of 50c for merchandise, the highest score each day. But the prize interests few, even the kids passing it up in favor of the more interesting side betting.

Complaints from mothers that the kids lose their lunch money on the marble games have been coming into the welfare organizations since the city said that something be done about it. Similar yells come from families who claim that the father or son has kicked over most of the weekly envelope at the corner table, and the kids are trying to get a higher score than the other guy.

No ordinance on the local statutes prohibits the use of the machines. Police department claims that the only way to discourage their use is to make a few pinches on gambling charges and hope that the store owners will throw out the machines rather than have their establishment get a black eye.

Storekeepers don't come out so well on the money changing. Most machines take in on a percentage basis with the store getting 30% of the machine's take.

Some of the machines are doing around \$50 daily with some stores having as many as a dozen spotted around the floor.

Crimp went into the marble game craze Thursday (28) when the city board of the operator of a board in a drugstore spotted down on the angle of the merchandise offered for high score. Penalty handed out was \$15 or 15 days, with the case appealed in order to test the status of the horizontal pinboards.

A number of spots where the game has been operating have been covered up the streets, taking no chances on further arrest. Most of the games are still in operation, however, the high-score angle being kept out of sight.

Second Boy Sues Sennett For Eye Lost at Studio

Los Angeles, May 2.

Damage suit for \$35,000 brought against Mack Sennett, Inc., in behalf of another boy injured playing with dynamite on the abandoned Sennett studio in July, 1929.

Original suit for \$50,000 for the loss of the left eye by Bobby James was recently settled for \$15,000. New suit is for a playmate, Eric Evans, who lost his right eye in the same explosion.

Treys Back to Back

Oklahoma City, May 2.

A Federal prisoner was sentenced here to two three-year terms to run concurrently.

He announced he had a pair of treys, back to back.

St. Leger's Op

Baltimore, May 2.

Frank St. Leger, old civic operator and politician, died at a Johns Hopkins hospital following operation for intestinal trouble.

Has been living at the Texas health spot since February.

News from the Dailies

This department contains rewritten theatrical news items as published during the past 24 hours in the dailies of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

East

Elsie Bartlett, actress, seeking divorce from Horace Liveright. Financial settlement already made.

International Film Foundation to issue its first release, *The Cry of the World*, this month. To centralize distribution of welfare propaganda films.

Goldman concerts start in Brooklyn May 6 and Central Park May 8. Will use 50 players on each of five pairs of concerts, changing musicians each time to give all unemployed a chance.

Alan Edwards wins a week's delay in *White Plains* Supreme court in his trial for back alimony. Stage and screen actor.

Henry Hull will succeed Leslie Banks in *'Springtime for Henry'*. Run will be continued.

Harold Winston engaged to stage plays at the Shanon. Conn. playhouse this summer.

Erich Schay, of the Biphophone Co., Port Lee, killed by fumes from auto exhaust while fixing his car in garage.

Efforts to recover Titanic treasure abandoned, at least for the present. So Paramount is out the money it paid for the newswell rights.

4,000 Summers' play, shoved back on Broadway opening until script can be doctored.

Flea circus on 42d street gets a license. License commissioner held it was not doing the block any harm.

Evelyn Wilson, vaude, dismissed in West Side Court last week when she appeared to answer a charge brought by Mrs. Frances Saffron that she was unlawfully holding Mrs. Saffron's diamond bracelet.

Jervie R. Harbeck, N. Y. financier, asks the Supreme Court to dismiss \$60,000 heart balm suit brought by Ruth Taylor. Shows said, Miss Taylor. She has failed to press the suit and he wants action or dismissal.

B. Franklin Kammer and Lester Fuller, who did *'Foreign Affairs'* this season, will operate a summer stage at Ogunquit, Me. Opens July 4 for nine weeks.

Newspaper publishers in session here last week report that newspapers got \$205,000,000 for advertising last year, with \$157,000,000 for mags, \$36,000,000 to radio, \$30,000,000 for outdoor work and \$4,500,000 to street cars.

Anita Bould, play reader for Theatre Guild, assigned to the new foreign dept. with John W. Gassner reading American product.

Surrey, Me., playhouse will start July 5. Leighton Rollins managing dir. and Lionel Bevans stage.

Edward Downes, stage of *'Left Bank'*, will put in the summer production plays and musicals at Camp Tammany near Stroudsburg, Pa.

William R. Edington, Earl Carroll angel, follows Texas bankruptcy plea with similar action in N. Y. courts. Wannamaker stage suing.

After continuing the case since December, 1929, Henry F. Lee and John C. Flynn are freed of charges growing out of the Pathe studio fire in N. Y. Court of Appeals rules that the alleged crime was accidental and involuntary and in no way due to their negligence.

Mary Brown Warburton withdraws her motion to prevent examinations before trial in the case of Betty Healy, who charged her with alienating the affections of Ted Healy. Regarded as the prelude to a settlement of the suit out of court.

Ernest Truex has bought a 56-acre farm in Jersey.

Executors under the will of the late Cecilia Belasco report to the Surrogate that the value of the residuary estate is now \$23,235. Her daughter, Mrs. Morris Gess, has received \$19,850; Mrs. Carrie Love-

rich, Mrs. Belasco's sister-in-law, \$1,045, and a niece, Mrs. Lottie L. Harris, got \$1,245.

Mrs. Jacques Martin will head for Hollywood after *'Angeline'* Moves In.

Mitchell H. Mark Holding Co., of Buffalo, owners of the Crescent theatre, Brooklyn, petition the Surrogate to permit it to sue Saul J. Baron as temporary administrator of the Eslinger estate for \$75,500 back rent of that theatre, due in 1930 and 1931. Further charged that the estate is back \$25,500 in taxes.

Report recirculated that Maude Adams will bring a new play into town next fall.

Charles Delrio shot Geraldine Burnstein, former member of the Metropolitan band, while riding in a taxicab last week and then turned the gun on himself. Girl was only wounded in the shoulder, but his chance of recovery are slight. Shooting occurred when she refused to marry him.

Carroll theatre leased to the F. Z. Corp., which means Flo Ziegfeld. Building will be renamed the Casino and opens with revival of *'Show Boat'*.

Lion scheduled to broadcast his roar over a Boston radio station last week leaped through the glass panels of the control room, clawing a woman watching the event. Finally restrained by his trainer, Capt. Volney Pfeiffer. Lion is the Metro trade mark, a press stunt.

William Muldoon, boxing czar, adopts Margaret V. Farrell, for the past 12 years his secretary, as his daughter. Will make her his heir, as reward for faithful service.

Earl Carroll has engaged Will Fyfe for next season. Comedian's first appearance in an American show here.

Oscar Shaw and Abe Cohen are reading scripts with the idea of finding something for Shaw next season.

Martha Wilchinski, press agent, wrote a time in blank verse for the *'Radio City City'* on Sat. (30). Read by Taylor Holmes.

Fire in joining room of the Hudson Industrial film plant, Palisades, N. Y., has damaged the room and did about \$3,000 worth of damage. Owned by George Dobbs.

Broadway rumor was *'Of Thee I Sing'* drawing the Pulitzer prize this year.

Gossip has George Arliss returning to the dramatic stage under Winthrop Ames next season.

'Heart Lies', London show, to be brought over by Erlanger's next fall.

Robt. E. Sherwood to do a book for a musical which Sam H. Harris plans to produce next fall. First libretto he has done in some years.

George Jessel may tour *'Blessed Event'* following the N. Y. run, playing the columnists himself. Will jump it to Chi. with the road to follow if prospects appear to be right.

Al Johnson announces he is through with the stage but may make an occasional appearance in concert.

Keen's chop house, in the Hotel Ansonia, rapped by the Feds Friday for serving beer and two quarts of alleged baccardi.

Jerizta not leaving the opera over salary cut, as reported.

Supplementing her Syracuse suit, Ruth Fallon, daughter of the late William G. Fallon, is suing Edward Bros. in N. Y. on the allegation that the W. B. 'Mouthpiece' film libels the late lawyer. Papers returnable next Monday (9).

Radium emanations from bone of a victim of radium poisoning, highly purified, broadcast over the radio Sat. night by a lecturer at N. Y. University.

Josep Yalis, Spanish composer of Paris, awarded the \$1,000 prize by the McCollin fund of Philadelphia.

for best concerto for string quartet and orchestra.

Ethel Barrymore to *'Europe'* for a rest following closing of *'School for Scandal'*.

Edna May Oliver will quit films to appear in her original character in *'Showboat'*. Released by RKO.

Bill Brady lifted his voice when Butler Davenport announced *'A Woman's Way'* at his trick theatre in East 38th St. Had a copyrighted play of that title. So Davenport switched to *'The Way of a Woman'*.

Benjamin Gigli off the Metropolitan road. Won't take the cut in pay. Contract, having three years to go, broken by mutual consent, and Ross Fossell suit a holdout.

Henry Bartels, Inc., in involuntary bankruptcy on petition of creditors. Loan established firm which de in wild animals for circuses and zoos. Bartels now heading a new firm formed a couple of weeks ago.

Three entire floors of the Hotel Delmonico padlocked as result of the raid on the Breakfast club last fall.

Toscanini and Gatti-Casazza quit feud after concert last week. Never fully explained what the row was about, but it's all over now.

'Cat and Fiddle' top down to 33.

Lien against Lily Pons' salary, in connection with Zenatello's commission claims, voided by the court. The rules the Miss Pons is a temporary resident of N. Y. and that an attachment is an unnecessary precaution.

Norma Terris for *'Showboat'* revival and Harry Rosenthal and Edna Hibbard for *'Coast to Coast'*.

Ann Seymour and Richie Craig, Jr., in *'What a Wonderful World'*. Hal Skelly and Lulu McConnell out.

'U. S. A. with Music', by Walter Lowenfels and George Antheil, to be produced by Daniel Blumenthal, attorney, and Bert De Young.

Duncan Renaldo will appear in court on the Coast today (Tuesday) to try and prove his claimed American birth. Government charges he comes from Rumania.

Fox reported having an option on *'Design for Living'*. Noel Coward plays Max Gordon will produce next winter with Coward, Lynn Fontanne and Alfred Lunt.

Coast

J. 'Bill' Cody sued for \$300 by Roger Smith, trial for attorney fees. Marchetti assistants deny owing him for defending the actor and his wife in a 1931 suit.

Evelyn Brent sued for \$77 for unpaid clothing, by a collection agency. Actress had bought \$409 worth of fumes attire.

Connie Gordon, actress, painfully burned about the face, neck and arms with a gas heater at her home exploded. Removed to the Hollywood hospital.

Zasu Pitts granted a divorce from Tom Gallery, former fight matchmaker, on grounds of desertion. Address testified that Gallery left her five years ago. Miss Pitts will have custody of their child, Zasu Ann, and an adopted boy, Don Mike. Gallery, 37, was married in 1920.

Carole Lombard recovering from a nervous breakdown at her home. Actress confined for past two weeks.

Zane Grey sued for \$50,000 by J. A. Covel, assistant engineer at the El Capitan theatre. Covel asserts that he lost a finger while testing oil pressure on the yacht when Grey made his South Seas cruise in March, 1931.

Maureen O'Sullivan exempted from paying \$170 damages in auto accident.

Helen Millard, actress, now appearing in the El Capitan theatre, had her personal attire stolen from her dressing room. Valued the belongings at \$435.

Evelyn Brent ordered to pay \$724 to Stanley Ross, Ltd., for books she ordered and failed to pay for several months ago.

Monty Banks granted a divorce from Gladys Frasin. Comedian charged his wife was often pulling 'disappearing acts'. Couple were married in Sept., 1929.

'Round the Square

Roulette Chances

Curious roulette dealers on a recent dull evening tried to find the quickest number of whirls before every number, including the two 0's on the layout, were covered. On the 18th whirl of the ball, 7 came out, obstinate until then.

Meantime, during the 188 whirls of the wheel, 11 and 19 had come up but twice. Three-timers were 20, 22, 34 and 36. Highest was No. 12, showing 13 times of the 188, with double 0, 10, 15 and 21 appearing seven times each. Second highest was 28 for 12 times. Single 0 came up three times.

On each roll a white chip was placed on the number coming out. The test was made through one dealer betting another he could not cover all of the 37 numbers in 140 rolls.

There's a sort of legend among roulette spinners that once upon a time in a similar trial, the entire wheel layout was not covered in 900 rolls. But no dealer admits having been there; all say they just heard about it.

Too Late

A southern casino operator, chiding one of his attractions for losing so much at the tables, after having warned the actor to stay away and not be a chump, dipped it off by stating: 'What do you think we pay our dealers \$200 a week for; to lose money for the house?'

Making 'Em Move

Cops are beginning a drive to clear the congestion in various blocks along Broadway, especially in front of the Palace and Bond buildings. They appeared last week moving curb standees away, in some cases inviting hot complaints.

Partly behind the new drive on the foot traffic is believed to be a desire to keep people away from the fronts of theatres following ink-splashing in connection with the signwriters' strike.

Popularity Diplomas

A new social aristocracy among the undergraduate flappers around the prep schools and colleges is predicated on the degree of a girl's budgeted rentals, the owners are willing to sell the marcanth.

The average prom cut-in is nothing. But for the cutters-in to come back for a second and third time to dance with the same girl, rates her among the elite. It's a diploma in popularity.

Percentage Rentals

Some of the choicest hotel and newest office building rentals for stores on the street floors are now being arranged on a percentage-of-the-gross basis. It's an indefinite theory but while stores can't secure their budgeted rentals, the owners are willing to sell the marcanth. Practice is not uncommon for very quick turnovers, usually before the Xmas holidays, where novelty dealers take possession of unleased store fronts for a month or two, but it's a departure for new locations in choice realty sectors.

Mid-West

Diary of a Stogie

(Continued from page 23)

I picked out a little guy to jump on. He was a little fellow, about 10 years old, and he was very brave.

Tillie ran out and started screaming, and the audience didn't know what to do, whether it was a joke or not. Quantrell didn't scream, she just looked at what was going on for a second and then she dived in, too.

Next the stage hands came running out and one of them ran to where a guy was sitting on Mr. Quantrell's head. 'What happened?' he asked anyone. 'It was a fight,' changing the act or is this a fight?

'It's a murder!' yelled Mr. Bowery and he was right because just then I got hit in the head and was knocked cold for a minute. When I woke up the lights were all out and the audience was hollering and a lot of people on the stage were fighting and everything.

All at once the lights went on again and there were two policemen running down the aisles. Somebody yelled police and everybody got up and ran off the stage and the policemen got knocked down.

One of the policemen got up and rubbed his head. 'What happened?' he asked anyone. 'It was a fight,' changing the act or is this a fight?

'You can't say lousy in this theatre,' hollered a guy lying on the stage and we looked at him and he was the manager. He was sort of knocked out and his collar was tore like a broken man's.

Mr. Bowery was lying on the stage, too, and somebody helped him sit up. He had a black eye that was a beauty. People still were sitting in their seats in the theatre and they laughed when they saw his face. They still thought it was in the show.

I had a knob on my head like an apple and I felt light headed and silly. Quantrell was standing like a user swaying back and forth and her dress was tore almost in strips. Tillie was standing holding Quantrell up but she didn't have any marks on her.

And then we were looking at each other a head of terrible hair rose up out of the orchestra pit and it was Scaramouch, the most mused up thing there has ever been in the world. The people roared.

'Boy,' said Mr. Bowery, 'what an act!'

And boy, it sure was!

R. R. SALESMEN DRUMMING UP BUSINESS

Railroad companies are on the hop for more biz and are adding high pressure salesmanship methods. Solicitors from all the major rail concerns are haunting almost all picture companies in hopes of turning up some trade, with the foreign offices especially getting the whoop-'em-up-boys' attention. Although price cutting agreements are in existence, the different companies are doing little things to swing ticket sales. One of the railroads went the rounds last week promising to forget all about charging for excess baggage on Coast trips. Another ticket sales chaser made the rounds promising special attention, plus a car switch at Chicago, eliminating change of trains. Rail companies figure picture companies are good fields for business since there must be a constant flow to the coast and back. All the special arrangements they make are supposed to be secret, though getting to be general knowledge among the traffic men and the film companies who purchase tickets. Only concerted action to boost ticket sales comes this week when a price cut on round trip tickets goes into effect all around. Figured that the sales stuff is made necessary largely because of the cut-in of the air lines.

ZBYSKO AS GROOM

Kansas City, May 2. Report from Wichita, Kansas, says Wladek Zbyzsko, heavyweight wrestler, has confirmed the rumor he is to wed Mrs. Dorothy Lassen, wealthy Wichita divorcee. Wrestler said the wedding would take place as soon as his divorce decree from Minnie Stark, former 'Vanities' and 'Follies' girl, became final in a couple of months. Mrs. Lassen was divorced from her former husband, William Lassen, hotel owner and oil operator, almost two years ago.

Sonnenberg Promoter

Belmont, Mass., May 2. Gus Sonnenberg, big grunt and tackle man, has been granted a charter of incorporation to engage in the theatrical and sporting business. The incorporators are Sonnenberg, president, and John D. Elliott, both of Belmont, treasurer. With Marie Sonnenberg, they comprise the board of directors. They intend to conduct a theatrical business and boxing, wrestling, hockey, swimming and other matches.

Coast Worry Over Olympics Keeps Growing

Los Angeles, May 2. How to raise cash to bring the various international contestants to the Olympic games is the current worry of the several local foreign resident committees formed to assist their nationals. Headaches result from the peculiar situation that in most every case the foreign committees are taking care of the athlete's expenses only to New York. Several committees are not only worrying about getting their native soil representatives here, but are also concerned about the coin that must be raised to feed them and entertain them while on the Coast. First group to get busy on cash raising is the Danish contingent, which is planning a series of mid-night matinees at the downtown Paramount theatre. Committee will split 50-50 with the house.

MARRIAGES

Gladys Swarthout to Frank M. Chapman, Jr., secretly married two weeks ago. Bride is a contralto with the Metropolitan opera. Groom is a baritone formerly with the American Opera. Myrtle Hanan to William P. Fay, New York, April 21. Bride is a showgirl; groom non-pro. Mary Louise Spooner to Henry M. Pitken, New York, April 27. Bride was last in 'Vagabond King'. Ethel Lawrence to James Kern, Harrisburg, Pa., April 25. Bride is a showgirl. Malcolm Samuel Suggs, Publick theatres at Bristol, Tenn., to Miss Edith McChesney (non pro) April 3 at Johnson City, Tenn. Madeline Thompson to Ray Dunn in Hollywood, April 29. Bride is the daughter of Dave Thompson, picture agent. Bridegroom is in Warner's sound department. Maxine Mitchell to Ray Heindorf in Beverly Hills, Calif., April 26. Groom is an orchestra; bride a dancer. Dorothy Matthews to Donald Davis, New York, April 25. Bride is an actress; groom the son of Owen Davis, playwright. James F. (Jimmy) Andrus, manager Orpheum, Spokane, and Kay Custer of Portland, were married in Seattle, May 1. Jimmy flew to Seattle from Spokane and the couple airplane back same day to Spokane. Bride is a professional organist. Earl Simmons to Ruth Adams (Adams sisters). Both in 'Five Races' F & M Idea. Simmons is a carpenter with the unit.

850 Junked Autos

Rockaway Beach, L. I., May 2. Report seems to be the haven for abandoned auto cars. More than 850 hulks cleared from vacant lots and roadways. Campaign is on by civic workers who are looking for a fair summer. Dinty Moore opens May 7 at Ryan's at City Island, N. Y., for his sixteenth season in that territory.

Et Tu Brute!

Hollywood, May 2. Customary Hollywood mob in Tia Juana and Caliente over the week-end. Returned thirty. All bars were closed in fear of May Day riots.

42D ST. SAYS BURLEY STOCKS RUIN BUSINESS

The fight against renewal of licenses of the Republic and Ellingbo theatres by the Forty-second Street Association began last week and is still before the license commissioner. Both houses have a stock burlesque policy. Realty and theatre interests charge the houses in question are putting the block between Broadway and Eighth avenue on the level of the Bowery and affecting business. Prominent legal talent represents the association.

Certain vice conditions are alleged to exist in front of and inside both houses, it being claimed that the stag parades attracts runners who offer to introduce prospective patrons to 'girls'. Sale of French postcards and solicitation is also alleged, with some witnesses stating the conditions around both theatres are highly objectionable. Attorneys for the burlesque people have asked for bank records in an effort to show the theatres have not affected business as claimed. The commissioner granted a license to the flea circus, over the association's protest, on the grounds that it could not be immoral.

Want Cop Who Queled Wrestlers' Street Bout

Milwaukee, May 2. Milwaukee was treated to its first free show in many moons when Ernie Schargege and Frank Stone Mountain Leavitt, wrestlers, staged in a free-for-all at the city's most congested corner. After a couple of socks had attracted 1,000 people Traffic Officer Walter Schmidt untangled himself from traffic and stopped the bout. Leavitt was fined \$5 and costs by Judge Page while Schargege was let off with a suspended sentence. There are those among the natives who are skeptical enough to venture that the whole thing was a frame for a possible grunting match between the two. Both have appeared several times in local matches. Paul Polaski promoter says it was no money and is trying to sign the cop who called into the free-for-all at the city's most congested corner.

Dinty Moore opens May 7 at Ryan's at City Island, N. Y., for his sixteenth season in that territory.

'I'm Telling You'

By Jack Osterman

OKAY SHOW BUSINESS. (By special permission of what copy-right owner?)

A Baer Fact
Bugs Baer thinks that Eugene O'Neill's plays would be much too long for talking pictures. "He doesn't think anybody would want to see Rosy's ushers running up and down the aisles in night gowns."

Legis
Lew Brown was asked to write a song for a hefflin and told the latter what compensation he expected. "The actor wired him, 'Send song, if good will send check.' Lew telegraphed right back, 'Send check, if good will send song.'"

Merely a Suggestion
Eddie Lambert suggested to a hotel management that instead of slipping the 'Tribune' under doors gratis each morning, a switch to the Jewish 'Tagblatt' would be appreciated by all.

It Won't Help
While laid up with his broken leg in a cast Billy (Dinty Moore's) Moynihan entertained all his waiters at a supper given by him in his apartment over the restaurant. Idea behind it was the hope that when he recovers the boys down stairs might give him a little service.

Show Business?
Ed Wynn closes his show every Tuesday night in order to broadcast. His doct was quite a success on this Tuesday two other shows will close that night to listen to Wynn.

Same Job—Different Spot
Charlie Kenny was chief investigator and head man around the

Winter Garden for 23 years. Then came the Warner. He is now chief house detective of the Edison hotel. After all those years back stage at the Garden, the new job ought to be a cinch for him.

A Good Sign
Arthur (Robbins Muntz) Plantadon says, "I'm telling you, 'What you do speaks so loud that I can't hear what you say.'"

The Wrong Answer
A starving actor went up to an old burlesque comic and begged for two bits. "Certainly," said the comedian, "Buzin' the bec and the lemon bit."

Meet the Wife
Will Mahoney relates the tale of the married couple who had just completed the Pantages circuit. They lasted in a Broadway hotel a few weeks and gradually kept moving until they were down on 14th street. After laying off six months, the husband finally said, "I'm going around to the booking office." "What's the matter with you, stage struck again," asked the wife.

Osterman
The 'B' in Benny Rubin's name was out the other night... the Palace sign read—Ethel; Merman Ruin Haley... and Mitchell and Durant played the Capitol some one asked what became of Clayton... Johnny Hyman told us he just returned from Montreale... "Do you believe in free love?" The way things are now it's got to be free... Tammany Young wants to know if it's compulsory to wear a tux to get into Pierette... The hands of the receivers must be awfully chapped by now... and don't you think people would have a much better time in this world if it weren't for people... ARE YOU READING?

NEW YORK THEATRES

GILBERT MILLER presents
EDNA HERBERT
BEST MARSHALL
THERE'S ALWAYS JULIET
A Comedy by John Galsworthy
"A sure and honest and whetting of the appetite"
George Jean Nathan, judging
HENRY MILLER, 124 W. 43d St.
Eves. 8:40. Matinees Thurs. and Sat. 2:30.

LESLIE HOWARD
THE ANIMAL KINGDOM
"The season's most gratifying adventure."
—The New York Times
Staged by Gilbert Miller
EMPIRE THEATRE, 124th and 40th St.
Eves. 8:40. Mat. Wed. and Sat. 2:30.

ALEXANDER MCKAIG presents
ERNEST TRUAX
WHISTLING IN THE DARK
By Laurence and Edwin Childs Carpenter
Directed by Frank Craves
Ethel Barrymore 7th, 47th St., W. of B'y
Eves. 8:40. Mat. Wed. & Sat. 2:40

JOAN MARLOWE
SALE
25 MON-FRI
10AM-1PM
JOAN MARLOWE
In "Best of the City"
Brien Lw & Bond, Morris & Campbell, Frances Arms: Others

ROXY SEVENTH AVENUE
AT 50th STREET
The Trial of Vivienne Ware
with JOAN BENNETT
Big Stage Show with Ray Ensemble and guest stars—FRED WARING and Ray Theatre Orchestra.
Originals Triller, "Young America," with Spencer Tracy and Doris Kenyon

BIRTHS
Mr. and Mrs. Lorry Pack, son, April 28, at Flushing hospital, Flushing, L. I. Birth was a caesarian operation, with both mother and baby's condition satisfactory. Mother is the former Mabel Wilkes. Father is the RKO agent.

RRKO
MAYFAIR Broadway and 77th Street
"ROADHOUSE MURDER"
A Startling Story of the Man Who Took the Blame
JOHN BORDOWITZ
with **DOROTHY JORDAN**
ERIC LINDEN

PALACE 8'way & 47th St.
Nats. Daily 2:30
Personality Premier Vaudeville
MORAN & MACK
ETHEL MERMAN
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DAVE LLOYD
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Henry Burgin—Sam Schwartz
Midnight Show Every Saturday

86th ST. 86th, Lat. & 34 Ave.
Continuous Shows
Wed. to Friday, May 4 to 6
"THE BROKEN WING"
Henry Burgin—Sam Schwartz
Lapse Velez—Leo Carrillo

81st ST. On Broadway
Continuous Shows
Wed. to Friday, May 4 to 6
"THE BROKEN WING"
with
LUPE VELEZ
LEO CARRILLO

JOAN CRAWFORD
& Robert Montgomery in
"LITTY LINTON"
with
Frank Rediker
with Gene Rogers
Bunches O'us



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A MONG guests at The Park Central are prominent leaders in every phase of human endeavor. Stars of the screen, musical comedy, vaudeville and drama, select it because of its quiet serenity, excellent service and proximity to all theatres and railroad terminals.

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56 St. at 7th Ave., New York City

H. A. LANZNER, General Manager

San Francisco

By Harold Bock

Tripp Triplet returns to RKO.

Rob Drady is an ardent student of magic.

Millie Pedro, yet burley soubert, quits stage.

Pat Mitchell back from the bright north.

Allice Hooker divorces John Hooker, theatre ad man.

Tubby LaVelle and Jimmy Shannon now comes at Capitol.

After years in a wheel chair, Rubby Adams hopes to walk soon.

It's a boy at the home of George "Bontad" Wendt, Warfield, trumpeter.

Royal Gasconne off juggling for a few weeks while a broken ankle mends.

Spotlight Revue baseball team triumphs in first game and the season is over.

Tivoli housing once-monthly production of kid plays. First, May 14, is "The Little Women."

Seldy Roach, vet legit player now gone radio, to Salt Lake, where she sings seriously.

Eugene Hoenck, construction sup, for Pantages theatre when it will build a suburban.

Charlotte Greenwood plugs hubby Martin Broones' tunes whenever opportunity presents.

Willie Ferra, Belgian showgirl with Ted Lewis, granted citizenship papers while playing at Fox.

John Fairbanks and a Whitey crew due to dock here May 7 on "Makura" after months in South Seas. Mary Plind and to meet.

Mrs. Walter Brach, correspondent for "Frankfurter Zeitung," Berlin publication, broadcasts from Hollywood and Berlin film production.

Pittsburgh

By Hal Cohen

Jerry Blanchard at Eddie Klein's Tavern.

Academy, burlesque, closed for the summer.

Tivoli play season opens at Nixon Wednesday night.

Russ Columbo's booking at the Strand for next week calls for "The Wallace Chase 23rd at m.c. at Nixon Cafe after 15 weeks, record.

Musicians at Stanley off on half salary during Paul Whiteman engagement.

Latest class speak to open here has a five-piece orchestra, but no free lunch.

Dave Brody likes golf and contrabass, but has been rejected for both of them and he's stuck.

Karl Krug, former "Press" critic, doing freelance publicity and still looking for a steady post.

Bernie Armstrong has an old screen test Dick Powell once made and wouldn't put him back.

Local WB office requesting all newspapers not to mention William J. Dunn in Munich trial.

George Seibel, the crack, is an authority on magic and one of the town's best amateur magicians.

A burlesque was the chief source of Jewish at a political rally for a Jewish candidate here last week.

Be Taylor, who recently switched from "Post-Gazette" to AP, leaving to join "Press" city staff.

Wolfe, roadhouse owner for the summer Saturday night with Lloyd Huntley and sale of Blues orchestra.

Trimm Dink, Stanley prop man, has a new job as a prop man in trim knocking knobs out of dancers' legs.

Down preparing for Pay (local gal) Templeton's visit here with Milton Aborn's light opera at Nixon 16th.

Gracie Worth sends reviewers thank-you notes when they have complimentary things to say of her work.

Albert Zugsmuth, Jr., looking through "Variety" to see if he and Jimmy Wald have said anything lately.

Bill Scott can stand for hours gazing into the windows of sporting goods and auto accessories.

Joe "Press" Steinhauer at Dick Powell's farewell party made his first public appearance in 15 years since the wife.

Neelson Hesse's last visit to town before coming here with Stoopnagle and Bud was in a Harvard Hasty Pudding show.

The George Tysons drove as far as Indianapolis with Dick Powell, city-bound, to spend a few days with their folks.

A wire from Vilma and Buddy Egan says they have taken the Max Gordon show instead of "Fourth Little Show."

Valada, of "Rhapsody in Black," driving up to the Adine to see "Grand Hotel" in a \$23,000 Mercedes with a liveried chauffeur.

Charles Shy and Charles Taylor ("The Col. of Stoopnagle and Bud") met at the Variety Club breakfast here for the first time since their high school days in Buffalo 12 years ago.

Pepper Martin, Paul Derzinger and Dizzy Denny, of the St. Louis Cardinals, stopped here for a few days at Dick Powell's farewell performance at the Stanley.

CINEMA

Hollywood

Brooks Benedict wearing old men's shoes.

Radio studio employees forming a Public Union, which closed local office except for switchboard.

Garry Cooper calls his chimp "Jimmy Starr."

Alexander McKaig, N. Y. producer, coming here on visit.

That Casino and Hollywood Blvd. corner is a camping ground for a new car.

Jack Chertock, head of Metro's music department, went for a new car.

Sam Mintz thinking of going on a budget now that his heir has arrived.

Mrs. Betty Bogart back as booker at the Warner-First National exchange.

Bill Hardwick bought a new car and has resigned, holding out for a discount.

Mozelle Brittonne, formerly in Lyons and Hollywood, now in Radio's casting department.

Ma Clark better and at her Brentwood home. Returns to Universal within five weeks.

Lloyd Hayslo to finish production on "Movie Crazy" this week and a record for him.

A. M. Botsford mistaken for Anderson Lawler at a preview and had to sign autograph books that way.

Thomas Newton Miranda has applied for discharge from bankruptcy.

Scenarist filed in February with \$7,900 liabilities.

One studio publicity department putter ride his office of newspaper folk by closing the door and turning on the gas.

Sam Mintz is dabbling in the dance school business as a partner of Norma Gould in the Olympic Summer School of the Dance.

With Ben Gould, local Fox exchange manager, recovering from an operation, Ed Bonna, from the N.Y. office, temporarily in charge.

Donald Novis recorded his first vocal disks for Victor here last week. Made six sides and leaving next week for his New York NBC debut.

Monsieur by a flock of picture people, Blandine Sloan has opened a puppet show on Olvera street. This makes two puppet shows, only a few doors apart, on the synthetic Mexican street.

Small studio press notes that H. M. Walker, South story head, was going to Florida for a vacation was given prominent space and blown down by Florida papers. Walker couldn't get it.

Dave Hunt, after being J. J. Murdoch's house guest for several weeks, has been rejected for both of them and he's stuck.

Health sufficiently to play nine holes of golf daily and in six months will be able to do 18 holes.

St. Paul

Edmund Stein, Met manager, has a new job.

Saints turned out 11,000 for baseball opening.

Carroll, riding after 10 weeks with U.S. P.

Parking lots in loop down to a next per hour.

Dick Cook, out of hospital and back with auto club.

Riviera reserved seats and two-a-day for "Grand Hotel."

A new low. Stan Krueger ousted from Blomack rink club.

Carnival speller for "Freaks" at Riviera a wov for the natives.

Imported Canadian beer goes began at four in the afternoon.

Spiked, at half that tariff.

Diamond Brothers broke in fourth theater, but for RKO act here to tie the Marx Brothers ensemble.

Flat cover of \$2 for Vincent Lopez band at Hotel Lowry Friday and Saturday with good business.

Orpheum wiring cables in front for hard-of-hearing, local crack musician, himself dead footing him.

Abe Sunberg staging nightly stunts, auctioning girl's clothes, etc., to boost his at Uptown, ex-nupte.

End of dirtiest political campaign in U.S. as voters deciding whether labor or conservative mayor.

Earl Carroll 'y' nities to play week at Met here last May, but neapolls will not see the attraction except by traveling over here.

Pinch, Van Slyke and McConville, biggest northwest dry goods wholesale house, 60 years old, folded with a retail sale that called for aid from cops.

Kuy Olson, Stan Krueger and Chet Melby won something or other by staying in the city to be ready for nine holes of what they called golf at 7 a.m.

Ellie Robinson staged his backward race over roped-off loop course, with thousands lining sidewalk, at RKO house where he is appearing.

Theatres cashed in heavy Saturday (30) on St. Paul day, where locals are given free trolley, taxi rides, etc., to get coin loosened up in trade suburbs.

Allice Mayen, manager of all Twin City cabarets, and Hal Daigler, in charge of loop houses, in new Public setting, which closed local office except for switchboard.

Rumor persists Finklestein & Ruben will make new movie houses from Public, with Eddie Ruben and Harold Finklestein, younger generation, in charge.

Cleveland

By Glenn C. Pullen

Pola Negri slated for Palace May 7.

Playhouse closing after "First Mrs. Fraser."

Otto Wille signs Angelo Vitale for tomorrow.

No backers yet for stadium's summer opera.

Edna May is being torn down for parking lot.

No more legit road shows for Ohio or Hanna.

Joe McConnell's bum knee now only needs a cane.

Eve Henderson, local Ethel Barrymore, going matrimonial.

Margaret Cova's trying to get a mystery novel off her mind.

John Hale says he's the new manager at Hanna next fall.

It's a girl at Bill Stock's home, so no more out-circles about it.

Grace Williams, ex-actress, now married, is back from Europe.

Martha Bradlee celebrating 10th year of her late spot's career.

Another tent show for Ohio tour is being organized by Phil Miller.

John Hale says he's the new manager to start band of his own.

Wanderlust is again biting Karl von Sigmund's Richard Leiburton.

Paul Simmons, band maestro, changes name back to Simonnette.

"Crazy Quilt" scheduled to fold in Reading Pa., making 13 consecutive weeks.

Aaron Bishop's new play, "Breeze Inn," being rehearsed by Bradley Players.

Kassellous clousures drawing at Cameo, burlesk, but ruining family clientele.

Doris Joekel picked by chiropractors as having most perfect back.

June Carr, vaude dancer, cut her self a piece of thin falling off piano in dance.

Howard Inches, local mugger, starts stock group in upper New York state.

Cly Twelveteer, ex-manager of civic auditorium, is running for sheriff.

Bob Horter's rep musical for road folded for good after second attack of angina pectoris.

Jack Spencer, in Myron Romain's band, had his schnozzle mistaken for Jimmy Durante.

Shoney Anderson tried to put Jimmy Durante on spot after backstage squabble, but got boomeranged.

No cuts made in "Crazy Quilt," although city's censor ordered all harsh words out of "Band Wagon."

They say stage manager will be angled for both Bob McLaughlin's stock and summer stadium opening scene in newswear tent of Indians' opening baseball game drew snickers as they llooyed all morning on the local fields.

Winton changes name to Carter hotel in honor of first innkeeper, Lorenzo Carter, and engages Louis Rich. Now owned by Met Insurance.

Hartford

By M. H. Hammer

Mike Hanapi and band playing at Don Gil's night club.

Fred Thomas gets up at 6 in the morning to get ready for the day.

Another 5% cut in salary for local Public employees.

Local Public employees, including Jewish road show for Hartford.

Four department stores plurge etc., to boost his at Uptown, ex-nupte.

Mortenson surprises his friends with the announcement of his marriage some time in the future.

Advance sale indicates the first S R O sign of years for Parsons and the first sign of the future.

State Trade School association producing musical for presentation at the City Horace Bushnell Memorial.

More than a quarter of the state telephone in Hartford, where you can't find a wrong number.

John Chalkin swears he had to call a man from the future to have his wife give her spouse a message to bring home a can of tomatoes.

Courant announces a slash in salary of 10% for editorial and advertising departments while Hartford "Times" takes out a number of its staff.

Saranac Lake

By Happy Benway

First robin seen.

General exams in still here.

Yes, that snow is still here.

Atty. Sam Mathews a san caller.

Dr. George Wilson going on a vacash.

Write to those that you know in Saranac.

James Williams recovering from bad cold.

Flaum 100%, comeback all in his favor.

Harry Englin 100% on oke side, only worry appetite.

Three meals a day.

John Dempsey general improvement, on unlimited exercise.

Eddie Voss still down-towning at the X-ray office. At his best.

Alma Montague still pneumothorax-ing improvement.

Bill Morris expected back, Camp Intermission lawn being seeded.

Alma Higgins a dancing school here, so has the Oldfield sisters.

Village of Saranac first city to be recognized in N. Y. A year book.

Bert Ford a radio and stethoscope all favorable, with plenty exercise.

Fontaine's theatre, urethrales in special garb for the N. Y. A. drive.

Lillian Zelig general report on the okay side, exercise and all up.

Intermission, ex-Warner brothers, doing well. Up first time.

Charlie Bordley back from two weeks' vacation and rest. At his best.

Joan Allen gets the way okay after a month of it here. A great comeback.

Marlon Perrotte after three weeks in bed with flu now up and at work.

Rudy Plank, X-ray king, anticipating pretty things for his new wife.

Russ Kelly now staging all the Elks' entertainments with amateur Jackmores, Saranac ladies' wear store, owned by Bill, Jr., and Ruth Morris.

The Tavern, showfolk resort, changed hands. Jerry Coogan now serving.

John Loudon continued improvement, wonderful comeback, slight exercise.

Fred Rith about ready for that nerve operation; hospital soon for a minor cut.

John Milford still heeding it between meals, great comeback after two months.

John Lawrence four years with pneumo-thorax about ready to give up treatment.

Bill Nelson, pill-man of the N. Y. State, still allowing for Danmore inmates.

Wayne Timmerman, city manager here, ex-circus boss for Danmore inmates.

Town all excited over Friars' Football game here for one night middle of June.

Joe Lang still on mild exercise between bed periods. Given down town.

Lee LeMar, radio artist, piano player, added two more musicians to his band.

Fourteen hundred natives saw the Odd Fellows minstrels, including 35 N. Y. State.

First time in history of city. Speaks all about 9 to 12 A. M. according to tradition.

Danny Murphy, the punch board king, staging weekly talks at the lodge's dining room.

Helen O'Reilly two months in bed with an oke report on last exam, up soon with short exercise.

John (Francis and Milford) paid unexpected visit to daughter, Phyllis, who is on the mend.

John (Francis and Milford) waiting for the snow to let so can put the flowers in the front garden.

Allen Carman, head and nose trouble; otherwise on the okay side, up for mild exercise and downtown talk.

George Harmon, after a very serious setback and operation, waiting to be down again. All in five months.

Frisko DeVere lost a pound via a "Weight Watchers" operation, successful. She took the cut like a veteran.

Fred "Dones" Bachman, besides a "Weight Watchers" operation, now gets 100% oke on the stethoscope listening.

Bill Clouds about fighting a flare-up following a wonderful comeback, dining room soon with the oke bug.

Dolph Singer downtown at the talkers for the first time. Looks good. Great comeback; at the Oke bug.

Dan Astella beat a very bad cold. Now back in laboratory department clearing bugs with chief, classer Monroe Coleman.

Martha Growold on vacation via a hotel ride to Benard's Lake, now a and short stop-off in N. Y. C. to see relatives before sailing.

Loop

Billy Glason hovering around town.

Leo Salkin, down with stomach ailment.

Levinsky-Walkes cracks the big noise last Friday night.

Nancy Carroll tarried here for breakfast between trains.

Ben Howland, unfurling ahead of Ben Bernie's Palace dance.

Quin Ryan already talking about the hills and horseback riding.

Paul Mall taken this town so much he always jumps here to the h.c. here.

Warner exes from the h.c. here, for a confab with Jimmy Coston.

Helen Menken visiting Grace and brother-in-law Bert Loyell.

Golf bug has made a firm imprint on Tommy Maloy. He's as brown as a nut.

Sid Lipsitz now a freelance p.a. and associated with the Milt Folack office.

Hazel Flynn scooped all the other ple critics in town on her "Grand Hotel" review.

One lesson, Lou Abramson decided that he's just as well off without gym work.

Jim Pettillo anticipating his new layout in the new musicians' building goes up.

Ole Olsen jumped from St. Louis to here, via Waldo Levinsky golf, then hopped to Seattle.

Panic on again in loop gambling going for Skouras, who's willing up the wagon in broad daylight.

Goodman Aoe and frau will get the wife's Gruenwald's "Trib" spread on radio personality.

Regis Toomey, another stopper, told reporters he recently bought an interest in Guy Salarna, coast flihter.

Martha Linn moving to fancier office, but still holding the view of that Michigan boulevard traffic.

Johnny Holzman off to New York for a gabfest with George Whelan and then back here for the "Scandinavian" opening.

Minneapolis

By Les Rees

Phil Reisman, RKO director, a Minneapolisian.

Bob Brenzel off to California to work for Skouras.

Fox exchange in new and larger home on film row.

Ed Jorgensen resigned from Warner sales staff.

War veterans paraded loop in bonus demonstration.

Home Beautiful exposition at Auditorium drew well.

Film distributors enter team in push to book new films.

Hazel Walker, dancer, heads new burlesque stock company at Gayety.

Bob Gutzwiller, footballer, near here here here.

No newspaper or other advance publicity regarding N. V. A. collection.

Manager Emil Franke of RKO Orpheum still doing his own press work.

All neighborhood indie film houses now on 10c admission basis to 7 P. M. nightly.

Shut out one-sheet printed in Hebrew to advertise Jacob Ben-Ami, guest star.

University of Minnesota refuses to reduce \$2.50 prices for football games next fall.

Chorus girls from Minnesota theatre appeared on field in baseball uniforms at opening game.

Bainbridge dramatic stock boosts to \$1.50 from \$1.50 during fortnight appearance of Jacob Ben-Ami.

F

Broadway

Carl Byoir to Havana.
Ben Kamler off to Maine.
John Loneragan is back in New York.

Mack Linder has a play for James Cagney.
Pamela Hurst likes the German pictures.

Hy Daub has started summering in Westport.
Turner is taking a home in Larchmont.

Eddie McCafferty ('Variety'), will be a pop song.
Evelyn Brown took a couple days out with a cold.

Arthur Klein due to leave for the coast this week.
Jack Charahl is going to Mexico to meet the wife.

Jackie Cederman ribbing the publishers at Lindy's.
Jed Harris lost his tonsils last week. Doing a

radio audition studio.
Will take three days to get the circus sent out of the Garden.

Al Johnson's new one for A.A. will be titled 'Heart of New York'.
Harry Burns will Lincoln it to the Coast during his summer layoff.

Moss Hart is due back in New York from Europe in about a week.
Walter Fleischmann now a special agent for U. S. Dept. of Labor.

Dave Green now a p.a. on his own. Formerly George Lotman's assistant.
Dave Blum is proud of his full title: 'Director of International Publicity.'

Billy Grady opens his Connecticut bathing beach this week. It's at Altou.

Colonel Jason Joy returning to Hollywood via the Canadian Red Cross.

Freddie McKay has succeeded John Donnelly as manager of the Empire.

For dooney of Leblang's operated on for double hernia at Jersey City Medical Center.

'Cynara' closed Friday at Shubert to admit Philip Merivale to sail for London Saturday.

John Byram of the 'Times' married Saturday at noon, then took bride to the ball game.

Leo Quinchi of Radio's art department has received several awards for his oil work.

Jack Partington dreams of the coast, but will stay in New York in his P&M spots as y.p.

Oscar Doob, publicity head for Lewt theaters, is spending his week end on the road for that circuit.

'Billy Rose does a Jed Harris in his private office by stripping when looking himself in for some serious work.'

Renee Carroll, Sardi's cotillionaire, was tintyped in the 'News' and by-lined in 'Liberty' all in one week.

Martin Beck personally stopped Arnold Reuben from going backstage through the orchestra door at the Palace.

Richard Watts, the 'Herald-Trib' critic, starts annual tour. Visits Ireland and will tour Russia. Sails May 7.

Jerry Wald insists he wants billing over Ed. G. Robinson when his songs go into the Winter Garden with Robinson's 'Two Second.'

Leaving New York Saturday (30) on the Ile de France, Clarence Keston, Metro director, will be away three months, strictly vacation.

When Winnie Sheehan got on board the Leviathan last week he found that the name of his steward was Jimmy Grainger. Strictly on the level.

Ruznetzoff and Nicolaia, Russian theater, have both their names on the Romy marquee, probably the only theatre marquee that could carry both these names at the same time.

The Hague

By M. W. Eddy-Leal

Hofstadtsen revives Edgar Wallace's 'Case of the Frightened Lady.'

Holland tour of Max Pallenberg, German actor under auspices of Enrico Krauss, financial success.

Concertgebouw Orchestra, conductor Dr. William Mengelberg, invited perform Palais des Beaux Arts, Brussels.

Musicians scared by 'emonstration here of a German invention, mechanized orchestra, 'The Dominator.' Takes in all instruments.

At Scala the Dutch soubrette, on stage at least 20 years, Louiseette, a few insiders know who she really is.

Foreign invasion continues: this week: Parisian violinist Yvonne Astrier; Finnish pianist Victor Eabin; American violinist Caroline Thomas, and Russian pianist Alexander Dorovskiy.

London

Oskar Dones off to Berlin.
Eros is to be flood-lighted.

Robert White with 'Flu'.
Alex. Benvay joining Alex. Korda.

Arthur Dent taking dancing lessons.
John Ervine in London for once.

Deo Salomon in town for Warner Bros.
Marion Harris recording for Deco.

Nelson Keys carries fan mail around.
Michael Balcon recovering from dentils.

Shayle Gardiner in 'Wings Over Europe'.
Herbert Wilcox and J. C. Graham in a deal.

Irving Asher asked after appendix operation.
Rumer Woolworth going in vaudeville denied.

Ernest Betts and Frank Zellin in consultation.
Grosvener House having a run for film parties.

Mrs. Sherek conferring with George Black from film of that name.
Henry Tudor-Owen, Palladium's p.a., flu sufferer.

Haddon Mason understudied Owen Rana for a week.
Jackie Gray negotiating for new Jack Waller show.

Seymour Hicks and Walter Hickett not so friendly.
Renee Houston in talker short minus sister Billie.

Albergo went, going to Epsom races for three days.
Red Mill, London's latest cabaret, managed by Ruby Miller.

Marie Corda taking English lessons at an elocutionist's.
Ritz and Carlton hotels reinstating orchestra for dancing.

Roy Fox turned down an offer of £1350 a week from Holland.
R. Thomas, Western Electric space house, now staff manager as well.

'Good Night, Vienna,' English song show, when first of that name.
Dorothy Dix paraded her daughter at a film premiere. Dressed allike.

William Gell again the favored one of the Gaumont British executives.
Jack Taylor, ace Provincial revue producer, back from New York full of ideas.

John Mazzina, who runs the Ambassadors Club, goes to the barber's in a Rolls Royce.

Clifford Mollison with Julian Wyllie show, when first goes to Hippodrome in fall.

George Chiles will dance with John in the Murray Anderson revue as he did in 'Polly'.

Bernard Clifton currently in 'Vita Nova' in latest addition to Murray Anderson revue.

'Passionate Plumber,' at Empire, has Schnozzie Durante starred, with Ken Keston and Polly Moran featured.

High Beaumont, formerly Moss Empires boss, now business manager for Prince Edward Theatre company.

John reputed getting £4500 for first 'Sunday Express' articles and £625 a week plus percentage in Prince Edward show.

Crishpish Tension School, in Leicester Square, several times rumored as prospective theatre or cinema, likely to become ice skating rink.

Moscow

A. Afognyevy, author of much-touted play, 'Fear,' left for Europe on tour.

John Bovington of California, now in Moscow, doing English version of Afognyevy's 'The Second.'

Tchaikovsky's 'Nutcracker' Suite revived in Moscow Ballet April 18 for first time in thirty years.

German language theatre being organized here. Attempt to start English language theatre flopped.

Kenneth Durant, manager opera New York bureau of Tass, Soviet official news agency, visiting Moscow.

James Abbe, American theatrical photographer, spending some months here by commission from Wide World Photos.

Stalin, Premier Molotov, War Commissar Voroshilov among first visitors recently when opera 'Othello' produced.

Rusavelli Theatre of Tiflis, famous Georgian troupe, coming to America for a spell; still hopeful of an invitation from U. S. A.

Marina Tikhonova, who took about America, where he spent six weeks recently, will be published in the U. S. A. by Farrar & Rinehart.

Augusta, finished and shipped to agent David Hampton his adaptation of 'Sonata D'adulterio' for Russian theatre play by Nikola Kulish.

Artor A. M. Doroshevich, at Theatre of 'Trade Union,' feid upon completion of 40 years' theatre work and awarded an honorary title by the government.

Foot Laureate Demain Bledney, one of the fattest as well as most prolific writers, authored a music comedy with title 'Flow' by the Fourteenth Division. Came to Heaven.

Walter Duranty of New York 'Times' learns that two plays about Russia which he wrote in collaboration with Maurice Hindus are scheduled for publication in book form in New York soon.

Mexico

Air mail first class postage to U. S. has been increased from about 5 cents to 6 1/2 cents.

All workers may now sit with on the job under the 'seat law,' which compels employers to provide servants with perches.

Two night tent show-to-appear here in a long while would result of kinks by neighbors about noise, show started at 7 p. m. and ran until dawn.

Two Canadians and a Mexican have been jailed, charging with running a horse sweepstakes on Kentucky, Canadian and other stake horse races. According to the police, the honor of 100,000 dollars worth of tickets in U. S. and Dominion.

Milwaukee

By Frank J. Miller

No daylight saving for Milwaukee. Atlas reopens under new management and unionized.

'Grandstand' amusements basement to continue, says receiver. 'Student Prince,' last regular legit show at the Davidson, was cut rated.

Milwaukee still remembers Ethel Clayton as an ingenue in stock at the Davidson.

Six hundred women drivers registered at Safety Commission's motor drivers' school.

Arthur Siegel, son of new Warner district manager, marries Ruth Mandel of Philadelphia.

Betty Compton, making personal appearance at Wisconsin theatre, was in O.K. at the Junior League ball at the Hotel Schroeder.

For second time in three years Milwaukee won national health contest among cities with more than 600,000 population. Lowest death rate in city's history.

Glen Kalbfloth succeeded as operator business agent by Chester Milles. Frank De Lorenzo has succeeded as operator of the theatre.

Natan gals' successful plug inspiring Irish artists. Jennie Heiberg preading a provision beauty contest.

Zalide Jackson's new bottle will be called 'Sous le Maquis'.

Lou Givans going back for summer stock engagements. Jack Forrester attempting to sign Timothee.

Suzanne Delve will play another American in Bourdet show. Rowland Brown, writing friends here he may be over again.

Erk Charrell will be 'The White Horse Inn' here in September. He has been out of the hospital and back in 'Rose Marie'.

Most night clubs changing names as prices for cutting prices. Lora Hays getting four bits in French pictures during one week.

'Somebody Loves You' and 'Kiss Me Goodnight' are now the song songs. Preston Sturges has the idea for another play, but wonders what's the use.

Douglas Cooke still at Paramount, but looking of Hollywood for this summer. Maurice Barbour volunteering to do a thing in Hollywood for his friends.

Dick Blumenthal in and out of hospital again with more throat trouble. Andre Roosevelt cancelling New York and going straight back to So. Cal.

Billy West postcarding from the Riviera that the women outnumber the men.

Some of the French subtitles blot out Dietrich's chin in local version of 'Shanghai Express'.

Edna Klotz is sailing for the Galapagos Islands in fortnight with picture expedition.

Leonine Sagan looking for the 'Mae in Uniform'.

Two basement floors of the Elvysce are being converted into a rooming house for the new 'Thin-Thin' cabaret.

John H. Salomon taking time out from his show business to run tact politicians before elections, and a large proportion of space on the billboards thus shifted.

Paris

Bob Siernwood expected. German films all the rage.

Joe May off to Paris. Confederates in stage shows a vogue.

Karl Freilich off to Karlsruhe for a cure. Berlin's Central theatre said at auction.

Eric Hannussen, 'mythic' to perform at Scala. Felix Breistrat to tour in a revue in Dutch cities.

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Berlin

By Max Magnus

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Duluth

By James Watts

'Grand Hotel' set for Garrick. Sign in shop window: 'Musical instruments and saxophones.' Jimmy Hayden barnstorming New England with one-night melodrama. Highbrows motor to Twin Cities to see 'Morning Becomes Electra.' Ten per cent cut in the pay of all employees of the 25 welfare agencies.

Auto insurance advanced nearly 50 per cent in city because of accident rate. Counterfeit ring operating over Northwest rounded up at Head of Lakes.

Superior: Little Theatre to do 'The Ghosts.' J. Hooker Wright directs.

Robert Roberts, house painter, wins Arrowhead sweepstakes at art exhibit.

Crossword puzzle omitted from noon edition. Barren hour at Board of Trade.

Marty Mullins and Al Anson make swing around Public Northwest theatre circuit.

Long of New York Public publicity staff replaces Ev. Seibel in Duluth district.

Five vessels begin task of carrying more than 40,000,000 bu. of wheat to Buffalo.

'Herald' news hounds hope 'Uncle Abe Kappelin's' Jimmy grows up soon. He's most quoted of all individuals in Duluth.

Hurley, manager of Billie Petrolle, recuperating at Mayo hospital, Rochester, Minn.

Gold clubs won't allow regular tournaments of season despite falling off of membership.

Dry Agent Matt Vittala given three-day layoff from Woodsport for firing at fugitive in busy street.

City council removes 'Peaks' ballyhoo front at city hall. Until stunt had filled house two days.

Lake trout season opens May 15. Big catches in small streams due to fresh water washing fish out of regular channels.

Duluth begins fight to prevent further encroachment of offices of Duluth and Twin Cities. Duluth largest inland port in America.

Former Duluth scribbles going big in Memphis. Ralph Alan Pickard, secretary to the mayor and Al Hargrave managing editor of 'Commercial Appeal.'

Washington

Sam Blythe reads 'Variety.' Lee Miller organizes the Bachelor Club.

Play Temptation a hit in 'Pinafore' at the Belasco.

Leona Powers entertained by the newspaper women.

Red Madison goes to New York, week-end guest of Frank Hark.

Nelson Bell, on the verge of a new breakdown, reads 'Variety' over Owen Davis.

Owen Davis, visited by his dad, on the way up from Miami.

Stoddard Taylor opens up the 'American' mansion, out in Bethesda.

Philander Johnson back on the Star's dramatic desk after an illness.

Harry Rapley, manager of the National theatre, reached his 75th birthday April 26.

Clifford Cochrane, master of ceremonies at an actors' dinner, his first and last appearance.

Harry Shaw, a tour of the country for the National Association of Broadcasters.

Four-story Givens going back to the pictures in July after a session with the National Theatre Players.

The Rialto stages world premiere of 'The Doomed Battalion' before a ritz audience. Reserved seat policy from \$1 to \$25.

Carter Barron, manager for Loew's, welcomes an old-time friend from Atlanta, the newly appointed Senator Cohen.

Clifford Brooke staged two Edgar Wallace plays in one week—one in Washington and the other in New York, flying back and forth.

Seattle

By Dave Trepp

County G. O. P. convention turns out wet.

Visit of Stark here costs from \$50 up at hospitals.

Raising funds to send the U crew to Poughkeepsie regatta.

Ben H. Atwell ahead of 'Merchall,' accompanied by Madame Atwell.

Bill McCurdy says he'll take stock company to Honolulu and the South Seas.

Paderewski got \$7,800 for his end of concert at Civic Auditorium, which drew 4,800.

Al G. Barnes circus due soon. Ten percent cut in city and county salaries being talked.

CHATELAIN

New Haven

By H. M. Bone

Bill Bolton hosted Rudy Vallee. Ray C. O'Neil has been heard from. Indoor circus at Arena May 9-14. Friars' Frolic at Shubert May 10. Rose amusement spot unfolding.

Bar band has a private valet now. B. E. Hoffman got his pan in the paper.

Tony Acquarulo now has 14 bosses. Bill Barry has a comical 'Parisian' novelty.

Frank Braden pining for the big top now. Joe Farrell and Pop Connors still at 'leisure.'

Wonder how Floyd Stuart likes being an uncle? Rudy Vallee will plug a song by Eddie Wittstein.

Dan Halpin in town with his gang of University Avenue.

Music week offers a little bit of everything locally.

Albi Hillman will miss backstage at Rogers' Sherman.

Tom Clark trolleys back and forth despite a nifty car.

Sheela makes Charlie Langley mayor of West Haven.

Yale drama group scored knock-out with 'Merry Old-World.'

Frederick D. Eubank, local A.P. man, retires after 35 years.

Buddy Welcome, ex-Pol band, inducted into German hall.

Eddie Weaver and Henry Russe only two of Three Musketeers left.

Mary Jane Hodge out of F.M. 'Pine Feather' with aproned ankle.

To Kearney Walton at St. Louis Ambassador.—Send autographed photo of vaude at Roger Sherman may mean a shift to Fort.

John Hadden, Memorial, Yale 'Daily News' building, dedicated April 27.

Reger, Sherman crew and musicians join great army of curbstone magnates.

Cowboy and cowgirl hitched at Arena during rodeo week forgot to pay patron.

When Joe McKenna said he didn't smoke or drink Al Smith wanted to know how he was on knitting.

Harry Arthur in embarrassing press mixup on Senate banking investigation due to stock trader's name, same.

Cincinnati

By John Keeling

Add Kentucky Colonels: Ben Bernie.

Star shows offering combination specials.

Even child manufacturers are quawking.

Sis Hopkins' a b. o. standby for National Players.

Piano players showing their own instruments for some spot jobs.

Billy Bryant's feat to the up here early in June for summer stay.

Raymond, and the Symphonycorpactors booked for Island Queen.

Visiting show folk acclaim Harvey Brownfield, master sarsaparilla maker.

Pop Golden, kiddie impresario, stages his first annual revue May 21-22 at Taft.

Snakes, birds and beasts working off their cakes by hanging in downtown store to save the zoo.

Taft, with 'Scandals' current as first road show occupant, tipped as regular legit house for next season.

Empress closed season, having 15 weeks of Columbia and 18 weeks of Grand burlesque; biz barer than strip dancers.

Expected summer closing of RKO Strand and Keith's (Libson) will be a record.

Ward Farrar most amiable theatre goer.

George Sidney gets extra billing from hotel while stopping there.

Charles Bowen announces that marriage which came off months ago.

Real Rathbone's major social attraction during stay of 'Devil Partners.'

Tacoma

By Harry T. Smith

Lots of surplus money in circulation here.

Notice posted at RKO for cessation of vaude for season.

Meaneat thief steals 15 gal. gas from unemployed men's farm tractor.

Man sells Indian wood alky who dies. Seller is arrested and hangs himself.

Local printer drops \$500 in market play in 30 minutes. Publishers are wondering.

Shedda 'Times,' afternoon chain theatre takes up shopping news as a cut-rate gesture.

Near beer brewers now deliver beer in five gal. tins. You add the yeast and things begin to pop.

Earl Snyder, 'Morning Ledger' legman, tearing county commish to pieces in series of articles. A sensation with tax-hick.

Clayton Fox, Rialto mgr. for 18 months, transferred to Spokane Fox houses. James Runney with Fox in Seattle steps in.

Omaha

By Archie J. Baley

Fred Stone cancels; not coming this far.

Peony Park using Harry Fisher and floor show.

Clayton Fox, new manager. Orpheum. Andy Roy just left.

'Country School' and RMA radio station talent playing neighbors.

Orph goes to 50 cents top week-day nights, but 60 cents for Sunday eve.

Omaha ball club charging only 50 cents, though league rules say six bits.

'Kosmet Klub' of U of N cancels annual show; not enough advance buys.

Waterstreet back from Paris. Pub. Bert Benson taking over outside exploitation.

Paramount celebrates fifth birthday, using 'night club' idea and girls dance band in lower lobby.

Jack Van Lloyd, ex-New Orleans, new St. Omaha manager. He's teamed with film firm for long layoff.

Augie Herman released temporarily by Popular Amusement to handle 'Grand Hotel' road show in territory.

Omaha pretty sore about 'Times' article in Sydney. Director Joe Littau and his mistress (Beatrice Belkin), who was encoisat.

Chester D. Bill of Fox-Strand (Chester Billie, Ia.) unchained from California wife, marries Peggy Boyle, ex-London Palace revue, next day.

Columbus

By Walt Harvest

Still no news from 'Dixie.' Sam Boston likes new job.

Fritz Howell de-apprised.

Walter Tucker gardening—of course.

George Anagnost down for four days—flu.

Price cuts at film houses seem to be being.

Tot Raper guesses wrong on 'road show.'

Harry O'Brien stage garden show at Neil house.

There's a cab for every 100 persons in town now.

Clintonia, with name bands for feature attractions.

Ward Farrar most amiable theatre goer.

All niters ready to fold with outdoor spots picking up.

Rochester

By Don Record

Tom Grierson quits as RKO Palace organist.

Alexander Leventon acquires famous 'Gay' alto violin.

Raymond J. Schlegel given opera audition by Edward Ziegler of the Met.

Paramount takes option on Rowland Edwards' play 'Wound Stripes.'

Harold Gleason, the late George Edwards, also organist, goes to St. Paul's church.

Roy Elliott, former news ed. of 'The Times,' is running neighborhood show.

Metropolitan Opera packed 'with' 'Lucky' in one-night stand.

Prof. J. H. Schlegel, who operated Queen, suburban dansant, during warm weather.

Reno

Dude ranches coming to life after winter sleep.

Harry Bammler milking cows at dude ranch for exercise.

Jerry the Greek roled in to keep an eye on Dempsey's legs.

Jack Dempsey remodeling Reno hotel has few of the boys wondering what's going to happen.

Willows resort soon to be renovated for grand spring opening.

Belle Livingston's cowbarn is still stark and the cows don't go near it.

James McKay, 10 pounds overweight, tries reducing and is sent to hospital.

Wallace Berry is one-day visitor to Reno, making trip by plane alone from L. A.

Jack Dempsey breaks into politics as delegate to state Republican convention.

State Democrats are already engaged in a merry battle among themselves.

Fishing season opens with thousands of anglers on Truckee river within Reno's city limits.

Grand jury call issued by district judge has few of the boys wondering what's going to happen.

Leonard Sacks, driving swanky but has few of the boys wondering what's going to happen.

Tom Faye, once husband of Vina Jeanne Hart, feminine pugilist, is liquor law violator to open gym.

Mayor E. E. Roberts is key-note speaker at Republican state convention which endorses Hoover and asks revision of dry law.

Governor's airplane trip with Governor Rolph of California gave bookmakers chance to take bets on governor's speech.

Des Moines

Bob Morton's circus at Coliseum. Tourist camps getting into shape.

Ed Pierce expecting Ascher Levy soon.

Billy Muth only featured organist in the state.

Milton Simon from State, Detroit, to manage the Strand.

Large apartment house padlocked for liquor law violations to open.

Barry Burke still rates the most beautiful secretary in town.

R. T. Newton in from the Coast to manage the Capitol, Davenport.

Civic museum membership drive a. K. Rachmanoff next season's draw.

'Symphony of Six Million' and 'Miracle Man' same week. Both good.

'Grand Hotel' road show at Strand starting April 30. At \$1.50 top not so hot.

'Walter Winchell' James Reed and 'Walter Winchell' asked to leave town.

Boys spent the night in the city jail as guests of the city. Smith and Reed, color boys.

Local rag's private life attracts attention. Local rag's private life attracts attention.

Clipping Joan Crawford, Norma Shearer, Chevalier, etc.

Detroit

By Leo Eiman

Frank Krueger of the Wolverine became a dame. A girl.

Walter Winchell recuperating from a broken arm.

Frank Smith put on eight pounds while his wife was away.

The depression got Roy Kalver. He went to Chi for a breakfast.

Charlie Fox of the Public office can't alibi a traffic ticket.

Underway now here for the 'Times' was seen buying a drink for a press agent.

Bill Bleakley having a visitor in the person of Paul Host, Notre Dame Capt. for next year.

Jack Collins, local 'World Wide' horse man, has a new car and a cut came a week later.

Fox theatre ball team looks good for year again. Local rag's private life attracts attention.

Jackie Harris is expecting to break the youngster in as a stooge any week now. Looking for a route already.

Fritz Friend of the Standard office has been made six months and says he still gets his mail general delivery.

Morton Downey and the Camel 4 horse man, has a new car and a cut came a week later.

Officer K. Stenebuck says the organ is out of order.

Phoenix, Ariz.

By R. J. Rhodes

The Phoenix 'Bee' tab, made its debut. 'Stars of Yesterday' idea closes here 2.

J. C. Penney spoke on local radio program here. Three organizations convened here last week.

The farm here called Bruce Jordan, formerly with F. & M. Arizona Billmore has closed for season. Opens again Nov. 1.

Nelson, juggler, gone to California to enter fruit business.

Extremely cool weather slipped in to surprise the boys wearing white flannels.

Bather Campbell, whistler, after finishing with F. & M., has gone to California.

Peter Thompson, former dancer, elected governor of district 21, Lions International.

Several dance studios here about ready to close for the season, which hasn't so bad.

Phyllis Gordon, character woman with Murphy's Comedians, resting here in auto coming to Phoenix.

Only daily here reviews current attractions in four theatres. Reports are closing the reviewing.

Ben Hays, playright, still holding down job at U. S. weather bureau, but writing plays and directing amateurs.

Oscar Irvin, well known to Fox-West Coast officials, is still wondering what to do with the property adjacent to Fox theatre.

Business interests here have caused a reorganization of local theatre. Large appropriation to be made for national advertising of Phoenix.

Lexington, Ky.

By Charles G. Dickerson

Labor unions staging beer parade May 14.

Runners move out for Churchill Downs.

Opera House packs 'em in with 10-cent films.

University of Kentucky band giving twilight concerts for towners.

Reports of covering up of rival circus paper in rural sections near city.

Amateur nights still getting up, with colored talent seated at one theatre.

'Stage policy out at Kentucky Public after three months run. Pit band let out.

Joe Thomas, of saxette fame, back in home town to locate. To open music classes.

Race track touts find tough going. The eagle-eyed birds practically nil at local track.

Douglas Brothers and Hagenbeck-Wallace circuses billed within five days of each other.

Box place ticket on Coral Beach rewarded lucky holder, a telephone company employee, \$499 for \$2.

Old Bluegrass baseball league revived on curtailed basis. Sunday and holiday games only, with six towns in loop.

Attendance at races fair, but mutual play lightest in years. Several clerks let out and windows closed during their absence.

Needed. Fifty-dollar machine play draws a crowd.

H. W. circus bill... withholds name of Clyde Beatty, although trainer is expected to join at close of Ringling engagement at Garden.

Clay killed here May 1 after opening at Louisville.

Dallas

By Rudy Donat

Main stem perks up. Ligon Smith back at Baker.

Cresson Smith, RKO, needs in. Herschel Stuart, now RKO, a native.

'Texas, R & Nabe, tastes twin bill.

E. C. Leever locating as special U rep.

Jim Cherry o. k. again after dose of emphysema.

H. A. Cole gets some sorta directorship here.

Barclay ice rink shifting to roller skating. 40c top.

Lou Renny recuperating from blood poisoning trouble.

'Dispatch' ev' rag, springs new gag-baby edition.

Gov. Tanguay rated plenty square among the scribes.

Little theatre hiking soukum from \$1 to \$1.50 next season.

Kansas City

Will R. Hughes

'Variety' reached here Wednesday night, service.

Opening of the American Association Baseball season saw Fred Stone, clowning behind the bag.

Liberty at \$1.50 top for 'Grand Hotel,' starting April 29. Regulars accustomed to paying two bits and six dollars now.

There are enough horses on the grounds at Riverside now to start a racing meet, although the opening is not until May 21.

Almee McPherson-Hutton drawing capacity crowds, with nightly turn-arounds at a 5,000-seat tabernacle three miles from the main stem.

Town did not go on daylight saving as the New York chain broadcasts are received here two hours early.

Byron Calhoun, manager of the Belleville, has written a theme song, now being used by Will Osborne band playing there.

Spokane

By Ray Budwin

Entire police force were guests of RKO Orpheum for opening of 'Scarface.'

Heavy rain, result late thaws and heavy rains, cut into out-of-town show biz.

Two hundred contract bridge players took part in State theatre tournament.

Heavy advance reported for Padreswold at \$2. Shows at Fox (pix) April 25.

City baseball league starts Sun. (24) at Natatorium Park. Two game scheduled.

Tommy Sandvall checked out of the Fox this week as m. o. and music director. Goes to Paramount. Portland.

Will Maynor, former stock actor and now developing new play, time to boxing bouts at Auditorium theatre.

Floyd Maxwell, Fox manager, has started men's popularity poll at Gonzaga University as tieup with 'Man Wanted.'

Gronsoff and Thue's orchestra, playing winters at Laridea's, will take over summer lease on Liberty Lake Park pavilion.

Lloyd Harris has been named manager of Wenatchee Apple Blossom Festival, May 22-14. Queen contest and street show will be festival features.

Portland, Me.

By Hal Cram

Jack Smith drew 'em in at Food Show.

Lily Pons in concert Thursday, City Hall.

Kelths using vaudeville only three days in week.

High Pendexter drops into Sunday Telegraph office.

Alabama Aces playing at Jack O' Lantern across the harbor.

Will C. MacFarlane back again after several years as municipal organist.

George Edwards' sons will operate the Underwood Motor Camps this season.

Jefferson, Empir, and The Playhouse still on the dark list with no prospects.

Lucille Potter heard singing from Boston, WEEB on New England Coast Hour.

Paul Angleni, former Playhouse manager, in town on revue proposition with paper tie-up.

V.A.A.B. Boston, completely blanketed Congress Square Hotel's new station at Manchester, N. H.

Carlton Miles contract with Maine Publicity Bureau, ends June 1. Will go to New Bedford on tour.

Mr. and Mrs. Leon Tebbett introducing new boy member of family. Both employed Portland, Me. Publishing Co.

Fort Wayne

By Robert Baral

Isaham Jones plays date on May 2. Robert Haley moves to RKO Embassy.

John Echols now with Paramount. Public.

H. B. Goldberg getting used to this place.

Crusaders formed among younger business men political in flight to this place.

Connie Beaver in Chicago to try out with station WGN.

Sammy Brown ordered to fight the 18th amendment. Broken garden erected in Paramount lobby.

'Journal-Gazette' and Armand Gerner of 'News-Sentinel' to wed May 18. Neenah Ridgeway once won a film beauty contest and passed it up and now she regrets it. Norman Link, 'The Wanderer,' of WOVO, marries Marie Schere and honey-mooning in Hot Spring, Ark. Another high school sorority is importing a name band, this time Herbie Key, from Chicago. Eddie Edd, win, former legit actress, named new director of Old Fort Players.

Canton

By Rex McConnell

Snd lot baseball popular. Fred Hall's stock fails to materialize.

First circus lithographs up, Downie, May 10.

Dick Snyder's Detroiters working on end of here.

Henry Thies, many months at WLV, Cincinnati, on tour with his band.

Walter Ambler making ready to open rep show under canvas May 14.

Falson and Alambra (Warners), employees take 10% cut second in recent weeks.

Bands in mad scramble for summer spots as winter die and dance season wanes.

Double first-run policy at Warner's Alambra standing them up seven days week.

Dick Snyder and Detroiters open May 30 Craig Beach Park, Lake Milton, until Labor Day.

Someone lifted framed photo of Rudy Walling from 'Scandals' frame out in front of Auditorium.

Charlie Turner, quiz theatre for a season with Sells-Floto advance, with old buddy Yerro Williams.

Austin Wylie lands contract for all summer season for band at Chippea Lake Park. WTAM tieup.

Reb Russell's Barn, only downtown nightery, folds May 1, most successful run of any night club here.

Civic Players, new Akron stock at old Grand not doing so well, but will try to hold on for promised 12 weeks.

Grand opera on lake will be attempted at Meyer's Lake Park house this summer. George Brown doing the promoting.

Ed Daley's show, advertised as 'musical revue' failed to draw and now exploiting as burlesque with better results.

George Williams and Music Masters quit New China, Cleveland, after winter's engagement touring Ohio in bus.

D. R. Smith busy sacking potatoes in his grocery before handling local management for 'Crazy Quilt' and 'Scandals.'

Organized baseball lost to Cantonians. Central League moves Canton franchise to Youngstown. Semi-pro ball only now.

Ed Daley's burlesque, toned down since he failed to draw, now in co-op set-up with stage hands and musicians at Grand.

Sells-Floto circus, first of Ringling circuses to invade Western Ohio, reported for Canton in May. Upper Ohio valley gets Habenbeck-Wallace show.

Houston

By Lecta Rider

Luna Park open for the summer. Tin Can matinees at Horwitz theatres.

Four thousand ex-service men paraded for bonus.

Official welcome for two of Uncle Sam's submarines.

Albion Newton will rejoin the staff of 'The Post.'

'Tipping You Off' is a new film inclusion in 'The Post.'

Newspapers are dropping their luncheon club membership.

Midnight premiere for 'Scarface' in Howard Hughes' home town.

E. B. Coleman in town for road show premiere of 'Grand Hotel.'

But Copeland, ex-reporter, is publishing Evangelist Richey's revival.

Sam's only theatre orchestra in a draw at the Texan, second run house.

Roland Welch, ex-scribe, off to Berlin in Uncle Sam's commerce service.

Albany

By Henry Retonda

Fred Mautser of the State, Glens Falls, out of the hospital.

Charles Dyer has opened a new theatre, the Derby, at Fort Henry.

J. C. Carpenter, Cobleskill exhibitor, to open the Sharon at Sharon Springs.

Foreclosure action, Palace, Port Jervis, purchased by Frank Sonnerall for \$1,947.

Sunday pictures voted at Pawling. Only house there, the Albemarle, is owned by Albert McKenna.

State theatre reopened temporarily with a special feature, 'Naples and Sorrento,' Italian made.

Men who stole theatre organist Floyd Walter's auto were sentenced to from two to five years to prison.

Hippodrome at Ogdensburg, which burned down several months ago, has been rebuilt and is to reopen soon.

Arthur Loew made a flying visit to Albany, stopping at the airport and then speeding on by plane to Montreal.

Russell Sully, who died in New York recently, was former Pathe salesman and Warner exchange manager at Albany.

Managers of film row: George Kenneth Robinson, Par branch mgr., a traveling bag before leaving for his manager at Buffalo. Clayton Eastman succeeds him.

St. Louis

By H. L. Monk

Nick Lucas crooning at the St. Louis.

German stock company closes season in red.

Season's first street carnival in, but cold weather hurts attendance.

'Grand Hotel' as road show at the Grand Central, closed for more than a week.

Legit season also off except Katharine Barker in 'Barretts, Shubert, May 18.

Inmates of municipal insane asylum, production of operetta, 'Mount Vernon.'

Patty Arbuckle, starting vaudeville tour here, confirmed reports of his engagement.

Jackie Cooper didn't do so well in his week at the Ambassador and had to take \$4,000 on a percentage contract.

Municipal opera begins next week and also school of the 95 boys and girls who will compose the all-St. Louis chorus.

Oakland

By Wood Soanes

American gas war. Another newspaper (29) after \$50,000 of gas.

Theater going after kid matinees on Saturday with free seats.

Shubert's 'Twenty-One' ushered in new stage troupe here at City New theatre.

Most of the houses specializing in children's shows, a grand offering bottled milk and cookies with advertising angle.

Cranklewood of the Paramount has turned over theatre to 31 merchants for spring fashion and mercantile exhibition.

Shaken at Orpheum puts Bryant West in as manager, replacing Don Bestia, who moved to Los Angeles, and elevates H. B. Reed to assistant manager.

Students in the Stanford U. drama department gave a beautifully mounted version of 'Romeo and Juliet' in celebration of pennies buried by their colleagues in the gallery.

Denver

Gus Kahn to L. A. Benham stock away to good start. 'Jon' (only) selling for 'Col. again. Amusement park opens May 7.

Of 80,000 families in Denver, 59,800 live in single-family dwellings.

Phoney 'police inspector' gets \$7.50 for sticker that police put on inspectors cars free.

Harney Rose, manager, and Lou Hoos. Toney Hartford and Art O'Connell in 'Prison' for 1 sales men.

Arthur Wheeler has 'Green Pastures' for Aug. 6-15, and 'Cynara' July 19-23 Broadway theatre.

'Curtis' Nelson, P. Motz, New York, has open 'Grand Hotel' exploitation. Roadshowing at Paramount week May 1.

The following out-of-town exhibitors seen on the tour: Chas. Hopkins, Macielena, N. M.; H. O. Keller, Curtis Nelson; P. Motz, New York; Sprines, N. M.; and A. P. Kerr, Ogallala, Neb.

Montgomery, Ala.

By Tom Hall

Carnival was a big flop. No talk of night baseball. Street carnival a big failure.

Baseball season opened (22). Bernard Downs leaves Par staff.

Little Theatre players doing well. Giveway nights on at Paramount.

Kenneth Miller, Associated Press, in.

Tommie Stevenson's picture on screen.

Richard W. Peppercorn, Jr., Montgomery Pepper decorates lobby at 'Grand.'

Last two vaude shows at Strand not so hot.

'I'm game very popular in downtown section.'

Baseball crowds small at South-eastern games.

Mrs. Hoxie C. Farley's daughter ill with pneumonia.

Former Gov. Thos. Kilby candidate for U. S. Senate.

Richard W. Peppercorn, Jr., Par mgr., looks for increase during May.

Portland, Ore.

Joe Cooper now managing RKO Orpheum.

Harold Mann leaves RKO to be KGW announcer.

Ted Gamble figuring on a new musical at the RKO.

Six Brown Brothers park here; play concert and radio dates.

Street Wagon director, here from Hollywood for a few days.

Burg starts planning its annual Rose Festival for next month. Good by 'Two Roads.'

Giannini, the banker, blew into the burg and gave a showman's pep talk to bank workers.

Raising giant bull frogs for the table is a new local industry. A two-week road show at the auditorium.

Ed Lynch, heavy man at the Dufwin legit stock, produces his own play, 'Two Roads.' It got over nicely.

Andie Saao installed at the Oriental. But still keeps an eye on the Music Box, also a Hamrick house.

Cal Heilig has 'Green Pastures' road show at the auditorium. To be followed by 'Cynara,' with Nancy Sheridan.

Long Island

By Joe Wagner

Plenty of golf. Oyster Bay o. k.'s carnivals.

Roller skating in many towns. Lots of Patchogue and Bay Shore drawing.

Grand opera in Great Neck for the first time.

Riding schools doing well on North Shore.

New Munsey Park Golf club has tennis courts.

Charles King has a grand new home in Great Neck.

Alvin Karpis, manager of the RKO Flushing, gets under 80.

Haynes Trebor is dramatic critic for the North Shore 'Journal.'

Alta Vista, architect of proposed Madison Square Garden arena.

Charlotte Greenwood just made Aurdard.

It is not Loreta Young that I. Ureles expects about, but an exact double.

David L. Weinstein is kept traveling between Brooklyn and Jamaica with his new theatre venture in Brooklyn.

Helon Keller, first lady of Forest Hills, will receive an honorary degree from the University of Scotland in June.

Indianapolis

By H. Gene Haynes

Marble tours getting under way.

Bradley Kincaid making personal appearance at the RKO.

Colonial old picture house, is running continuous burlesk.

Second run downtown houses with the double bills are getting the dimes.

Lytic will celebrate anniversary week May 14 by bringing in eight acts instead of six.

B. V. Sturdivant, Public moral, breaks in as public speaker before Photoplay Industries.

Derby bookies at Jeffersonville giving free lunches to patrons coming to the Derby from Louisville.

Fifty pairs of twin were guests of the Times and Lyric in connection with exploitation of Dodge Twins last week.

'The News' is running column, 'Boomers' in as public speaker. Several persons that the fans didn't realize were born in Indiana.

The Star, Chamber of Commerce and 'Circle' are going to give two free tickets to person employing one of the unemployed for one day in annual spring cleanup.

Speedway race management tied into plan with Apollo for showing of 'Grand' and 'Gave throwaway' at theatre doors outlining plans for seat sale for May 30 race.

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15 YEARS AGO

(From 'Variety' and 'Clipper')

Ringling show went under canvas at St. Louis. Salary cuts announced and 16 acts quit. Cut due to fear of taxes, scarcity of manpower and railroad congestion due to war shipments.

Palace gave a week to W. J. Riley, a job from the battleship Michigan. He did a piano solo in a petty officer's canteen, giving a recruiting spiel.

Reported, but denied, that the Strand theatre, N. Y., could be rented for \$200,000 yearly. House had been doing poorly.

Harry Mountford gave an interview to 'Clipper' announcing he was through with the White Rats.

Fred Stone announced he would not take another partner to replace the late Dave Montgomery, lately deceased.

Show printers worried. Paper situation uncertain and it was impossible to quote prices on next season's lithos. Contracts were offered but could not be taken.

Dod's Freeman denied that the American Actors' Social Club was an effort to revive the White Rats.

50 YEARS AGO

(From 'Clipper')

Chicago was still small enough for downtown tent shows. The U. S. Arena and Hippodrome's Aggression pitched on the lake front and was doing a good business.

Early in May, but the theatres were starting to close. Union Sq. led the procession. Still there, now known as the Acme (pictures).

John Stetson retained the management of Booth's theatre for the coming season because no one else wanted it. House had been sold but buyer failed to make a second payment.

Maurice Grau was hitting the bumps with a season of French opera at the 5th Ave. An Italian Co. headed by Etelka Gerster, had done very well at the Academy.

Volk's theatre, on the Bowers, opened with specialties and drama. Later turned into a beer hall, known as Volk's Garden. Long a favorite while the German colony centered around lower Second ave.

Harrigan's 'Squatter Sovereignty' was such a success that the road rights were bought by Max Hanley. Harrigan and Hart played only a limited road engagement following the regular season in New York.

Circus calls and want ads fading from what 'Clipper' called its business dept., but replaced by actors asking for next season's work.

Augustin Daly was arrested in Boston on complaint that he was holding up royalties on 'Cinderella at School'. Contract was for 3% of the gross. Daly claimed royalty was on his share, only half the take. Arrest made in Boston on a body warrant which took him to jail until bond could be posted.

Barnum was talking about that white elephant. Was sending presents to the King of Siam to sweeten him up, but it was two or three years before he landed it—and then it wasn't white.

Mr. and Mrs. Jerry Cohan had a new sketch. 'Retiring from the Stage'. Jerry used to write them before George was old enough.

Christy's minstrels, advertising for talent, announced they would be in parades except from the train to the hall.

Katy O'Neal, a six-year-old girl without arms, was playing the piano in dime museums.

Inside Stuff—Pictures

When the Columbia exchange of Minneapolis was unable to put through a deal with A. M. Inman, owner of the only theatre at Fairfax, Minn., for its product, its sales head appealed directly to the town's citizens through letters and advertising to influence Inman to book Columbia pictures.

Failure of this appeal to accomplish its purpose, and inability of some other project to gain entry into Fairfax, brought about some other unusual developments. Don Buckley, owner of a theatre at Redwood Falls, Minn., 32 miles from Fairfax, sent postcards to Fairfax, listing a number of Radio and Pathe pictures booked at his house Easter week and containing a notation to the effect that he did not believe 'any of these big pictures' will be played in Fairfax. Inman has protested to Allright States and the organization has condemned the Buckley bid for Fairfax business, branding it as 'unethical'.

On June 30 Hanf-Metzger will be washed up with Paramount Public account.

The Par account is virtually in the hands of Lord, Thomas & Logan now. The L-T-L agency, of which Albert D. Lasker, of the Paramount board is president, will represent Par at its annual sales convention in Los Angeles Thursday (5). No one from H-M is going out, but Jack Pegler of L. T. & L. is. Between now and June 30, H-M will gradually clean up on advertising matters it has inaugurated for Par.

During the past 10 years Par business with H-M averaged around \$500,000 annually; the association was one of 16 years.

Charles Rogers' long delay in picking either Pathe or Universal for headquarters was a standard argument between Western Electric and RCA for the producer's business. Pathe has RCA recording outlets, while Universal uses W. E. Paramount, which will release Rogers' pictures, settled this when indicating it would prefer Western Electric, which Par uses.

There were other reasons also for picking, among them being that U. S. was an open studio while Pathe would have to re-light and the wheels be started for Rogers. The producer saw a month before making a choice. Fox also put in a bid for Rogers' rental business.

The writer-producer code of practice that went into effect May 1 on the Coast reduces itself to three provisions: One week's notice to quit or fire in the case of week-to-week writers after 10 weeks' employment; (2), payment on delivery of script at each stage of preparation in specific job assignments to freelancers; (3), screen credit to any two writers agreed upon by various script writers involved; if they don't agree, the producer uses his judgment.

Lester Cowan, as executive secretary of the Academy, has been commissioned to administer the code by the Academy's board of directors.

Buying off unwanted executives by offering to release pictures they may make as independent producers has been tried by studios in at least two known instances. Studios felt it would be cheaper to have the execs working for the company on their own and on the outside, than have them working on the lot at large salaries and with iron-bound contracts. Method has apparently half succeeded with one, while the other refuses to budge although his salary is like a millstone around the studio's neck.

Looking at it from a business standpoint, Richard Barthelmess accepted a First National salary cut without a murmur. Barthelmess has the record of only one of his pictures in several years dipping into the red and wants to hold up his batting average. He figured that too high a salary charge on himself in his pictures might jeopardize their chance of showing a profit.

His new contract calls for three pictures this year at \$125,000 each and three next year at \$100,000. His previous paper gave him \$187,500 per picture for two annually.

Harry Chandler left Paramount without friction between himself and the story board whose functions overlapped his own as script consultant to B. P. Schuberg. Chandler, in the film business in various capacities for 15 years, was at Par for nine months on a week-to-week basis and about a contract. His job was to detect psychological flaws in scripts in advance of production.

Upon going off the Paramount payroll Chandler was invited by Schuberg to work out adaptations for submission on a couple of difficult yarns that have been gathering dust in the studio.

Warners took off the caption from the banner on 'The Mouthpiece' at the Winter Garden, New York, referring to 'the inside story of New York's most notorious criminal lawyer'.

Fallon, daughter of the late William J. Fallon, last week started injunction proceedings against WB in New York as well as Syracuse. Latter action comes to trial before a jury on Friday (6) of this week when the film will be exhibited in court. Miss Fallon resides in Syracuse and is the foster-daughter of a local lawyer. Also suing in New York.

DuPonts have no large interest in General Theatres, although previously so reported; therefore none in Fox. Downtown sources indicate that if the DuPont interests hold any stock or bonds of GTE it is relatively small. It was also handed that appointment of U. S. Senator Hastings as GTE receiver in Wilmington had no DuPont connections whatsoever. Hastings was strictly a court choice following recommendations of both sides involved in the receivership.

Fox theatre, San Francisco, jointly owned by William Fox personally and Fox Theatre Corp., is mortgaged to the Bank of America. Understood that Skouras regime wants to take the house on a flat rental of \$5,000 weekly against the present rental overhead of about \$11,000. House is one of the six largest in capacity in the country; and cost \$4,000,000 to build.

With the advent of M. H. Aylesworth as president of RKO it is said statisticians are going back over the theatre books for the past eight years.

Intent seems to be a thorough rechecking of Keith-Albee and Orpheum circuit affairs and the consolidation of Keith-Albee-Orpheum.

A picture director retired from pictures two years ago with a reported bankroll of over \$1,000,000. This week he was engaged to direct an indoor football for which he will receive \$1,000, admitting he is broke.

Stock market got some of his savings but most of it was given away by his wife.

Low-price cab company has incorporated under name of Public Cars in Nebraska and is using sig cut somewhat similar in design to Paramount Public Corp. Division Manager Cummings has informed company attorneys he doesn't like it and has laid proposition before home office for advice.

New York Supreme Court this week denied attorney Nathan Durkan's application to examine Adolph Zukor before trial in the contract action brought against Paramount by Walter Wanger. Court held that there are others in the organization whom Durkan should first examine.

The picture movie school has gone into discard, National Better Business Bureau hasn't received a complaint about one in over a year.

Inside Stuff—Legit

Deal with the Manufacturers Trust whereby Earl Carroll is slated to present his productions in the Manhattan theatre (Hammerstein's), New York, is not a straight rental, variously reported at small figures. Bank is to receive 10% of the gross.

Arrangement is for three years which indicates the bank does not expect realty values to come back within that period at least. Manufacturers took over the house when Arthur Hammerstein defaulted in interest payment on the mortgage of \$1,500,000, which includes the office building. It attempted to operate the house with Schwab & Mandel, latter retiring after staging two flops.

Bank doesn't hope to make money with the Manhattan, being willing to go along until such time when the property can be disposed of without loss. No secret that Manufacturers would sell the Hammerstein project for the amount of the first mortgage, in addition to obtaining possession of the building the bank also has a deficiency judgment of \$180,000, the amount of unpaid interest.

Norman Carroll, one of Earl's brothers, is said to have signed the agreement with the bank.

Check in payment of the minimum salaries guaranteed cast of Wm. A. Brady's 'Alice Sit by the Fire' revival was received at Equity Friday (29), but the issue started when the Barrie revival was forced to close through the inability of Laurette Taylor to appear has not been entirely settled. An arbitration will be held shortly.

Amount paid by Brady is for one week and not one and three-eighths weeks, as reported, and is for the minimum, which is all Brady acknowledges responsibility for. Equity claims that since the cast had accepted the minimums and percentages in the hopes of earning more money, they should be paid the same percentages as well. Equity's basis for the additional claim is based on the cast's total pay of the week before the attraction was forced to close.

Understood that Miss Taylor guaranteed Brady against any such loss, but this guarantee would appear to be for the minimum, with the arbitration to settle the percentage question.

Brady sails for Europe May 14, with his wife, Grace George, and the arbitration will be held before that date.

Earl Carroll theatre, which Ziegfeld is taking over to rename as the Casino for the 'Show Boat' revival, is faced up in one of the most complicated leases extant. Lawyers have studied the Carroll theatre's lease on behalf of many other showmen besides Ziegfeld.

There are \$215,000 in conditional bills of sale due and the creditors have been threatening drastic action to rip out their properties. There's a \$45,000 conditional bill to M. S. Shubert, the builders, which takes precedence. On top of it Carroll's original lease went so far as to provide for payment in 'gold bullion' to the landowners, who are jointly an estate in Boston and an estate in New York.

Showmen, who have since had opportunity to learn the terms of the lease, deduced that Carroll was anxious to get that new theatre of his built he didn't take cognizance of an obligation of almost \$15,000 weekly overhead all told. When his 'Vanities' knocked out three more-than-\$60,000 grosses at first it was okay, but when the take slipped to \$23,000 that \$15,000 fixed overhead became too much of a headache.

Bill Fields, who agented 'Finc and Dandy', the Joe Cook show, ghost-wrote the Cook story appearing in the current issue of a monthly magazine. For the contribution Fields received \$500, said to be the total paid for the yarn.

Fields and Saul Abraham, who was the show's company manager, went to the opera last night at the Bowtie. They claimed to have had only so much between them that they made the trip on a raincheck were somebody else's guests at a hotel, and broke even on the card, returning with the combined h.r. intact.

MacGowan & Reed, legit producers, turned back a bonus RKO-Radio was to have paid them for Leslie Banks and the closing 'Springtime for Henry'. Instead of accepting the bonus, which would have ranged from \$2,000 to \$3,000, producers obtained Henry Hull to replace Banks who starred in the show. Latter went Radio for the film, 'Strange Prey'. Bonus was paid to Reed equal to the profit McG. & R. made on the four weeks in April, since the production was slated to close Saturday (30).

Admiral Cary Grayson, President Wilson's physician, is a personal friend of Al Jolson. Having promised him to appear in the show, the first likely looking colt good enough for Derby entry in honor of the star, the admiral has been trying to breed a horse able to meet Jolson's terms.

He finally has a two-year-old, that looks like ho: stuff, and it will go on the track in Jolson's name.

Florence Ziegfeld's radio period now has other legit producers interested in the mike for more than one reason. Possibility of the ether as another important 'small right' akin to the books, is seen in the addition of past produced musicals and drama shows for radio condensations. Ziggy's use of radio on Sunday night to ballyhoo a revival, 'Show Boat' makes it even more interesting to the play producers.

Two traveling legit attractions, both financial winners, close within the fortnight. Walter Hampden closes his tour in a revival of 'Cyrano', and 'Grand Hotel' finds itself unable to proceed further because of Metro's release of the talker.

Both fold tours in Newark, 'Hotel' on May 7 and 'Cyrano' the following week. Latter was out six months, and 'Hotel' five.

Richard Greer, a Negro, backed 'Bloodstain', which closed at the Times Square, New York, recently. Claimed that Sid Harmon, who produced, wanted to close the show after the first week, but Greer wanted to plug it and kept it in for four weeks.

Greer and Harmon are supposedly planning a series of Greenwich Village productions.

Robert Sparks, legit producer, went to Paramount's h. o. about a tab version of 'Johanna' for Public. Par countered with an offer to put Sparks on the payroll as an assistant supervisor. Producer wasn't sure about it, so Par sent him to the Coast three weeks ago to look around.

Sparks handled the production of 'Lizzie' for the Philadelphia Theatre Associates group which backed the show.

Jeannette Druse, widow of the late Robert Druse, legit actor, is the author of 'Merriana', the play tried out last week at Princeton University. Identity has been hidden under the pseudonym of J. Jacobus.

C. L. Lennox is the producer with the show, headed for Boston and then Broadway.

Edward E. Pidgeon who has publicized many Broadway attractions is now secretary to State Senator McNaboe. Latter heads the Democratic contingent in the Hofstadter committee before which the Seabury investigation of New York's politics is being conducted.

Although Sam Harris' 'Face the Music' is at Erlanger's New Amsterdam, if the show tours it will book through the Shuberts. This is according to arrangement made when the show went into the Amsterdam.

J. P. Muller, ad specialist, owns a catlin plane, and although not a pilot, has ridden 30,000 miles. He is prominent in the Exchange Club, an organization whose object is the promotion of aviation.

Concert

By Sallie

The grand gesture of Arturo Toscanini coming from Italy at his own expense to conduct a single performance in aid of the Unemployed Musicians, realized about \$25,000. Mr. Toscanini arrived on Tuesday and sailed back Friday evening.

At 6 o'clock, on the evening of the concert, the doors of Carnegie were closed with a sign that read only thirty more admission tickets to be sold at \$2, and one to each person. The line of standees at that hour was one half a block long.

A trio of brothers playing two violins and piano, Jose, Kachiro, and Narciso Figueroa, appeared as guests of the Grupo Inter-Americano of the Roerich society at its hall on Riverside drive. They furnished a novel program with melodies of Mexico, Venezuela and Porto Rico by Robles, Ponce, Simoes, Mendez and Gutierrez. Trio are returning to Spain soon but are to appear here again next season.

Mme. Lucrecia Bori sailed on the 'Aguilanta' for a rest in her native Spain. She returns early in August and in October will tour the States in concert, returning in time for the Met season in New York.

The 70-year young Madame Ernestine Schumann-Helk thrilled a throng to cheer on the stage of the Met Opera House and shared honours with Walter Damrosch, conductor, at another of the concerts of the Musicians Symphony Orchestra in aid of unemployed musicians. Madame Helk, fully recovered from her recent illness, was received by a tumultuous audience.

While the concert season is fast drawing to a close there still remain a crop of good artists who nightly occupy Carnegie and Town Hall. James Melton, whose voice is heard frequently over the air, made his debut at Town Hall. His stage presence and manner at once won his audience.

He has a tenor voice of much sweetness and uses it in scintillating style; his diction and interpretive style are engaging.

The Annual Spring Festival Concert of the Peoples Chorus of New York was held in Carnegie Hall. The chorus numbers 250, white-gowned women and black-coated men.

Rachel Morton, American soprano, looked lovely wearing green and white, and sang Centa's Ballad from 'The Flying Dutchman' as well as songs by Rachmaninoff and Greg. The work of the chorus reflects much credit on the conductor, Camilleri.

Myra Hess, pianist, in her farewell recital at Town Hall played to a full house. Her tone is one of much beauty. The Bach Prelude, which began the program, was done in dynamic style. The Brahms intermezzo and capriccio was a poem. The Chopin Sonata in A major, which contained the Funeral March and 'The Wind Over the Graves' movements, was rendered feelingly. Five Debussy numbers closed the program.

Maude Adams' Tour Ends, Resumes Next Season

Maude Adams ends a 23-week tour Saturday (7) in Lansing, Mich. As reported last fall she won't bring in her production of 'Merchant of Venice' to Broadway.

Star will continue her stage return next season, but hasn't found a play.

DORFMAN TO M-G MAY 15

Nat Dorfman, legit p. a., leaves for the Coast on a Metro writing contract May 15. Bennie Hofzman, Dorfman's partner p. a., will also go to the Coast ahead of White's 'Scandals'. Their N. Y. office will close temporarily.

Dorfman's contract is for the usual three months with options.

Cape Cod Season

Dennis, Mass., May 2. The Cape Playhouse on Cape Cod will open its sixth season July 4, under Raymond Moore.

There will be a nine-week season with a new play and guest stars each week. George Somnes returns as director for third season.

Drama Stagers Turn To Summer Musicals

Dramatic producers are going in for musicals. Norman Ben Geddes is preparing the E. Y. Harburg-Vernon Duke-Jack MacGowan musical that Aaron Freidley made. George Hale reported set to stage the dances.

Another dramatic manager, John Golden, also understood set for his one-act, 'Nia Lot and Mike Cleary' are connected with the preparation. Robert Newman is also down for a song and dance.

AGENCIES PAY BULK OF \$25,000 LEAGUE DEBT

Broadway ticket agencies have paid off \$20,000 of the \$25,000 indebtedness bequeathed to them when the League of New York Theatres decided to drop the controlling prices of theatre tickets was no go and bowed out of the picture. The brokers think that is an accomplishment in a season when ticket agencies ran into the red or were lucky if they paid the rent.

The League raised \$25,000 through a series of notes discounted at the Bank of America (absorbed by National City). When it decided to drop the ticket issue the brokers, who had walked out claiming a breach of the working agreement regarding ticket allotments, were called in and the matter of the bank loan was frankly put to them. Although they felt they had not received a fair deal from the League the agency men agreed to shoulder the loan and arranged to pay it off in weekly installments.

Around 14 brokers have been in on the payoff. Only two reneged, one agency going out of business and latter moving off Broadway through elm trade. Payments from individual agencies were as low as \$3 weekly.

Further payments are off until fall with the \$5,000 remainder probably wiped out before the holidays. The League in occupying itself with other theatre matters has about broken even through weekly assessments to theatres and attractions.

Show Is Left at Booking Post After Long Rehearsal

A show that apparently couldn't get a Broadway theatre called off rehearsals last week after trying for weeks to play was 'Growing Pains', written and managed by Eric Mills, an Australian.

Show had exceeded its rehearsal period April 23. The company was paid one week's salary. After the complete close up Mills paid the balance of Equity's two-week minimum and then called in the bond he had posted.

Local Group Prospers

Montgomery, Ala., May 2. Two more shows will be given by the Little Theatre Players and the show will close, announced Verner L. Haidene. The shows are 'Hotel Universe' and 'Ladies of the Jury'.

Haidene came here last October from New York, Ohio, and has made a success. He succeeded Harry Hamilton, author of 'Savage Rhythm', who now lives in Hollywood.

EXPELLED FROM ASS'N

Lyons & Lyons, Will Rehm and Collins & Adams were expelled yesterday (2) from the Theatrical Artists' Representatives Association for non-payment of dues. Arthur S. Lyons, of the L. & L. Lyons was the T. A. R. A.'s original president Richard Pitman now holds that office.

Only Equity-enfranchised agents are eligible to membership in the legit agents' organization.

Braving Breeze

Los Angeles, May 2. On a gale that the wind lays off them, Bob McKersie Players jumped the season three months and opened their tent stock on the Culver-Venice boundary line last Sunday. A new bill tomorrow night (30) is 'Gossy'.

Tent can hold 1,200 at 25c, children a dime.

Shows in Rehearsal

'There You Are' (Adler), Er-langer.

'Words and Music' (Haring and Del Bondio), Fulton.

'Bad Wife' (Thayer), Cort.

'Christopher Green Acres' (Pemberton), Hudson.

GAIGE, SELWYN TAKE CHI HARRIS SEPT. 1

Chicago, May 2. Management of the Harris, temporarily occupied by the Shuberts, passes into the hands of Crosby Gaige and Arch Selwyn, Sept. 1. Deal closed by the pair last week with the Hugh Dicksey estate, owners of the property, guarantees the latter all carrying expenses incurred by the house and a 33% split of the Selwyn trial.

Eight-week lease held by the Shuberts expires May 28, with the Gaige-Selwyn duo free to step in and operate the Harris any time between that date and Sept. 1 on a strictly expense guarantee basis. Pair are currently entrenched in the Selwyn next door on a similar proposition. However, starting with the end of the splitting arrangement will apply to the Selwyn as well as the Harris.

Reported that the estate's legal reps just before closing with Gaige and Selwyn tried to get the bondholders, whose \$300,000 investment in the two houses was wiped out as the result of ground rent foreclosure proceedings, to take back the stock and make an effort at operating the pair themselves. Offer was unanimously passed up by the old bondholders' committee, who for while struggled to make a go of the property after the Shuberts had disaffirmed their original leases. William Roche, who is now managing the Selwyn, will also supervise the Harris when Gaige and his operating partner take over the latter spot.

Stein's Two Musicals

Ben Stein has bought two musicals for production this summer and may try out both in a summer resort in New Jersey.

Shows are 'Coo Coo Cottage' by Marcelle Strauss and 'Star Struck' by William Jourdant Rapp. Shuberts at one time owned 'Struck'.

Savory Lee will probably be connected with Stein on both shows.

M.D. vs. Herndon in Chi

Given \$3,590 Judgment

Chicago, May 2. Dr. Julius Bernstein, local Equity physician, last week obtained a judgment against Richard Herndon and the Allan Dinehart-Richard Herndon Corporation for \$3,590. Judgment is stated to be for a \$3,000 loan made by Bernstein some five years ago in aid in production of 'Smash Time' in New York, while the \$590 covers interest at 6%.

Decision was handed down to Attorney Phil Davis for the doctor by Judge Frank Fadden in the municipal court.

Greneker Turns Agent

Claude P. Greneker, in charge of publicity for the Shuberts for a dozen years, is to take the place of an advance agent for 'Cynara'. Show is due to start for the coast late in July.

Greneker was among the department heads let out or told to take extended vacations by the Shubert receivers. Some may be re-engaged when the receivers start a production schedule, probably within 60 days.

OPERETTA FOR WHITE

Switching from revue production for a time, George White will try his hand at operetta, having secured 'Meady' which was originally announced by Arthur Hammerstein.

Sigmund Romberg wrote the score. The book is by Edward Childs Carpenter and lyrics by Irving Caesar.

'WHISTLING' TAKES CUT

Principals in 'Whistling in the Dark' have accepted a 12% salary cut.

Show continues on Broadway for at least three more weeks before it goes to the coast.

\$4,000 'AFFAIRS' CLAIMS LODGED BEFORE EQUITY

Claims totaling between \$4,000 and \$5,000 have been filed at Equity against Ben Kamsler and Lester Fuller. The two young producers whose 'Foreign Affairs' closed Saturday (30) after three weeks at the Avon, N. Y. In the filing of the claims, however, the producers are not alone involved, but also the Avon, owned by B. J. Goldstein.

'Affairs' was produced on a valuer, there being no bond, and 50% of the rights assigned to the cast. Players included Henry Hull, Dorothy Gish, Osgood Perkins and Jean Arthur, with all on guarantee plus percentages. Claims arise since the guarantees were not paid in full and none of the gross percentages.

Avon is reported involved through taking control of the grosses to cover advances made by Goldstein. Last week of the three-week run to insure the managerial and cast share of the film rights was enabled through a guarantee of about \$3,000 made by Leblang's. Understood that Equity wouldn't allow further playing, and the rights have been possible, but allowed the balance of the three weeks to protect the cast's share of Kamsler & Fuller's film money. Several film companies are bidding for the rights.

'Foreign Affairs' was the first show to be produced by Kamsler & Fuller.

Ulric-Blumenthal

A. C. Blumenthal has placed Lenore U. Ulric under contract for next season. Presentation 'I'll be a dramatic play.'

Blumenthal and his wife, Peggy Fears, have four or five scripts lined up which they may produce starting in the fall.

Woods' Assets Ordered Liquidated for Creditors

As a result of a creditors' meeting Thursday (28) before Referee Seaman Miller, applications by the trustee for Al Woods, in bankruptcy to sell all his assets, was granted. The sale is to be held within 20 days.

Woods' assets include picture rights to about 30 plays. Woods' share in most of them is mainly 50%, as producer, although there are several he owns outright. Stock rights also included.

Uptaste Stock Folds

Rochester, May 2. Spring edition of Auditorium stock folded after three weeks. Word is that Masons are washed up on idea of making the Auditorium ace stock and road show house. Stock as directed by Rowland G. Edwards failed to draw and sell about 30 plays. 'Crany Quilt', which drew plenty criticism, 'Lycium' still has first crack at road shows and this season has got on a notable array of attractions despite many dark weeks. While it has not been a profitable season, due to the many blank dates, Mgr. Hattie Lutt has built up good will.

MINNEAPOLIS A TANK

Minneapolis, May 2. For the first time in recent theatrical history, Minneapolis, with 500,000 population, becomes a nighter when Maude Adams and Otis Skinner in 'Merchant of Venice' play the Metropolitan here for a single matinee and night, May 4. The attraction also is booked in St. Paul for a single day. At \$3 top.

JEAN ARTHUR-PEMBERTON

Jean Arthur, former film actress, is rehearsing in Brock Pemberton's new show, 'Chris Goes Home Across'. Miss Arthur closed in 'Foreign Affairs' Saturday (30).

'Chris' goes into the Hudson, New York, instead of the Avon.

MILTON WOMAN PAYS

'That Hiltion Woman' by Howard Comstock passed its four week minimum rehearsal period Saturday (30) and paid the cast one week's salary for the first time.

Grace Huff is producing.

Publix Stock Co.

Publix Playhouse stock troupe produced by Publix Theatres opens at the Ritz, Scranton, Pa., May 9. George Walsh is manager.

CHI STAGEHANDS CUT SCALE 10-15%

Chicago, May 2. Effective this week stage hands in all legit houses in town are taking a 10-15% cut for an indefinite period, probably through the rest of the year. Reduction was conceded by the union, following the 20% cut given to all vaude and picture houses.

Crew heads, electricians, props and carpenters in legit houses are taking the 15% scale, with backstage men accepting 10%. Scale reductions do not affect the existing contracts between the union and theatres, with the agreements to run more than a year yet.

15 Standby Musicians For 'Scandals' in Chi

Chicago, May 2. When George White's 'Scandals' opens at the Civic Opera house (22) the pit will have 15 standby men in the pit or out getting paid, according to the agreement reached with the musicians' union.

Union rule provides for the play pay clause in the event an outside band or orchestra is brought into town. Argument was not contested by White, who has Rudy Vallee with the show.

Curley Going Deeper

Jack Curley, sports promoter who plays for production of 'Half Past Heaven', by Elmer Greenfielder, is reported optioning another show by the same writer.

Addition is the funny titled 'Broomstick Amn', about witches. Play was recently tried out in the Dramatic Workshop, New York.

'Electra's' \$1,500 Big Barrier to Stock Use

Cleveland, May 2. 'Mourning Becomes Electra' in stock at \$1 top is the experiment planned for Ohio's summer season by Robert McLaughlin and Sam Manheim, who are organizing a troupe on guest star system.

McLaughlin is to be tinkering with Theatre Guild for Eugene O'Neill play, which did good biz here earlier this season. Royalty fees are reported to be \$1,500, biggest obstacle to proposed stock production.

Local producer is negotiating with Alice Brady for title part. Alice has refused to be with 'Blessed Event' and is trying to get James Cagney for it.

Manheim, formerly a burlesque house manager, and McLaughlin, who has been successful for years, are slated to open stock at Ohio after special run of picture 'Grand Hotel', Ellicker, which opened May 1, is slated for twelve weeks.

Although a rental contract is said to be settled with Loew's, owners of Ohio, promoters' list of attractions and casts are still in a pretty nebulous state. Cagney may be backed by Laurence Higgins, wealthy scenic studio owner and the town's newest angel.

Sepia Show for Daly's

First colored musical in some time will be 'Honey', which Jesse Wank, former b.o. man, will open at Daly's 834 Street theatre. Title will probably be changed, having been recently used for a talker.

Show is by Perry Bradford, who wrote the score and book. Isabelle Robinson, Eubie Blake, Billy Simmons, Crumple and Sims, Ada Ward are cast for the cast so far, with the company to number 80.

Previous colored show slated for Daly's was 'My Magnificent' which was to have produced, is all off.

Birmingham Stock Ends

Birmingham, May 2. The Jefferson Players, stock at the Jefferson, is scheduled to close Saturday (7).

Company has lasted eight weeks and has had more success than was predicted.

MINN. IS STILL SHOW BARRIER

Minneapolis, May 2. The Metropolitan here cancelled Earl Carroll's 'Vanties', when advised by Mayor W. A. Anderson that he would not permit its local presentation. The show has been published 'Crazy Quilt'.

Guns of the Committee of One Thousand and who are being trained on the Gayety (stock burlesque house) and some of the film and vaudeville theatres. The Committee wants the city council to revoke the Gayety and other licenses. It has had investigators secretly visiting all showhouses and gathering evidence during the past three months.

How badly the reform wave has hit the town is attested by the fact that a local party school, organized to cancel a benefit performance at the Shubert theatre (Bainbridge dramatic stock house) when its officers learned that the attraction would be the latter, stood by and considered tame.

'OF THEE I SING' COPS THE PULITZER PRIZE

Although the Pulitzer prize committee's formal announcement of the annual prizes was not released until this morning (Tues.), definite word was out that the honored show would be 'Of Thee I Sing'. First time for a musical to be chosen.

The runner-up and the play once figured to top was 'Mourning Becomes Electra'. George S. Kaufman also was a contender. Recognition of a satire set to music, a reversal of form by the high-brow committee making the award. Rather an statement for last season's choice of a deary play 'Allison's House', which was a distinct commercial failure.

Selection of 'Of Thee I Sing' would bring literary commendation to two authors, and a lyricist. Little doubt the committee's decision was in recognition of George S. Kaufman who has figured in a number of outstanding shows during the past six years. Book of 'Sing' is Kaufman's idea, with Morris Ryskind his collaborator. In Ryskind's lyrics are a feature of the show, woven into the story. While his brother George composed the score, he is not mentioned in the award. First three named will split the prize, \$1,000.

While producers are not recognized in the award, the selection makes Sam H. Hays, the producer of a prize winner for the second time. He produced Owen Davis' 'Teabound' which won in 1923. No other manager has had two winners.

Eugene O'Neill has won the Pulitzer prize three times, with 'Beyond the Horizon' (1921), 'Anna Christie' (1922) and 'Strange Interlude' (1929). Probable that because O'Neill was a triple winner, the committee looked elsewhere.

'Sing', at the Music Box, is the only show on Broadway that has been consistently selling out. Show is in its fifth month.

Asks 5% of Buddy's Pay

Michael Meyerberg, agent, is suing Charles 'Buddy' Rogers, claiming the former film juve, now in 'Hot-Chat' hasn't paid commissions for securing Rogers the Ziefeld job. Rogers will sue Meyerberg for \$50,000 May 4 in Municipal Court.

Meyerberg alleges he secured Rogers' 'Cha' spot in conjunction with the Wm. Morris agency. Agent claims he consigned the job to Rogers brought into a show and Rogers the actor to New York.

Meyerberg, through his counsel, Forrest Tancer, is suing for 5% of Rogers' \$150,000 weekly salary. If judgment goes to the agent it will be binding for the length of Rogers' engagement in the musical.

Macloon's 10 G. Plaster
Los Angeles, May 2. Louis Macloon's Beverly Hills home is under a plaster for \$10,000 worth of 'Girl Crazy' obligations incurred in San Francisco last September.

Attachment is in a suit brought against Lillian Albertson and Louis Macloon on two notes claimed given by The Anglo and Pacific National Bank of San Francisco.

Otis-Adams Knee Deep In Tacoma Stagehands

Tacoma, May 2. Otis Skinner and Maude Adams appeared here in a one-night stand at the only legit house, Temple, to a turnout. After paying off the company and local stage hands, 24 in number, the management was \$200 in the red.

The stage hands who work only about once a month, collected for the night's show \$428. There were so many flymen, scene shifters, curtain men, electricians, prommen and what nots, they were in each other's hair. The company also carries 8 stage hands, which made a total of 32. On the Christians Science lecture in this same house each week, it costs \$25 for the curtain to be raised.

CLAIMS 'ZOMBIE' TAB INJURED LEGIT HOUSE

Chicago, May 2. Move to stop the tab version of 'Zombie' from playing any further public shows, filed a petition with Judge Sullivan in the Superior Court here. Argument of the case was put over to this Thursday (5). The date on which 'Zombie', incidentally, closes this week's engagement at the Oriental.

Kettering is asking the court to restrain the showing of play in this town at the present time on grounds his contract with the producers prohibits them from staging the mystery in Chicago within eight weeks of the Adelphi closing. This is standard in all legit contracts.

Besides the protection plaint, Kettering's other argument is that the advertising used by E. B. & K. for the Oriental date stated the 'Zombi' production at the picture and the Adelphi for \$3. These ads were only one line. Kettering's petition stated, but served to injure the standing of the Adelphi as a legit house.

Cowboy Angel Missing, 'Round Up' Rarin' to Go

Equity is still waiting for a new word to be angel to call and deposit money guaranteeing salaries for the proposed second try at reviving 'Round Up' at the Majestic. The slated backer, one Holman by name who is a rancher or cowboy, appears to have changed his mind.

The cast had started rehearsing, but stopped and the deposit money. Holman told Equity he would be back with the coin on Monday but didn't say which Monday.

Max Dills After 16 Yrs. Sue and Counter-Sue

San Francisco, May 2. Complaint and cross-complaint have been filed in local courts by the Max Dills, asking severance of their marriage. Dill is of the famous Kolb and Dill theatrical dynasty on the air over NBC for a gasoline company after 35 years as a stage duo.

Mrs. Josephine Dill, also a professional actress, first sued charging jealousy and asking for a divorce and custody of the children, Adalberto, 14, and Georgina, 8.

Mrs. Dill asked for all community property, Dill's cross-complaint asserting she had plenty of money. They were married in 1916.

Friars' Advance \$11,000

The advance sale for the Friars' Frolic to be held Sunday (8), at the Met opera house was reported excellent. Up to Monday the total was \$11,000. Show is to be topped at \$50 for first couple of rows and scales down to \$5.

Gallery seats are \$1. Jewish Theatre could purchase 50 tickets for distribution among unemployed members.

Wrong Break

Hollywood, May 2. Lots of laughs and a big hand for Charlie Leland's dance opening night, 'Tilt the Air', gave the comic plenty of chest inflation, until he found the real reason for the ovation.

Dancing the number, seat of the orchestra leader's trousers had split open.

—From Variety's Hollywood Bulletin.

B'way Cast Originals, Suburban Home Girls For Summer Stock

Alexander Leftwich, who will open a musical stock in the Westchester community center, White Plains, N. Y. June 13 has three of the original principals set for two of the series of shows he's doing. All six of the plays were in the Broadway productions.

Players are Ethel Merman, Bill Kent and Allen Kearns for 'Girl Crazy' and Stella Mayhew, Charles King and Louise Groody for 'Tilt the Deck'. Miss Mayhew and King will probably also be in 'Present Arms' which Leftwich has on his list.

The Community Centre, seating 3,500 will be priced at a 10¢ top. Ned Wayburn is handling the dance ensemble.

Part of the production will include casting of girls living in Westchester.

HEARST ZIEGGY RAVES BURN OTHER MUSICALS

Revolt against Hearst's 'New York Evening Journal' has started among legit producers who object to the high adv rate of the daily and claim favoritism toward Florenz Ziegfeld. Same thing goes for other Hearst papers, especially the N. Y. American, say the legit lads.

While the anger against the 'Hot Cha' opened action did not materially affect the past night when the first step was taken by two producers in yanking their ads from the paper.

Two shows, going out since April 13, the last matinee day they appeared, are Ed Wynn's 'Laugh Parade' and Max Gordon's 'Cat and the Fiddle'. Both shows were in April 13, but out April 17, all three dates being matinee days.

Other musical producers of Broadway have been harboring peevishness against the 'Journal'. Managers in the paper, constant ads in the paper, publicity space given them is a minimum, while there is scarcely a day that does not see a publicity display for Ziegfeld's show.

'Journal' is the only metropolitan daily that has so far refused to adopt the alphabetical box for legit ads that all other sheets have. At the same time a further burn to the managers is that the Hearst paper insists on a 10-line minimum at its \$150 per line rate. This attack up against the 'Daily News' as the highest adv rate in New York, although the 'News' (Tab) has a six-line minimum at \$160. The 'Journal' has a five-line adv rate against the 'Journal's' \$15 and with the circulation of the morning tab far exceeding the Hearst paper. Latter paper has a long record of legit advertising, due to its rates.

Total 'Journal' ads now is about seven out of the 30 shows current.

Billy Grady—Author

Billy Grady, agent, has sold two stories of his own authorship for filming. E. R. Blaisdell, stock indie has one and warrants the other.

Grady says the latter once he'll have no trouble collecting commissions.

U. of P. Omits B'way
This is the first year in seven that the annual U. of Penn. 'Mask and Wig' show isn't coming to New York.

U. of P. club in New York, which usually guarantees the Broadway show, supposedly couldn't see its way clear to doing it this year.

Costly Musicals Out, Shuberts Concentrate on Comedy, Drama

DOROTHY HALL IN 'EXIT'

New Dunning-Abbott Autumn Play—Rejects Guild Offer

Dorothy Hall has rejected the Theatre Guild's bid for her next season in favor of Will Dunning and George Abbott's comedy, 'Exit'. Abbott will stage the comedy-drama which will open around Oct. 1. It's the story of a medicine show.

Miss Hall, who reached stardom this season in 'Child of Manhattan', will only be featured in the new play at her own request.

Piece that the Guild had in mind for this part was 'The Pure and Hard', by John Howard Lawson.

'ELECTRA' AS REPEAT MAY GO INTO SUMMER

Guild has excellent reason for bringing back 'Mourning Becomes Electra' to the Alvin next week (9). Its final week there with the original cast grossed \$22,000, the final performances being turnaways. Advance tickets are being sold for the engagement will be for at least four weeks and may go into the summer.

The ticket scale will be \$3 top, two tickets at \$15.00 going for the afternoon and evening sections of the play. 'Electra' originally had a \$6 top (two \$3 tickets eliminating the tax). Price was later dropped to \$4 and then to \$3.

Several currents hits are not likely to play during the summer which gives the O'Neill drama a good chance of sticking beyond the planned repeat date. In the cast are Judith Anderson, Florence Reed, Crane Wilbur, Thurston Hall and Walter Abel. Original cast show is now on tour.

'Language' Cast on P.C. Draws 4 Times Salary

An unusual break for actors engaged on a percentage arrangement in New York has been applied to 'Another Language', which opened prominently at the Booth last week. That the play itself should start at a profitable split gave the actors \$150 more than the flat rate, or a total of \$240 each, figured to be in excess of their regular salaries. Understood, however, that the producer reserved the right to pay players and salaries originally asked for after the first two weeks.

Three leads, Glen Anders, Margaret Wycherly and Dorothy Stickney, are regularly contracted and do not participate in the gross. Show brings in a newcomer as producer, Arthur J. Beckard, associated with a music turnup, nevously. The author, Ross Franken, is also new among Broadway playwrights, although a play for children from her was presented here sometime ago.

Another case when the actors went out on a managerial percentage—opening to the original idea presented by William A. Brady. During rehearsals manager called cast together and said it was up to the actors to take a chance. Show clicked. Wycherly and Brady proceeded to recall the sharing agreements and all but one actor went on a regular salary basis. The exception insisted on keeping to the original idea and drew down on an average of \$700 weekly for more than two years. It was about twice his usual salary.

Oscar Shaw on Own

Oscar Shaw, just closed in 'Everybody's Welcome', will essay an indie production venture this summer of a play with interpolated songs.

Alto Cohen, company manager for 'Welcome', will be associated with the actor in the indie production.

The Shubert Theatre Corporation, in continued need of money, must start from dead center this summer in its aim of making a financial showing by Oct. 1. No production schedule is as yet in sight and a curbed bankroll is to be devoted putting on shows.

Production of musical shows is definitely out, principally because of the cost of the season. Of \$300,000 to be raised through sale of receivers' certificates, \$175,000 will be used to put on dramas and comedies. Whatever chance the receivership has to improve, must come from such presentations. Productions calling for costly settings will probably not be considered, whatever the allure pursued by the receivers hereafter.

Better On Road
The Shuberts have but three attractions, all out of town, at the present time and none figured to stick into summer. That means there will be little revenue from the receivers to the receivers from shows, other than some stock rights and possible picture rights money. On the other hand, the Shuberts are 'Smiling Faces' (Fred Stone), and 'The Blue Mask'. Latter show is in Chicago, playing to low grosses. The other two shows are on one-man tours.

'Faces' is due to come in at any time, but is not slated to be presented on Broadway. 'Cynara' has been postponed to Friday at the Shubert starts touring in July. The receivers are expectant of some money, however, from the municipal open in St. Louis during the summer. That theater is under Shubert operation, but J. J. has apparently assigned the job to an assistant, having gone abroad Saturday.

It will be necessary for the receivers to start production well ahead of the new season, regardless of weather and business conditions. It would be desirable to show the court some ability to earn profits before the theatrical year hits full stride. If the receivership is to continue beyond October, it is probable that the estate must stay in business long after that date if the creditors are to be paid any appreciable portion of their claims. The real outlook is somewhat better than New York because the Shuberts have the booking of several successful musicals, the properties of other managers. Among them are 'Smiling Faces' playing Shubert houses when not showing in auditoriums. Others to be booked are 'Vanties', 'Face the Music' and 'Of Thee I Sing'. Latter show is not expected to tour until late next season. Corporation has a 25% interest in the Music Box where 'Sing' is current.

It is likely the warehouse in Greenwich Village will be used as a source of production. While the receivers are abandoning ownership of the property, a deal with the Shuberts to make a rental basis is expected to be made on a rental basis.

J. J. ANXIOUS TO SET FOOT IN COAST LEGIT

Los Angeles, May 2. Early this summer J. J. Shubert and his son, John, are expected to take the first step toward setting up a legit theatre with an eye to production. Shubert is said to have approached the Shouras brothers relative to taking over the Shouras coast houses for non-musicals, hoping to make advantageous picture deals.

J. J. may also produce a couple coast editions of his eastern revues.

Nazimova for 'Earth'

Lea Nazimova is the probable lead for the Theatre Guild's 'Good Earth' next season. Phillip Moeller will direct.

Metro's deal with the Guild in connection with backing in exchange for the film rights remains in statu quo. 'Felt' is slated to the film release date. In any event, it looks certain that the production won't cost the Guild anything through the picture deal.

Miss Nazimova is under contract to the Guild at a reported \$1,000 weekly.

'Another Language' Surprise Click \$11, Revives B'way Prospects

Late spring and summer play production on Broadway may be more active than indicated by a surprise click last week, says definite that several current successes will not holdover much beyond the end of the season. One of the spots for new shows in addition to the new musicals now showing up.

After months of many failures, a comedy, "Another Language," looked so good to the reviewers that it was acclaimed at the Booth, where the first week's gross was \$11,700. Trade visual capacity last part of week. Little change in business otherwise, though there was a shading off among the reviewers that it was a Councilor at Law, which approximated \$17,000. That appeared to top the non-musical. "The Blue Bird," "Reunion in Vienna," and "The Blue Bird," a bit less.

"Hot Cha" out in front of the musicals at \$45,000. "Face the Music" around \$35,000; but "Of This I Sing" is still the only show selling out. "Laugh, Clown, Laugh" down about \$15,000, with one performance dropped. "Cat and Fiddle" lowered its scale to top at \$4,400 on a week to stick into summer.

Last Saturday "The Truth About Blayds," a revival, was withdrawn after one performance. "Foreign Affairs" stopped at the Avon, with "Merry Go Round" moving there from the Village. Monday, Spanish Affairs moved at the New Yorker that night. The Russian "Blue Bird" is holding over this week at the Port and end of week. Next week, "The Thousand Summers" is due at the Selwyn. "Mourning Becomes Electra" will come back, after Alvin for a repeat; a two-character affair called "Lenn's Dowry" will be offered in the tiny theatre atop the Chalmers building.

Estimates for Last Week

"Another Language," Booth (2nd week) (C-708-43). Looks to have good chances, despite late entry; first week straight drama got over \$11,700; visual capacity last half.

"Blessed Eve," Longacre (1st week) (C-1019-33). Should go along with cut rate deal into June; last week estimated around \$18,000.

"Laugh, Clown, Laugh," 8th St. (1st week) (C-969-43). Postponed; opens tonight; presented independently by Earl Slaters; written by Isaac Paul and Wallace Manheimer.

"Bulls, Bears and Ases," Playhouse (1st week) (C-1041-43). Presented independently (Milton Gropper, also the author); opens Wednesday (C-1041-43).

"Fiddle and Fiddle," Globe (30th week) (M-1146-43). Continues to draw repeaters and should go into summer; scale \$15,000; last week at latter price \$18,000 estimated.

"Child of Manhattan," Cohan (10th week) (C-1400-43). Picture rights may pull this one out of red; business just not even break; about \$2,000.

"Councilor at Law," Plymouth (27th week) (C-1041-43). Picked up by Plymouth last week; looks close to \$17,000 mark; looks set for summer stay.

"The Music," New Amsterdam (12th week) (M-1720-45.50). While not capacity, claimed to be profitable both ways with takings around \$2,000 mark.

"Foreign Affairs," Avon. Withdrawn Saturday as expected; three weeks.

"Hot Cha," Ziegfeld (9th week) (M-1822-45.50). Holds Broadway leadership by wide margin; gross again around \$43,000 with summer stay virtually assured.

"Man Who Changed His Name," Broadway (1st week) (M-1113-43). Presented independently (Edwal Productions); written by late Wallace Manheimer.

"Merry Go Round," Avon (3rd week) (M-830-43). Moved here with "Village (Provincetown house); first show of season brought opening from there.

"The I Sing," Music Box (19th week) (M-1000-43). Pulitzer prize honor not needed by musical smash; continues to sell out with weekly gross around \$15,000.

"Reunion in Vienna," Beck (25th week) (C-1168-43). One of the hits of the summer; business still excellent for vacation; business still excellent; around \$16,000.

"Fiddle Me This," John Golden (11th week) (C-1000-43). Not sure after this month; Frank Craven and Victor Kilian in; last week claimed around \$8,000, about even break.

"Springtime for Henry," Shubert (21st week) (F-1130-43). Moved here from Shubert; change in cast, Henry Hull replacing Leslie Banks; Charles principal support; \$7,000.

"The Anima Kingdom," Empire (17th week) (C-1099-43). Has last week with leaders since opening; \$16,500; plenty.

"Laugh Parade," Imperial (26th week) (M-1, 255-44.40). On

seven performance basis (Tuesdays out) dropped about \$15,000; should improve this week.

"The Warrior's Husband," Morosco (21st week) (C-1045-43). Expected last week when takings went around \$7,000; some profit and may try summer going.

"There's Always Juliet," Miller (12th week) (C-946-43). Eased off slightly but topped \$15,000, which provides plenty profit for four person import.

"Too True to Be Good," Guild (5th week) (C-1041-43). Indications are for double the subscription period which expires this week; business around \$15,000.

"Whistling in the Dark," Barrymore (16th week) (CD-1,090-43). Another month or so expected; then to close; figured around \$7,000.

"Other Attractions"
"The Blue Bird," Cort; Russian revival; took over this week. "Merry Go Round," listed to follow, shunted to the Avon.

"The Truth About Blayds," Belasco; revival taken off Saturday.

"Guerrero-Mendoza Spanish Play," New Yorker; closed Monday night.

Radio Revue, 3 Days, \$700; 'Mouse' Steady

Los Angeles, May 2.

Colleen Moore dominated the local radio scene, grossing \$7,000 for her second week in "Church Mouse." Take equals the opening week. Moore flickers fans are the most, with the former screen star getting plenty of picture interest.

"A Good Fairy," Wilbur, excellent \$15,000, first week.

"Desert Song," Opera House, excellent \$15,000, first week; with capacity both shows Saturday.

"Onzieme Commandment" (Continued from page 44)

Jacques Deval, whose Hollywood experience alone has taught him, play is difficult to understand, a slow play is difficult to understand, a slow play is difficult to understand.

Play opens nicely showing a prosperous banker who has inherited money and his noble ancestors, told by his wife that she finds him neglecting her for business, and she is determined to divorce him to marry a suitor.

To this he objects at first, but consents in the second tableau of the first act, when, due to shock of his wife's conversation, he neglected the market and went broke. Only condition is that she must make him a happy wife again, falling which he says he will kill him. After that he is determined to have her and rendered completely to the lover, is found with him in Biarritz where she is getting slightly bored, and when, due to shock of his wife's conversation, he neglected the market and went broke.

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Charlotte Greenwood's \$6,700 3d Frisco Week

San Francisco, May 2. Quiescent week just closed was merely waiting spell until legions plunge into a series of new offerings slated to bow into tonight (2).

Three new pieces are on the boards. "Vanities" starts with a good advance sale at Erlanger's Columbia. Ian Keith is in the Geary Theatre. "The Blue Bird" and fair business anticipated. "Pacific Grand Opera Co." in for a week at the Shubert in "Samson and Delilah." Everett Horton scheduled to follow May 9 with "Springtime for Henry."

Just closed had a healthy offering. Charlotte Greenwood in third and next to final stanza of "Alm's Clock" at Duffy's Alcazar continued to mop up with a healthy \$6,700. After seven days house darkens until Duffy gets something new.

"Let Us Divorce" at the Geary, marking Ruth Chatterton's debut as producer, was rather dreary, with less than \$5,000 for third and final week.

"The Ringling Circus" arrived at the second week of its first week's engagement and the legions usually feel its competition.

Last week the dramatic attraction of the Ringling Circus, the O'Neill tragedy "Electra," stays for the first week with a healthy \$15,000, with the tariff boosted to \$1,300 takings were not impressive, total being under \$2,000. Poor.

A new burlesque company, headed by Hazel Wark at the Gayety, hitting a medium \$3,800 with the help of priced seats, the lower floor had one night.

Plenty of business in Philly's three legists. Theatre attendance has been so excellent the last month or six weeks it seems a pity there are only two more legit bookings.

"Grand Hotel," misquoted in first week by a big margin, claimed around \$24,000 last week, its final at the Forrest. The mad play, with balcony and gallery. The upstairs draw was the biggest any show has had in a long time. First week the show did fine \$25,000.

"The Chocolate Soldier" turned in a fine week at the Garrick and on Wednesday. It was decided to hold this light opera revival in for a second week. Decision was wise as proved by sales, which actually achieved at the end of the week. Probably could stay even longer but "Mourning Becomes Electra" is due next Monday. "Soldier" got \$15,000 last week and should beat \$20,000 this week.

"Thousand Summers" with Jane Cowl at the Broad did a nice trade despite adverse notices. Cowl following turned the trick and \$12,000 was quoted for this show. Could also have stayed but management realizes it is not ready and it's off for re-writing.

Ben Kamsler and Lester Fuller are opening a stock company in Onongunat, Me., July 4, to run 10 weeks. Fuller will direct.

The company do three shows altogether with Bill Blythe, Yurka guest starring. K. & F. have "Foreign Affairs" at the Avon, N. Y.

Future Plays

"Blue Monday" went into rehearsal last Friday under the personal direction of Barnett Warren, who is producing. Play by Benson Ives.

"Bridge of Sighs," by Chas. Sherman, which was tried out at Mt. Vernon last summer, will be put into rehearsal with the producers, who formed about a year ago, but just becoming active.

"Declined With Thanks" will be put under way by Bruce Conning, or N. Y. production. Mary Young probably will have the lead. War tried out in Detroit some time ago and was under consideration by William A. Brady. Play by John Halborn, will act a new role.

CAST CHANGES

Linda Carlton replaces Mildred Wall in "Blessed Event."

Victor Kilian, who played Frank Craven in "Middle Me This" last night (Monday).

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Loop's Four Shows 'Doing Well,' 'Barrett' Drama Top at \$25,000

Minneapolis Goes for 'Electra,' Gross \$18,000

Minneapolis, May 2. "Mourning Becomes Electra" drew topheavy houses, but at \$3 top grossed nearly \$18,000 for six performances at the Metropolitan, which is very good. With customers fighting somewhat shy of the high-priced seats, the lower floor had vacancies each night, but balcony was completely sold out. Maude Adams and Otis Skinner here for single day and two performances in "Merchant of Venice" this week. Advance sale big.

Critics and patrons showered praise on Jacob Ben-Ami as a guest star with the Balmridge stock at the Shubert in "Samson and Delilah," but with the tariff boosted to \$1,300 takings were not impressive, total being under \$2,000. Poor.

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"Blue Monday" went into rehearsal last Friday under the personal direction of Barnett Warren, who is producing. Play by Benson Ives.

"Bridge of Sighs," by Chas. Sherman, which was tried out at Mt. Vernon last summer, will be put into rehearsal with the producers, who formed about a year ago, but just becoming active.

"Declined With Thanks" will be put under way by Bruce Conning, or N. Y. production. Mary Young probably will have the lead. War tried out in Detroit some time ago and was under consideration by William A. Brady. Play by John Halborn, will act a new role.

CAST CHANGES

Linda Carlton replaces Mildred Wall in "Blessed Event."

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Chicago, May 2.

Looks as though they've started to loosen up, at least for legit entertainment. Critical response has been liveliest one around the box offices since the first of the year. With the list down to four, the coin was spread all around and the indications are that the pace will continue through the rest of the late season.

Katherine Cornell's "Barretts of Wimpole Street" did the expected, running through its second stanza to practically eight turnaway performances and a tally of better than \$25,000. The revival has now been extended to four weeks, with the mail orders piled up, giving promise of a repeat engagement.

But the real highlight of the week was the reception given the locally produced version of "The Grand Mouse" at the Adelphi. Show opened Sunday (25), with the expectation of depending for support on the cut rate. Critical response was unusually a rave for the production and particularly the capital performance of the new cast.

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Pleasure Cruise' Liked in London, 'Wings Over Europe' No Sensation

London, May 2. 'Pleasure Cruise' at the Apollo is a splendid comedy by a new author. It was enthusiastically received and promises well.

'Wings Over Europe' at the Globe, was generally treated seriously, although some persons consider the Cabinet Minister characters over the top.

Same piece was done in New York some years ago by the Theatre Guild and was of doubtful success despite a fair run.

'Rings on Her Fingers,' given for a single performance at the Phoenix Sunday (1), is a modern adaptation of 'Camille' with the British author making the heroine a showgirl of easy morals. Paris nicely played by Olga Lindo, though the piece is probably uncommercial.

'Faces' closes at the Comedy May 14 and will be followed in on May 15 by 'Derby Day' which will move from the Lyceum to the Apollo. Smith. It'll be the first time in 14 years that Nigel Playfair has abandoned the Hammersmith house.

'Dangerous Corner,' a new G. E. Priestley play will open at the Lyric (West End), on May 18, after a week's break-in in Glasgow.

ROYAL COMMAND SHOW WILL BE ALL-ENGLISH

London, May 2. Utmost secrecy is being maintained regarding the Variety Artists Benevolent Fund's annual Command Performance at the Palladium May 30, with agents and actors sworn not to divulge, but the program for the first time in years is to be all in English.

Following names were submitted for the royal approval: Jack Hylton and band, Billy Caryl and Hilma Mundy, Levanda, Cleely Courtneidge, Kirkwhite and Addison, Jasper Maskelyne, Fresno and Campo, Leslie Strange and George Clarke in a new sketch, 'The Service Plot'; Josie Fearon, Flanagan and Allan, George Melvin, Naughton and Gold, Nervo and Knox.

The latter team is expected to arrive from South Africa May 23.

Sub-Rosa Paris Group Goes for Film Specie

Paris, April 23. Arty organization known as 'Spectateurs' is getting a lot of American subscriptions for the Wednesday evening showings. Idea of the group is to show the most daring, censored and foreign films possible for their members.

Because the showings are often raided by the Camelots du Roi and other partisan groups against the showing of such pictures, the entire thing is arranged secretly. 'Spectateurs' have about 25 branch offices in various bookstores in town where one may join.

Once a fortnight an announcement of the coming films is sent out by no address is given. When it is no longer to the member to call the nearest library to find out where the show will be given. Usually presented on outskirts of town or where it is considered the political forces will interrupt.

Ufa's New Schedule

Berlin, April 23. Figures for the new Ufa production schedule have just come out. Twenty pictures are to be presented in the next season, also 15 French versions which are to be produced at the Babelsberg studios.

Under an agreement with Gaumont-British, Ufa will produce four English versions for England and the States.

The production of Ufa shorts calls for 24 subjects.

German Shorts Shorter

Berlin, April 22. Production of educationals in the first quarter of 1932 were the same in number as in the previous quarter.

Their lengths, however, has decreased.

Jannings for London

Berlin, April 23. His Majesty's theatre, London, now showing 'Madame Dubarry' with Anny Ahlers, plans to bring Emil Jannings to London after the final place. Jannings is to appear in a play written specially for him by Monchton Hoffe.

Should 'Dubarry' run through the season, Jannings' appearance in London will go over till fall.

Theatre, Studio In 5-Year Plan Soviet's Edict

Moscow, April 18. Just as it has a Five Year Plan for economy, Russia will soon have a Five Year Plan for Art. Under the leadership of Michael Arkadiev, one of the best Secretaries of the Commissariat of Education, the art plan is now being whipped into shape with a view towards launching on the first day of 1933.

Working Moscow and Leningrad theatres will be asked to organize studios all over the country, training new groups of actors everywhere. The purpose is to spread the theatre art, now concentrated in several urban centers, to the whole nation.

Entertainment for Village The same method will be used to bring opera, ballet, concerts, etc. to the masses. Definite goals will be fixed for the increase of film houses, theatre buildings, circuses, especially in the neglected provincial towns.

So far as the erection of buildings is concerned the planners will doubtless succeed. Whether the necessary artistic staffs can be found—tens of thousands of new actors, singers and other performers—is another question.

Even more ambitious is their desire to plan the other arts: literature, painting, music.

Bolesheviki generally scoff at the notion of inspiration. The needs of the proletariat must be inspiring enough, say they. It was the poet Mayakovsky who popularized the expression 'a social order' as applied to poets, painters, playwrights and other creative artists. Then he shot himself one fine morning on pure inspiration. These social orders are issued by factories or political organizations and artists are expected to obey without moods or inspirations. To date this system has produced lots of plays and novels and poems and symphonies which have just one thing in common—the inferior quality. Masterpieces have not yet sprung from this system. Whether the system or the artists are at fault is an open question.

Men and women who, while patriotically fulfilling such social orders, on the sly are writing or painting what they really like to write or paint.

The Five Year Plan for Art will run from the beginning of 1933 to the end of 1937 and will thus coincide with the Second Five Year Plan for Industry.

CRIME PLOTS BANNED

Mexico City, May 2. The dramatization of sensational crime is out from now on for theatre managers, warns the civic government. Authorities have ruled that such spectacles have had a bad effect upon the public.

Managers are warned that disobedience will bring stiff fines and possible cancellation of license. Four legit and two burlesques have yanked sketches, plots of which were based upon recent lurid murders.

Weak Play, Good Film

Paris, April 23.

Several New York managers are dicker with Julien Green, young American novelist living in France, for the stage rights to 'The Closed Garden'.

John is that a good picture could be made of it, although stage chances are conceded to be small.

Bitter Pill

London, April 23. John Gordon, Sunday Express editor, had his car smashed by a 'Sunday Dispatch' news van in Fleet street. Gordon ran the 'Dispatch' editor, his rival, and was asked whether he had registered for the 'Dispatch's' free reader insurance.

ENGLISH P. C. BOOKING WORKS AGAINST ACTS

London, April 23. English vaudeville is being conducted on percentage almost exclusively now. The day of the flat salary is gone.

The practice started with star roadshows, when some of the circuits suggested that instead of paying the big name a large salary they should let them take their own units on 50-50 terms. Under this arrangement the title act paid the rest of the bill, in most cases making it up. In the few months the agents have stepped in, with the houses no longer dealing with the act but with the agent.

This is how it works: an agent approaches a few names and tells them he is taking over the bills at certain houses, asking them to play on percentage. They are told they will be guaranteed 50% of the gross but they must carry five other acts to be picked by the agent, costing them \$330 a week, say, out of their gross.

The five acts are then approached by the agent and offered so many weeks work at from 5 to 15%.

This percentage, however, is calculated on 50% of the house gross, not on the gross of the act, and it always seems to work in such a way that the agent gets about \$110 of that \$330.

After working several weeks some of the small acts find they make about 25 bucks weekly. Out of this wage they have to kick back another 10%.

But the biggest snag is that after doing this for several weeks the smaller fellows are told that in future this will be their regular salary.

Britain Frowns on U. S. Players for So. Africa

Engagement of an American director and four American actors for a five-month season in stock at Johannesburg, South Africa, has been cancelled by the British government, saying they are in the eve of sailing for London when word of the edict came.

African theatres are producing the American which is a percentage deal. British players' groups open May 23 in Johannesburg for several months and then makes several stands in the African Unions. Agreement with the American talent was for a five-month guarantee and options for another period of similar duration.

Director was James Doyle and two of the actors were Eleanor Hayden and John Holen. Players had already obtained passports and received word of the cancellation one day before they were to sail.

Dean Producing

Basel Dean will produce the McGowan & Reed shows in London this summer. American financiers are expected to finance the deal. It would put on two London plays, but as in the past, the presentation will be in association with an established British house.

First play is 'Queer Cattle,' first London production by a new provincial author. It'll go into the Haymarket.

Pinkus-Dwan Score

London, May 2. At the Palladium, Bobby Pinkus, assisted by Isabelle Dwan, shared a laughing lull. Miss Dwan injured her ankle at the first show and worked under difficulties through the week.

Lili Givencos and a 20-piece girl band from the Continent did splendidly and are a good buy at \$1,250.

DEFER EMPIRE MEETING

London, May 2. Imported directors' meeting of Moss Empires due last week was postponed until May 6. At that time the drastic changes forecast will materialize.

London Show World

London, April 23.

The Mussolini Play

'Great interest was shown here in 'The Hundred Days,' Benito Mussolini's play. Sydney Carroll made the production here, which proved extremely artistic. Robert Atkins, who played the gorilla, was going to consider he had less than a week's rehearsal, as Barry Jones was originally to have played the part.

Whoever had played the big part, however, they would have had difficulty in lifting it above Arthur Wontner's inspired work in a supporting role.

The 100 days which give the title are those which followed Elba, leading to Napoleon's defeat at Waterloo.

Atkins, in consequence, has to make a hero of a loser, which is a problem. Drinkwater seems to have felt the difficulty, for in his program note he states he considers the 100 days which followed Elba to be the most fascinating in Napoleon's career.

There are probably 20 important speaking parts and about 40 more of less significance. All of them are well filled, with gobs of work to do to fit the period. Haldee Wright contributes a brilliant sketch in a small role.

LONDON SAVOY NOVELTY VAUD

London, May 2.

Victor Luxenburg, owner of the Phoenix theatre, has a new lineup for his house involving contracts with Dora Maughan (American) and Lucien Sammet. Sidney Bernstein, managing director of the house, is out, with Luxenburg handling the job himself.

Sammet, originator of the revolutionary idea at the Windmill Theatre, gives up the Windmill on May 23 in order to move over, at the Phoenix it will be continuous work.

He will also produce acts in conjunction with Miss Maughan and together with her attempt to uncover new talent.

As part of her work, Miss Maughan will double into the job of hostess in the front of the theatre, turning her smile on incoming and prospective customers.

Prospectors are a percentage deal, with Sammet and the American girl getting a cut on everything including the bar revenue.

Starts June 1 with the contracts calling for a fortnight's notice on either side.

CARROLL SIGNS FYFFE IN LONDON AT \$2,000

London, May 2.

After several years of negotiation, Carroll has finally been signed by 1-71 Carroll for a new show in September.

Fyffe's terms were confirmed by Carroll April 29, and he holds Carroll's promise to sign a contract which will give Fyffe \$2,000 weekly as soon as he (Carroll) arrives in New York.

C. B.'s New Coward Play

London, May 2.

Before going to the Continent on a holiday, C. B. Cochran arranged to produce a new Noel Coward review in the Autumn.

Before going he also managed to get in a few words on the fact that all four of his West End shows are making money.

GAMBY GO TO PARIS

London, May 2.

Maria Gambarelli sailed Saturday (30) for Paris to open at the Ambassadors. She has her ballet with her and will stage numbers around a special summer show for the theatre.

Gambarelli has a six-week contract with the Ambassadors, plus a two month option. A proviso allows her to double into the Empire (vaude).

LADDIE CLIFF BROKE

London, May 2.

Laddie Cliff has been officially declared bankrupt.

All-Time Low Rental Killick, Payne and Jennings, who have a short lease on the Savoy theatre from the hotel interests who own the place, have the play to Arthur Sinclair for the run of 'Olan Murphy' at the rental of \$75 a week, \$425 a month.

This is the lowest West End theatre rental for years, and just shows how badly things really are in show business here.

Wyndham Estate

The Lady Wyndham estate, which owns freeholds and leases on a number of London theatres, including the New and the Garrick, besides Wyndham's itself, will in all probability do no more financing. Even so, it looks as though Wyndham's theatre will revert to the estate, though the death of Edgar Wallace, who had leased it in partnership with Gerald du Maurier.

Actor-Author

An English comedian, part of a standard team, is so prolific that he is writing acts.

Recently he wrote an act for another standard team, which he sold for \$50. But he found that he could use the act and did so, without the buyers made a squawk and threatened proceedings he returned purchase money.

Dominion Receivership

As predicted, a receivership has been appointed for the Dominion Theatre, Ltd. R. H. Gillespie, of Chantrey, Chantrey, Button & Co., auditors to the company.

When the receivership was formed in February, 1928, to build the Dominion theatre, the directors were Sir Alfred Baskin, R. H. Gillespie, managing director of Moss Empires; Lord Lurgan, director of the Victoria Palace and the Palace; J. A. E. Malone, director of the Victoria Palace, and Colonel J. Gillespie, director of Moss Empires.

The directors' combined with some of the best theatrical concerns in the country, yet they could not make the Dominion pay. Ordinary share capital was \$250,000 and the fixed dividend of 7 1/2% was guaranteed for five years by Moss Empires and the Drury Lane interests.

Edgar Wallace Spectacle

Papers relating to the estate of the late Edgar Wallace, which will be sold by the executor, R. H. Gillespie, will show he left debts of \$400,000 and assets at approximately \$300,000. Edgar Wallace's estate was a heavy debt was mainly racing losses and the result of living generally over income.

His trip to Hollywood necessitated a considerable outlay of money, and is now negotiating for the production of the piece in London.

Ben Walden Stays

Influenced by the representations of British Actors' Equity, the Ministry of Labour has declined his order against Ben Walden and the American actor will remain in England.

Green Room Show

At the Fortune on April 20 was produced a series of one-act plays. They are all taken from the Green Room Rags, which are the equivalent here of the 'Lamb's Gambols' in New York.

These actors' pieces, which go with a swing at club performances, have never yet proved commercial material.

Arthur Lismann Thinks Well

of being in Zurich, currently playing in 'Jolly Joker,' revue, in Vienna. Girl is Hungarian, and Lismann addressed a telegram to her she looks better than Vilma Banky.

Willard Called Home

'Ray Miller' came over here to play the lead in 'Apple Tree,' the Galsworthy piece, to be directed by an indie concern for Frank Tuttle. He is all set to receive cable to return to Hollywood, and left immediately.

Speeds English Guests

Connie Graham and Hall Scott, an English act that played for the first time in London, are just back in English vaudeville.

Act had a contract to stay with RKO, but the Ministry of Labour is refusing to advance publicity. Joe keeps himself to himself and refuses to see any news men.

Company is glad of it, stating many an American has been killed.

(Continued on page 47)

INS' Short Wave

International News Service (I.N.S.) suddenly has been broadcasting news over radio broadcast of news from New York and Havana last Saturday (30). Company prepared and tested its stations secretly. In fact, it is considered a clip wire. The charges, Associated Press and United Press figure around \$5,000 monthly in expenditure for tolls to Cuba. By using its own stations I. N. S. believes it will cut that figure in half, or better, and perhaps try to rub Cuban newspapers. A. P. and U. P., though having a pretty fair notion of what I. N. S. was plotting, setting their ears to it without opposition, deeming the stunt financially fantastic. Barry Farris, vice president of I. N. S. is now in Cuba supervising and testing the plan. Back of the scheme is the chance that if it works the news syndicates may adopt it for world use. Largely doing away with considerable of the charges for Europe and Asia, just as much, or more, to use radio as cable, but through the syndicates erecting their own stations and operating alone they think they'll cut expenses to a minimum. The subject of using the system within the country has not come to pass as yet, feeling being that the Federal Radio Commission may have something to say on this phase.

Harper's Sixth Contest

Harper's new prize novel contest, sixth of the series, will give new scribblers a rare opportunity to win in shortened book lists and general distinction of publishers to take on first novels. Contest is open to anyone who has not had a book published in English since 1921. Entries may be submitted until Feb. 1, 1933.

Scripts must contain more than 50,000 words for Europe and authors must be American citizens. Judges will be Sinclair Lewis, Dorothy Canfield and Harry Hansen. Winners of previous Harper prize contests are Glenway Wescott, Margaret Wilson, Ann Parrish, Julian Green and Robert Reynolds, all now well established as fictioneers.

Mystery Man Green

Born in Paris where he has lived all but two and a half years of his life, Julian Green, the American novelist, remains the closest of mysteries. Has an apartment with his sister, Anne Green, also a novelist, and seldom sees Americans. Talks English with his sister but none of that with his friends, with the French and even writes his novels in this language.

Both the Greens are best sellers and Julian cleaned up quite a bit with "Clover Garden" which won a few prizes on both sides of the Atlantic. Has a new book "Epaves" which has been translated into English by Vivian Holland.

Lindbergh Case Books

The N. Y. "News" at one time had eight and sometimes 10 reporters around Hopewell, N. J., headed by Jack Miller, busy a plane and a pilot and several authors writing up the Lindbergh baby kidnapping. The tab has long since recalled Miller and left but one or two hanging around, just in case.

A number of the army of reporters and cameramen who covered Hopewell are working on books giving the inside and color of the news coverage sightleights, but book publication is a risk in that it may what might eventuate at any time.

Paris Sensation May

New edition of "The New Review" by Samuel Putnam and Peter Nagle is by far the smartest collection put out in some time. In "Defense of Homosexuality" by Kay Boyle, a choice story by Laurence Vail and "Black Man and White Ladyship" by Nancy Cunard are the principal draws.

The last is an out and out attack on Lady Cunard (steampships) who refused admittance to her house in London last year on the grounds of her color. The editor is Nancy and the collection is a volume in which she has been companioning in Paris for the past few years. For the locals this story is sensational as everyone has an opinion.

Bob Davis' Photographs

A dinner given by his publisher marked the publication date of a new book of Bob Davis' "His Own Mask." This book is, however, much different from any of his previous works in that it is mostly a collection of photographs of famous personages taken by the

newspaperman, mag editor, columnist and writer.

Bob Davis has been Davis' hobby for years, and the people who have sat for him read like a "Who's Who." The 117 photographs in his book represents but a partial list, the illustrations having been selected for their variety rather than the prominence of subjects.

Few of the Davis photos are to be found in his own studio, and of his new book Davis preferring to keep them in his own collection.

Flannagan's Novel

Roy Flannagan finds something new in fiction in "Amber Satyr" which deals with a phase of southern life which seldom elaps between covers. Heopit it is treated simply, forcefully and without bias.

The satyr is a mulatto, more Indian than Negro, but under the latter classification in the eyes of his white neighbors. He is covered by the wife of the farmer for whom he works, but he flees temptation, knowing the penalty, though his own daughter has been impregnated by the woman's brother-in-law. The farmer dies and the woman's two brothers-in-law go on the make, but she craves the superior sexual strength of the mulatto. When he brings her home by writing that his daughter is dangerously ill. He is shot by the in-laws. A keen treatment of a story graphically told (Doubleday-Doran).

Somewhat Late

"Siam," described as a ga-ga history of the bridge battle of the century, comes rather too late to cash in generally on the advertising gained. Close on the heels of the affair it might have been a seller. Published by the Bridge World, long past now, and only the keen bridge fans probably will go for this 80-page booklet.

A review endorsed by William Ashby, it is a frantic effort to be funny. It reads more like an advertisement for the Cubertson system, Cubertson overshadowing the story. Edited by the "Bridge World," Cubertson's organ.

James and Jeans

Rumor about Arthur James, former film trade paper publisher, buying the "Telegraph," is supposed to have started through Max Anderson, "Telly" publisher, naming Peter B. Kendrick the sheet. Similarity of the last names did it and the idea of the James acquisition is cooling.

Several changes on the paper recently, William Keefe being replaced by Dayton Stoddard as city ed, also Ben Washer taken over from the "Telegraph" to cover B. F. News. Now said Washer apt to review films.

Nell Shipman's Latest

Nell Shipman, old-time picture star who turned writer some time ago, has a new novel, "Abandoned Trails," published by Dial Press. Miss Shipman has drawn upon her own experiences for the plot, the heroine being a film star and the locale northwestern Canada, a familiar location spot to Miss Shipman.

Miss Shipman has had many of her stories bought by the class mags for serialization. It means fancy prices coupled with book royalties.

Pubs. Pool Bargains

Slump is cutting into Paris book sales. People are confining themselves to cheaper editions, and putting down a film star at what- ever 60 cents stuff they buy.

Publishers finding themselves with stacks of unsold stuff especially in test sellers pinned in heavy quantities, are considering forming an association, selling at bargain prices ready made libraries. This would avoid unpleasantness attached to individual price cutting.

On Sportswear

Ronney Publishing Co., which gets out "Boys' Buyer," preparing to issue a new book to be named after the "Sportswear Magazine." First issue of the new publication will appear May 10.

"Sportswear Magazine" is to cover the women's sportswear industry as the solo publication exclusively devoted to that trade. Editor is Miss Meta Black.

'Times' Cuts

New York "Times" handed out a salary cut last week, leaving only two New York dailies paying full wages. "Times" cut is 10%. "Herald Tribune" and the "News." Latter, however, instituted a new method of paying its employees, thus getting a four week nick per year.

Writing Groups Grow

Embryo scribblers about town are organizing into groups, with at least four organizations formed within the past month or so.

One is the Writers' League, not to be confused with the older established "League of American Writers, Inc., of which Justine Mansfield is secretary.

The scribblers who have been meeting at the Hotel "Somerset" Association is an offshoot of the American Fiction Guild and continue to gather there. Fourth new writers' group, the New Writers' Association is an offshoot of the American Fiction Guild. Elise M. Brandt is president of the new group.

Purpose of these writers' groups is for mutual aid as well as the recognition that may be accorded scribblers under a united front. Meetings are held regularly, where members read from their works for criticism. Club, Amateur writers are discussed. Membership in either or all of the groups is open to established or would-be scribblers, with new typewriter jugglers finding their way in.

That these new writers' associations, as well as the long-established ones, are attracting large numbers of interest persons is indicated by the fact that there are now more embryo authors in New York than ever before. Reason is lack of commercial employment has turned many of persons to scribbling, most feeling that they've got to come to New York to 'sell'.

As the agents won't bother with beginners, particularly with so many around the only recourse for the new fictioneers is to learn what they can from each other's experience and techniques.

Children's Newspaper

A weekly newspaper for juvenile readers, for national coverage, is now being projected with publication to start about Sept. 1. It's the idea of a group of New York children welfare workers affiliated with a lower New York settlement house. They are underwriting the undertaking.

Greater part of a staff has already been selected, members of which will work through the summer to enable the September start. Reason for the new venture is the desire to interest other children's institutions and organizations throughout the country in the forthcoming newspaper.

Juvenile weekly will be called "American Youth." Philip King editing. Other staff members already selected are Lydia Mead, Edw. Henderson, Eleanor Hyatt, Harry Hardy and Paul Burner.

Publication will carry news, features and fiction and enters the field of children's newspapers. "American Boy and Youth's Companion," which amalgamated a few months ago.

Central Subscriptions

The "New York Times" and "New York Herald Tribune" have announced a plan through which its publication, and other trade magazines, are forming a 'central company or clearing house for the handling of subscriptions.

Representatives are being secured throughout the U. S. with the agreement made that The American Printer Inc. will be taken over at once by the canvassers, other mags being added later.

Authors' League Moves

After "The New York Times" 2 E. 23d street, Authors' League of America and affiliates have moved to new quarters at 9 E. 38th street. Move prompted by desire to be nearer the theatrical center as well as to get into a more modern building. With the Authors' League will be located the Dramatists' Guild, Authors' Guild, Authors' League Fund and American Dramatists.

Helen Hoey's Book

Helen Hoey, known to Broadway press as gentling circles, has turned literary. A vocational book called "The Girl and the Future" is to be published in September. She also has a novelette published in a magazine.

Miss Hoey continues to do publicity, however, as agent "Coast to Coast," a new play not yet opened in New York.

Night of Discovery

Charles Deahen, in and out of the picture writing game for many years, and who has been taken over the eastern story end for Universal, has come out with his first solo novel, "Night for a Lady" (Harrison Smith). It has New York City life as the background of a psychological study.

Action takes place during a single

evening, though much detail of past events is brought in. Jeff Rodnes, who came from Cleveland to conquer New York, and succeeded, has cherished a love for an old flame which had kept him from marriage though not from dalliance. The girl, married, comes to New York with her husband and calls him up just as Jeff is splitting with Diane, his mistress of a year, who senses and resents this mystical barrier. Jeff takes his old sweetheart out to make a night of it, but bit by bit he realizes he has loved an ideal rather than the woman. Eventually he calls her husband as the only way of getting her out of his flat.

Crisply told but draggy in spots by an effort to include a reasonably full list of Broadway celebrities.

Pat Barnes as Author

Pat Barnes, of WGN, Chicago "Tribune" radio station, is the latest radio performer to scribble. Has written a book of his radio sketches, known as "Sketches from Life," on paper and book will hit the counters in about two weeks. Universal is to publish it at \$1 a copy. Riley and Long form publishing "Wons' series, is handling the Barnes effort.

Resuming Column

Ward Morehouse will resume his Broadway column in the New York "Sun" May 15. It is also probable that he will go abroad for that paper in the fall.

Morehouse is currently on the Coast for Warner Bros., working on his second film for that firm. He will have been away from the "Sun" for 12 weeks when he flies east next month.

B. A. Howe's Project

New publishing house devoted to religious books only has been formed by B. A. Howe, active for some years in that particular field. Howe is planning to issue religious books under the imprint of the Vatican Memorial Series has been altered, and the publishing house will be known as the Ecclesiastical Press.

First book to be published will come out late in June or early July.

Wells Hawks' Blog

Wells Havits, and associates are at work on a biographical book tentatively called "35 Years as a Press Agent" dealing with "Elephants and Battleships." Work traces Hawks' career from his circus days to the time he entered the navy during the war. E. E. Ferguson is supervising, with Stuart Atchison, former reporter, doing the writing.

New Alliance

Carol Hill, who was vice-president of Ann Watkins, Inc., literary agency, has left that organization to form a British-American alliance with D. P. Peters, London agent. Firm will be known as Hill & Peters, with offices in New York and London.

Hill & Peters will be in charge here with Peters supervising the London branch.

Getting Ready

All Los Angeles papers and syndicates will have members on a Chamber of Commerce Committee, formed this week, to entertain the 400 newspaper correspondents who will go there to cover the Olympic games.

Representing the picture industry on the committee will be Arch Rube of Paramount and Joe Green, of the Hays office.

Lawyer Sues Bonfils

F. G. Bonfils, editor and publisher of the Denver "Post," has been sued for \$175,000 by John T. Bottom, Denver attorney. Bottom claims the money is due for legal services rendered in the last 20 years.

Bottom served as attorney for Bonfils and his enterprises for more than 25 years, according to the complaint.

Real Names of Authors

Patricia Wynne, author of "Love in a Day," is Mrs. Winifred Mary Scott, Beachcomber, writer of "By the Way," is Jo in Blingham Norton; Margaret Sangster, who authored "Love Lightly," is Mrs. George J. Hill. But who is Ellery Queen, author of "The Greek Coffin Mystery?"

\$80 Speech

Charles Wagner, edit p. a., won the Edwin Markham poetry prize, \$80 plus eulogies. Wagner was called on to make a speech before the Pulitzer prize. He took the speech almost made it too tough an assignment.

"Mirror" Graphic Report

A check-up on the report around the street that N. Y. "Mirror" (morning tab) was about to take over the N. Y. "Graphic" (evening tab) revealed that the "Mirror" had approached the "Graphic," but Bernard Macfadden, however, refused to sell.

Reported that the "Mirror" was desirous of securing the "Graphic" to scrap the latter and publish the "Mirror" as a morning and evening tab, reason being it was unable to compete with the morning "News," and figured that as the only evening tab in the city it had a better chance.

Byram Weds

John Byram, dramatic editor of the New York "Times," was married Saturday (30) to Marian Miller, who has been doing publicity work. Miss Miller's father, Ed Miller, was manager of a number of midwestern theatres for Erlanger's.

20,000 in One Day

Columbia has had written a serialization of "Attorney for the Defense," which it will send to newspapers for printing grants.

Blake McViehl, Col. p. a., wrote the 20,000-word serialization in one day.

Quick Grab

Covici-Friede has accepted Mike Simmons' novel, "Chuck Connors." Simmons is scenario editor for Educational.

House took the book before it was completed.

Sunday dramatic section of the New York "Times" is now down to two pages. It's the earliest the cut has ever been made. Usually takes three pages. The section has been running 8 to 12 pages under what is regarded as normal. Ads off in consequence. Ochs is reputed to have regulated more but executives insisted.

John Gram, Danish illustrator, lately with Fox "films on the Coast, back in N. Y. doing some jackets for Dial press.

Chatter

Sigrid Undset will be 50 this month.

Wilson Colison, who is Donald Hester, the closest of the closest, will have a new one out this month, "Red-Haired Alibi."

Despite her Hitler comments, Dorothy Thompson will revisit Berlin among other European points.

Oliver Giltstrom trying her hand at a mystery tale for the first time. "Literati" will gather at the Hotel Delmonico today (Tuesday) to start the Philip Strong "State Police" series.

Rose Macaulay's books not published by Macaulay.

Robert Meredith coming back soon.

George Davis to France.

Maxwell Aley has gone from Bobbs, Merrill to Longmans, Green.

Jonathan Cape back to London, leaving Robert Ballou in charge here.

A daughter to the Louis Bromfield, their third child.

Houghton Mifflin will get out the Gene Tunney autoblog, on which the ex-champ is now working. No ghost writer.

Dorothy Woodruff Kirk and Frederic Coates Sinker married. Both scribblers.

Frank London, "Saturday Evening Post" writer on Hollywood, is going to Central America.

LONDON SHOW WORLD

(Continued from page 46) here by overhooting. Joe figures on getting over on his merit.

Carstairs on Visit

John Henry Carstairs, son of Nelson Keys, left London for Hollywood April 13, planning to return to England in the fall.

He was an assistant director on the Christie film, "Charley's Aunt."

Yvonne Arnaud is recovering from a severe operation in a London nursing home.

Valerian Roosing, tenor in Henry Hall's B. B. C. dance band, married Emeril Carrington, non-pro, 12. The pair are getting together to the broadcasting studio immediately and sang "You're Mine."

Entitled "Between Ourselves," and based on the lines of the "Chauve-Souris," Barry Lupino, Billy May and others are getting together to show of an intimate type, without outside backing. The show is planned prior to West End production.

Femme Fans Switch Criticism for Pash as Ether Loses Romance

Chicago, May 2. Radio is losing its sex appeal. The old days of the palpitating femme listeners are going or even are no more. Now it's strictly entertainment; the performer is either good or bad. The c.s. doesn't even enter into it.

This sharp veer away from the former angle is being demonstrated by the change in the tone of the fan mail. Formerly the majority of letters received by male performers were from femme listeners. The words of the oldtime epistles were heated, and often very sensual. (Continued on page 55)



BURNS

DUMB CRACKERS
ROBT. BURNS PANETELA
WABC. MON. 10 to 11:30 P. M.

PIERRE ANDRE
—ANNOUNCING—
"Little Orphan Annie"
Daily
WGN-WEB. 5:45 P. M. C.S.T. N.B.C.
"EAST ACES"
WGN. 1:05 P. M. C.S.T. Mon-Wed-Fri. C.B.S.
MON. REC'D. PROGRAM
WGN. 1:45 P. M. C.S.T. Sundays, C.B.S.

Fred L. JESKE
Monarch
elody
Sponsored by
MONARCH FOODS
S. P. M. C.S.T.
WGN—Chicago

NBC REC'D. NETWORK—RECH
SEYMOUR
SIMONS
ORCHESTRA
"MY WE COME HERE"
WGN—Chicago

"J. B. 'n MAE"
Confidential Adventures of Family Life
Sun. 8:45 P. M. Tues. 7:45 P. M.
Thurs. 7:30 P. M.
CENTRAL DAYLIGHT TIME
Station WBBM, Chicago

DON PEDRO
AND HIS ORCH.
Now On Tour for
KENNEDY, INC.
64 W. Randolph St.,
Chicago

RAYMOND PAIGE
Musical Director and
Program Manager
KHJ, Los Angeles
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
Loose Wife Biscuit Co.
R. G. DENN CIGAR

Sullivan and Wald May Swap Programs

American Safety Razor is negotiating for Ed Sullivan, N. Y. "Graphic's" Broadway columnist, to take over its programs after the present Della Baker-Jack Denny orchestra broadcasts expire in about five weeks. Sullivan last week went off Gerardeine, CBS, which account will stay off the air for about five weeks and then return. Sullivan can switch commercials if he so desires.

Understood that if Sullivan gets set with the American Safety Razor, Jerry Wald, "Graphic" radio columnist, will take over the Gerardeine periods.

26 AUTHORS IN SEARCH OF A RADIO SPONSOR

The H. H. Van Loan "Eminent Authors' Series" for radio has been increased to 26 authors and is being represented in the east for radio by Williams & Schwartz working in conjunction with Ray Coffin on the Coast.

List of authors who have okayed this radio idea, in addition to those published last week, are Count Von Luckner, Don Marquis, William Slavens McNutt, Nina "Zicco" Putnam, Peter B. Kyne, Zoe Akina, Grande Duchess Marie, Conrad Bercoval, Adele Rogers St. John, Anita Loos, Kirilansurmit and Edgar Lee Burroughs.

Williams & Schwartz are negotiating to sell this series for radio on the basis of a 30 minute weekly program, a different author to be featured each week.

Chesterfield's Radio Newspaper Program

Reported that the present Chesterfield CBS series, Boswell Sisters, Fred Etting, Alex Gray and Nat Shilkret's orchestra, will go off the air when the current contract expires about the end of June. Ciggle account will return to the air waves thereafter with a newspaper series of broadcasts to be called "Chesterfield Courier".

According to reports, the ciggle air advertiser desires 30 minutes daily for its newspaper broadcasts. New series will feature all McNaught Syndicate writers and an air singer.

Sobol's New Idea

Walter Winchell will not broadcast from the Coast. Louis Sobol, who succeeded Winchell on L. S. is working on a new idea for the cig broadcast with Monte Hackett at L. S. Thomas & Logan and others who plotted out the present "magic carpet" broadcast idea.

Winchell, it is believed, will be unable to resume activity for several weeks.

ABE LYMAN AND HIS CALIFORNIA ORCHESTRA

Columbia Broadcasting System
PHILLIPS' DENTAL MAGNESIA
WABC COAST TO COAST
TUES. THURS. SAT. 8:15 (EAST)

Rogers and Billie Burke On Ziggy-Chrysler Again

Will Rogers and Billie Burke will broadcast from the Coast on the Ziggy-Chrysler CBS program on May 5.

Rest of the talent line-up will include June Knight, Ray Dooley and Eddie Dowling.

ROBERTS QUILTS, BURNS AT ANPA

Elzey Roberts, publisher of the St. Louis "Star" and chairman of the radio committee of the American Newspaper Publishers' Association, resigned after the annual meeting of the A.N.P.A. last week because he was disgusted with the A.N.P.A.'s lack of aggressiveness against radio.

Only one resolution concerning radio was agreed upon by the A.N.P.A. at the session at the Waldorf, New York, last week, which lasted four days. This was the adoption of a resolution that a proposal be made in Congress to effect that the Federal Radio Commission shall keep a sharper watch on air lotteries.

With the exception of this proposal, nothing was accomplished concerning radio, although radio as opposition to the newspapers occupied a good deal of the discussion time.

Roberts proposed that the listing or radio programs be removed from the news sections of dailies and listed as advertising.

NBC Moves Milholland To Spokane After Jam Over Wife's Quintet

San Francisco, May 2.

Disturbance which shook up NBC's local headquarters was considerably pacified when network found a spot for its ousted program director. Howard Milholland, switching him to KGA, Spokane, as station manager.

Tom Hutchinson steps up from production chief to head of the program department, with Lew Frost succeeding Hutchinson. Frost's previous post of assistant production head probably will be abandoned.

Milholland was out after he had insisted that his wife's Parisienne Quintet instrumental group, be used on "Brownbill Footies" quarter hour feature. "Footies" is also off the air. Milholland was in at NBC through General Electric, owner of KGO, where NBC is headquartered locally.

Gardner-Vincent Record Film Talent For Radio

Hollywood, May 2.

As part of running their agency, Jack Gardner and Frank Vincent will carry on an electrical transcription business with minor radio stations. Discs will have recordings of talent handled by the agency and will be sold for commercial broadcasting.

L. J. Perkins, former manager of the Coast Brunswick recording lab, and M. W. Catter, later in a sales capacity with NBC, have been employed to handle the disc end for Gardner-Vincent.

White's Shorts

Harry Richman's short produced for Radio Screen Artists, will be released by Metro.

R.S.A. is backed by Lew White, organist, and each week will produce a short with a radio or stage luminary. Norman Brokenshire, CBS announcer, worked with Richman on the first.

White's second short, just completed, features NBC's "Trusty" Jesters and Ford Bond, announcer. Others under contract to make shorts for White are Alice Joy, James Wallington, Sophie Tucker, Johnnie Young, Ted Lewis and Belle Baker.

RADIO CHATTER

Phil Spitalny likes to mooch cigarettes.

Ben Alley hits 64 CBS stations four times a week.

Victor Young has written four songs in the last five days.

Melvin E. Williamson now studio director for KFUL, Galveston.

George Hall, CBS orchestra leader, has traveled all around the world.

William B. Gebhart joined the announcing staff of WMIL, Brooklyn.

Alex Gray's pay check got mixed up with his fan mail. Was he worried?

Millie Brothers, at Paramount this week, recording every night at midnight.

Morton Downey to become a resident of Greenwich, Conn., after May 21.

Marvin Williams, singer at WRR.

NBC'S ALICE JOY PLUG SEEN AS 1ST RKO CO-OP

Seen as the first step towards the close co-operation of NBC and RKO was the plugging of Alice Joy's vaudeville appearance at the Palace, New York, during her Prince Albert broadcast Saturday (30). It was the first time NBC had let down the barriers against announcing theatre appearances of one of its artists during the artist's broadcast.

CBS has been heralding the theatre dates of its artists on their programs for months, building up their personal appearances via their air periods. NBC always refused to announce theatre dates via the air. Prince Albert retired from the airways after the Saturday broadcast. Miss Joy will stay off the air for about two weeks and will then return as a sustaining artist and for "guest" appearances.

Cliff Cairns of Victor Into NBC Artist Bureau

NBC will shift a group of Victor exes from the Victor New York office on 24th street into the NBC artists' bureau. A skeleton staff will be left in charge of the Victor recording lab in New York, with contacts chiefly via the Victor men shifted into NBC.

Cliff Cairns, Victor's N. Y. manager, will be among those spotted into the NBC artists' bureau. He will be accompanied by five of his Victor associates, according to present plans.

W.E.'S PLUG GUARANTEE

Westinghouse Electric has appointed Walter Evans manager of its radio broadcasting to act as contact man with NBC concerning the programming on Westinghouse stations under operation by NBC.

Evans' main duties will be to see that the name of Westinghouse gets proper mention over the stations between programs.

RUSS COLUMBO

NBC and
Victor Record Artist
Management ED. W. SCHEUING

Dallas, goes to Austin, Tex., as mgr. for KNOX.

James Milne, announcer for WICC, Bridgeport, speaks Polish and m. c.'s Polish affairs.

Ted Brewer, orchestra leader at Yonge's, on the CBS network six times weekly.

Noble Sissle orchestra booked for the Union College Jr. prom, Schenectady, May 27.

Credo Harris, WHAS manager, recovered from recent illness and back at studio.

Besides running a parking station in Dallas, Jimmy Ellard sings and m. c.'s over WRR.

Corse Payton's old time meller revivals ended their radioing spell on WOR Monday (25).

Ruth King, air songstress, at the (Continued on page 54)

GILL and DEMLING
"The ARTISTS OF HUMOR"
now featured in the
SHEAFFER
PEN PROGRAM
NBC COAST TO COAST
NETWORK
SUNDAYS
8:00 to 9:00 P. M.
20 to 25 EST

"Hello Everybody!!!"
Kate SMITH
Columbia System—2:30 P. M.
ON LA PALINA PROGRAM
CENTRAL PARK CASINO
Personal Management—The Collins

CLIFFORD SOUBIER
as
'OL PAPPY
(Negro Characterization)
"Radio here has something to offer the most outside listener, and yet, such is the art of this section, that it has the appeal just as surely for the child, the adult and the aged as for the most discriminating listener."
MON. TUES. WED. THURS. and FRI.
at 4:30 P. M., Over NBC BLUE NETWORK

RADIO'S OWN
VAUGHN DE LEATH
Doubling for RKO and Loew
MANAGEMENT
Columbia Broadcasting System
Personal Direction
ED WOLF

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.

ISHAM JONES Orchestra

Now CAFE WINTER GARDEN, Chicago
C.B.S. Network—Station WBBM Chicago, Mon, Wed, Fri, 11 P. M. C.S.T.
Bookings by
Columbia Broadcasting System and Amusement Service Corp.

H. LEOPOLD SPITALNY
SHEAFFER LIFETIME REVUE
Over NBC Coast to Coast Network
ALSO PRODUCING RADIO MUSICAL PRESENTATIONS
ADDRESS, 228 NO. LA SALLE ST. CHICAGO

A NEW SERVICE TO RADIO!

ARTISTS — ADVERTISING AGENCIES — BANDS
Rehearse, Prepare and Show Your Radio Programs in Strict Privacy
FINEST CONDENSER MICROPHONES — EXPERT CONTROL OPERATORS — MICROPHONE TECHNIQUE — ELECTRICAL RECORDINGS

RADIO AUDITION STUDIOS

H. E. TILLOTSON, Director
1680 Broadway, New York Col. 5-4620

Singles \$3, Teams \$5, Quartets \$10
In Chi NBC Artists' 30-60% Cuts

RUTH ETTING
GLORIFYING *the* POPULAR SONG
CHESTERFIELD *Program*
COLUMBIA-COAST-TO-COAST NETWORK
WED. SAT. 10 TO 10:15 E.S.T.
PERSONAL DIRECTION
THOMAS G. ROCKWELL

MILLS BROTHERS
4 BOYS AND
A GUITAR~
COLUMBIA
BROADCASTING
SYSTEM
PERSONAL REPRESENTATIVE
THOMAS G. ROCKWELL
1776 BROADWAY
NEW YORK CITY



ED WYNN, Don Voorhes Band, Vocal Coterie Comedy, Instrumental, Vocal COMMERCIAL WBBM, Chicago

A splendidly conceived and executed half hour. Serving to mark a double debut on the air, the program evidenced smart headwork behind the microphone giving both Texaco's new brand of gasoline and Ed Wynn a splendidly to follow start. These 30 minutes are apt to become a model upon which future advertising broadcasts will be based as everything it went after it proved for full worth.

Swinging into the new vein of more or less kidding itself, schedule called for Graham McNamee to do 'straight' for Wynn throughout, including the plug passages which the comedian deftly punctuated, and climaxed with laughs. Arrangement and quality of this commercial 'cross-cut' such as a vaude, two act would use, was such that the familiar but not too frequent danger arises of a program series following in its difficulty to follow. To keep up the pace set by the initial hearing will take a bit of doing through Wynn's own wit, but the show business behind him, has a wealth of material upon which he can call.

Little question that the method of introducing the sales talk must have caught the attention of radio producers, men, salesmen, and listeners. It was good, novel, funny, and therefore interesting. Wynn has no desire to do anything for show people. The radio bunch are going to find out and hear a lot from him on Wynn, on the air, is a cinch.

It doesn't matter that he went back into much of his tried and true act, for he has a new body, a new audience for him. Wynn trotted out his burlesque descriptive of the life of a radio producer, "don't you know," which Voorhes descriptively rendered in Wynn's glib and glib passages. And when that was going on, more than a passing providing interpretation of hit tunes from recent musical comedies, as by Voorhes, and a number of instrumentalists the musical end hooked in as highly impressive on vocal quality.

Moderate sized newspaper ads in the New York dailies, and presumably in all other key spots, heralded the program. The headline of the line of "The Perfect Fool" therein but was addressed as "Chief" throughout the broadcast to go with the name of the petrol being exploited. Hauff-Metzger agency program, which goes on the air once weekly with Wynn drawing \$5,000 a broadcast.

It didn't take the comic long to establish his personality through his silly laugh, and those who have never seen him undoubtedly have a pretty fair impression of the character. The set of gags he never has never served him to better purpose and are much responsible for his flying away down many aerials.

Sidelights of this radio premiere were the invitation to the source of the broadcast, on top of the New Amsterdam theatre, with the result of laughs and applause answered to the acceptance. Neither were the reactions of the unseen audience out of place as, in this instance, it must have been in their accord.

Virtually certain that the commercial and definite advertising for the radio and purpose by this first half hour. A well rounded program possessing the necessary elements in making its commercial phase attractive and offering real entertainment to the audience, to wit a cake. Many, front and back, quite satisfies a piece.

ZOREX MOTH CHASERS Vocal Quartet COMMERCIAL WBBM, Chicago

This is the season when a young man of fancy goes to win over costs and other habilitations hanging in the closet. Which explains why Zorex company is taking a brief fling over the air with the City Four, harmony singing group.

Obviously the commercial chatter in the accountancy of this program, with the quartet filling in the interludes between. Spotted at 8 a. m. the quartet is the housewives at home. With spring already having made its entrance, the moth chasing propaganda is opportune at any rate.

Maile Four are satisfactory on the vocal end. Experienced voices, showing a lot of milk work. *Spn.*

GEORGE HALL Orchestra Sustaining ABC, New York

One of the best midday orchestras on the air, George Hall is in line to build up a matinee rep'kin to that of the one he built up in the days he was building from the Palais D'Or several years ago. Hall is currently at the head of the of the Hotel Tati (former Manger) on Broadway.

Hall has a nifty dance style, an excellent conception of sequence of numbers which, with vocalization, makes for tip-top dancology. *Adel.*

GREAT PERSONALITIES (New Series) Dramatizations COMMERCIAL WBBM, Chicago

Having completed its first series on the air, which Calvin Coolidge, as an official of the organization of the series, is projecting. It is turning from a contemporary speech-making and musical program to a series of historical personalities. Biographical dramatizing here is a dramatic device for the first time, with recitals by Frazier Hunt, and more of selling point in grabbing new audience.

'Commercial plug is conservative and in good taste. Brief mentions of the insurance thing comes before and at the close of the program, at no time interrupting the story through the entire half hour it's on, inaugurating this new series, week by week, by George B. Cortright, director of the company and member of the cabinet during President Coolidge's administration.

Where last year the New York Life was alone on the air, as far as other insurance companies were concerned, it is difficult to follow. Union Central Life of Cincinnati is a competitor. Some similarity in both programs, with both going in the direction of the historical. Union Central is out for stage names, while the New York company is determined to keep the historical. If the first one of the series, that of Alexander Hamilton, is any indication, the New York Life, then, the New York Life has happened on something that should get listening attention.

Some of the Revolutionary War figure in itself carried along a subtle plug for the sponsor inasmuch as Hamilton's conservative financial policies are being stressed. As entertainment this particular episode was exceptionally well done. It was a dramatic life covered it all, with plenty dramatic high spots, culminating in the death of his career when he was killed in a duel with Aaron Burr. It could have been an easy matter to overplay this scene to the melodramatic point, but creditable acting saved the situation. John MacGovern gave a most intelligent characterization of Hamilton, with the rest of the cast not a moment behind, but equally satisfactory.

Background music directed by Harold Sanford was creditably related throughout the play, more in the manner of a film underscore. *Spn.*

GENE AUSTIN Singing Sustaining WBBM, Chicago

Gene Austin, who was kingpin of the melody moans when radio crooning was still considered a very new thing, has come out of retirement to re-crash the ether gate, regardless of the indication that the radio crowd has grown to be a little tired of him. But despite trends and counter trends in radio fads, this singer still packs enough in his larynx to rate the top of the charts for a while, nurturing in the newest medium.

To get a spot before a network river to the NBC Artists Service on a six-week option whereby he gives the network a series of gratis while the bureau is trying to find him a commercial ticket. Network's first move after the exchange of signature is to assign him to three evening periods weekly, with the Harry Kogen studio serving as the musical background.

In the initial spot (25) of the series Austin fed it to them hot and high and several emotional stages between, giving a number such as 'Mood Indigo' an interpretation distinctive to his own and revealing a nifty bit of high note manipulation typical of the old Austin pipes. The novel style is there, the voice personality remains the old punch. *Ode.*

THE TRAVELLERS Male Quartet Sustaining WMAQ, Chicago

Colored quartet that gives every indication of going somewhere on the ether; four singers with a distinctive style and delivery, and their harmony cooing through the loudspeaker in entertaining fashion. These boys are switchovers from platters to home and productions, where they were known as the Hal-John Quartet. Jumped into town following the success of 'Lucky Day' musical and spent some time playing the midwest Publix-Bulfinch & K. spots.

When they shifted to the ether they revised their title to Travellers, a wise move since their former name was too completely of the spiritualists. They still use the spiritualists, but mix 'em up with the hottest and snottier pop tunes.

As the ether they work entirely without musical accompaniment, but hold pitch remarkably well.

Besides their sustaining feature for NBC, this quartet is on command for various nights for Thompson Products, known under that brand as the Teepee Singers. *Gold.*

ROSES AND DRUMS Drama Series COMMERCIAL WBBM, Chicago

This is the Union Central Life Insurance program that had so much excitement before it finally rolled out on the ozone over the ether. The series, the session I. self was bought by the company heads down in Cincinnati after they had been in Chicago for a while. The program being recorded in Chicago and the platter then sent down to Cincinnati for the session I. self to approve it. That made the first instance of a network program being chosen by a disc audience.

'Broadcast is a new twist by having legit stars featured in each of the series, every story being an identity in itself. In the first drama was Otto Kruger, at present in Chicago in 'Counselor at Law'; while the second story will be headed by Louise Brody with 'Church Mouse' in Chicago, and the third by Cecilia Loftus, due with 'The Devil Passes' next May 8.

As new plays ride into Chicago each lead is being negotiated with as possible a good performer in the insurance drama.

Series is sub-billed 'the saga of the American home, telling in the drama the story of the American history. The first story of the siege of Jamestown by the second of the concerns witchcraft in New England.

Undertone is to portray the insecurity of the early life of the nation, and the story is made up of the closing advertising plug about 'securing the family and the loved ones' and the story is a logical connection between program and product.

Some of the high class. It's well-written drama, and well-played by three leading performers at the first interlude, Otto Kruger, Ede Kohl and Louise Brody. Kruger exhibited his skill by taking three roles, and put over a surprise by not informing the audience that he had until the program was at its close.

'Entire idea here was to make the audience feel much a theatre as possible. The session was split into two acts, the intermission being utilized for a plug.

Business here by making use of a regulation picture house advertising and the story is especially in the case of the program and was a short scene out of the next week's drama. Ran something less than a minute, but the program is useful in this case, where the stories are entirely separate and there is nothing to connect them with the following session.

Suitable for the insurance angle; it is for the subject matter, completely ignores the flapper listeners. *Gold.*

CHARLEY CHASE Comedy, Songs WGY, Schenectady

Film comic front-paged on 'Radio Extra' from NBC's 'The Chase' program. Answered usual questions about his career and preference in singing. He straggled and sang to guitar accompaniment.

While act offered was hastily thrown together, his miss affair, Chase evidenced ability and presence an entertaining radio turn. His speaking voice—clear, vibrant and bright—was a great asset to the series. Singing voice also okay.

Interviewer, sprouting radio wings, straightened for and wise-cracked with Chase; results about what a woman usually achieves in the world, and by the way, had studios laughing.

Before star went on, Faber and Ford, who were in the act, and warbled a pup. Appeared to get big kick out of broadcasting. Song okay, but that moment of birth-marriage crack does not belong on a radio program.

BEALE ST. NIGHTS With Hall-Johnson Choir Skit, Songs Sustaining WMAQ, New York

Spotted at the hour of midnight, this Negro program of chatter and spirit, and a good deal of flow of music on the air about that time. It was so placed intentionally during the hour.

The spiritualists of the Hall-Johnson Choir (not the entire troupe) are the outstanding feature of the program. The choir is a pleasantly harmonized and could be used more often.

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Spotted at the hour of midnight,

SUMMER QUIET, TALENT CHANCE

Radio looks to this summer as a time to build up a new fund of radio talent, the air congestion being relieved considerably. Complaint has been that with the choicest night hours fully booked there was no opportunity to develop new talent.

This was becoming a source of concern to the radio broadcasters themselves who know all too well how short-lived is the vogue of most radio names. Hence the necessity to constantly develop new personalities.

The Kate Smiths and Morton Downeys and Bing Crosbys have owed their great success to the fact they were on at psychological hours. These are usually around dinner time when everybody is home. The "Goldbergs" and Amos 'n' Andy are excellent illustrations, too.

This time has since been devoted to established people and used for new commercials as witness the vogue of building up the late afternoon hours at 5-6 p.m. Whenever a good sustaining feature catches on at that hour, the station's commercial salesmen immediately use the fan mail -- a selling argument to illustrate it as a point to illustrate it. It is also a good listening hour. Result usually is that the feature which built up that hour gets shoved back to 3 and 4 p.m. in a further endeavor to interest an advertiser in that time.

The usual sleaze by some commercials over the summer will clarify the ether and open up new opportunities.

Tibbett's \$4,000 Renewal

Lawrence Tibbett's contract with Firestone on NBC's WEAF network has been renewed for an additional four weeks.

Baritone's contract with the rubber company calls for \$4,000 weekly.

'Maharajah' Cohn's \$10 'Spell' Jam and Marriage Intentions in York, Pa.

York, Pa., May 2. Bunt (Burt) Cohn, 36, known on radio as Maharajah the Great, was arrested here this week on a Harriburg, Pa. charge of accepting \$10 from a woman on a promise to "break a spell." He applied for a marriage license here to wed Lorraine L. Lawton, an actress of Tacoma, Wash. In Harriburg, Cohn is charged with having promised a woman, in return for \$10, to break a spell supposed to be keeping her husband from getting employment.

Kellogg's 2nd Series; This Time for Kids

Chicago, May 2. Kellogg is at present getting set for a new program for its Food-town Pope cereal to follow the radio disc series just completing its run on the ether. While the series just coming off was a musical parade, led by H. Leopold Spitalny, and aimed at the adult patronage, the present program is a talking session and meant only for the kids. Program is known as the Pirate Club and has been on for a candy company over WEAF in Cincinnati. When the Kellogg series starts the Cincinnati broadcast will fold. Broadcast will have a local outlet with live talent. Plan is to spread the program on platters for distribution over some 25 midwest and eastern stations.

Negotiations are now on for either WGBM or WGN locally. Program is slated to start May 18 for 26 weeks.

Allen-A Lay-Off

Chicago, May 2. Allen-A Hoesley completes its minimum 13-week contract with Columbia May 29 and quits all other activities, at least for the summer. CBS program coming off that night is a weekly affair labelled "Beau Bachelors."

Account has an option to go back to the network over the same link July 15.

CBS Gets KMOX, St. L., In 95% Stock Buy

Chicago, May 2. CBS last week stepped into complete controlling operation of KMOX, St. Louis, 50,000-watt, after buying up practically all the stations outstanding stock. Outlet will be supervised out of Chicago by Leslie Atlass, the network's western district manager.

Deal made two years ago with a group of St. Louis business men who operated the station under the corporate title of "The Voice of St. Louis" gave the chain 51% of the KMOX stock for \$50,000 in cash. In the recent negotiations several of the small share owners refused to sell, claiming the network's offer was below the paper's intrinsic value. Holdouts' stock figures less than 5%.

Acquisition of KMOX gives CBS two 50,000-watt stations in the midwest, the other being WCCO, Minneapolis.

Mills-Vallee Cold

Negotiating for the Irving Mills office to take over the management of Rudy Vallee for all bookings excepting broadcasting, is cold.

Vallee informed Mills that he intends managing himself until he returns from his road tour with "Scandals" in June or July.

Three weeks ago NBC released Vallee from all contracts excepting that for radio. Vallee is under air contract to the network until January, 1933.

Church's Own Station

Bangor, Me., May 2.

Rev. Ashley A. Smith is now director of WABJ, which returned to the air Sunday (1) after a renewal of license. It formerly was under other control.

Rev. Smith is pastor of the First Universalist church. The studio and apparatus is located in the parish house. Station will be on the air nine hours daily.

VIC MOORE'S 4 WKS.

Victor Moore, legit, engaged for four weeks with Nestle on NBC, beginning May 6.

Moore's last was with Richman Clothes, CBS.

MILLS-ROCKWELL AIR, STAGE AGENCY COMBINE

Irving Mills and Tommy Rockwell offices have been consolidated under the name of Mills-Rockwell, Inc. Partnership takes effect this week. Harry Hollander, former Public booker, joins the Mills-Rockwell offices as manager of the theatre booking department. Charles Horvath takes charge of dance hall bookings.

Irving Mills will be president of the new company. Tommy Rockwell will head the radio department. Herman Rose will have charge of the mechanical department, while Ned Williams continues to head the exploitation department. Nat Leslie has charge of the music arranging.

Rockwell brings over with him the Mills Brothers, Victor Young, Ruth Etting, Don Redman and Annette Henshaw. Mills has Duke Ellington, Cab Calloway, Rhythm Makers, Billie Banks, Baron Lee and Eddie Elkins. Additional artists are now being negotiated for by the new combine.

Also connected with Mills-Rockwell is Marvin Welt, with Mills.

Belge Radio Financing

Brussels, April 19.

The Belgian National Institute of Radiophony, the government controlled concern which runs the two Brussels broadcasting stations, one in the French language and the other in Flemish, is seeking a loan of \$285,715.

The Institute lives on taxes of 37 cents a year on crystal receiving sets, and \$1.71 on valve sets, collected from about 200,000 listeners.

The latter hope that when the loan has gone through the Institute will be able to buy a new gramophone record or two.

Miss Hoey's Audition

Evelyn Hoey of the musical stage auditioned for Heinz Varieties. Commercial preparing a series of NBC periods.

Heinz is also the sponsor of "Joe Palooka," on CBS.

Post-Production Summer Talent Chiseling Starts

Chicago, May 2.

With the summer approaching and the retrenchment bug at work among the accounts, advertising agencies are having a tough time dissuading their clients from penny-pinching on talent billings. Commercials concerned are loath to cut down on their time budgets but take the attitude that little can be lost by clipping the act payroll.

Their idea of economy is to cut out \$10 here by using one warbler less or \$17 by eliminating a violin in the program's orchestra. Tendancy, the agencies complain, has become more common than ever for their clients to start their petty slashing of artists cost shortly after the program has been launched on the network or local station.

Disregard Overlapping Rarely, say the agencies, do their accounts ever suggest taking off a station whose coverage probably overlaps another outlet for the purpose of effecting a reduction of the aggregate bill. In fact, they aver, any such suggestion usually meets with a tart recoil. Coverage is what they set out to get, the advertisers retort.

But as for holding on to the entertainment medium that attracts the attention of the listeners among this coverage, that, point out the agency men, is something program bankrollers as a class are still far from inclined to treat with equal consideration. Advertisers, say their reps, still are disposed to okay a \$250,000 appropriation for time but to react violently if it is suggested that they set aside 10% of this amount for talent and production costs.

Lowe Off June 16

Lowe Brothers' daytime program goes off NBC June 16 after six months.

J. Walter Thompson Co.

Re-signs and Presents for the

THIRD CONSECUTIVE SEASON

LEO REISMAN

On the

POND'S PROGRAM

WEAF

Fridays at 9:30 P. M.

WINKLER LEAVING DeS.

TO GO INTO RADIO FIELD

Dan Winkler will sever connections with DeSylva, Brown & Henderson shortly to go into the radio agency business for himself.

Winkler has been with the firm since its inception. During the past summer, when DeSylva repurchased its interest from Warner, Winkler was given a minority interest in the firm and made a v. p.

L. I. SYMPHONY

Great Neck, L. I., May 2. Harry Zimmer of Glen Cove is forming a symphony orchestra of from 50 to 60 players to be known as North Shore Symphony.

First attempt of its type in this section.

Greystone's Bankruptcy

Cleveland, May 2. Greystone Ballroom Corp., headed by Eddie Sinderler, has gone into voluntary bankruptcy.

Reorganized company, also operated by Sinderler, is known as Euclid Amusement Enterprise, Inc.

New Storer Det.-Windsor

Station for CBS' Open Spot

With WXYZ, Detroit, swinging away and leaving CBS without an affiliated station in Detroit, CBS will take over the station which George Storer, owner of WSPD, Toledo, is building in Windsor, Can. Although the transmitter will be in Windsor, the studios will be located in Detroit. Storer's station will broadcast on 5,900 watts.

WXYZ, operated by the Kunsky-Trends Broadcasting Company, left CBS over a time dispute. WXYZ is now without a network affiliate. NBC is reported negotiating for WXYZ as its Detroit outlet for those programs which WJR, Detroit, refuses, to accept below card rates.

Storer expects to have his new station in Windsor ready by fall.

Revelers Switch

NBC's 'Revelers' go on the Chevrolet 'Big Six' broadcast May 5 for the rest of the series.

'Revelers' will May 8 lose the Buick program, which goes off the air that date.

10 Best Sellers

Ten best sellers for the month of April, according to Variety's survey, were:

- 'Somebody Loves You' (Joe Morris).
- 'Parade' (Felix).
- 'One Hour With You' (Famous).
- 'By the Fireside' (Robbins).
- 'Auf Wiedersehen' (Ager, York & B.).
- 'Keepin' Out of Mischief Now' (Conrad Music).
- 'Lovable' (Robbins).
- 'Dream Sweetheart' (Green & White).
- 'Love You Funny Thing' (Felix).
- 'You're the One' (DeSylva).

Baptich East

Los Angeles, May 2. Rudolph Baptich, in charge of the NBC artists bureau on the coast, leaves San Francisco May 5 for a new post in the New York NBC office.

Karl Schullinger, assistant to Don Gilman, coast NBC vice-president, replaces Baptich.

DECISION REVERSED

Mills' Complaint vs. D. & H. Over 'Infirmity' Dismissed on Appeal

Decision in favor of Gotham Music, controlled by Mills Music, against Denton & Haskins two years ago, restraining the latter from publishing 'St. James Infirmary,' has been reversed by the New York Court of Appeals. This ends the two year suit between the publishers.

Original decision in favor of Mills was given in March, 1930. Mills secured an injunction against Denton & Haskins restraining them from publishing 'St. James Infirmary' under that or any similar title.

New York Court of Appeals last week dismissed the Mills Music complaint, which permits Denton & Haskins to publish the song. Denton & Haskins were represented by Abner Greenberg.

Coon's Plight

Carlton Coon of the Coon-Sanders band, desperately ill yesterday (Monday) and was not expected to pull through the day. Coon is in Chicago, where the band is playing at the College Inn of the Hotel Sherman.

Coon had a tooth pulled last week and blood poisoning set in.

BEACHVIEW FOLDS

Chicago, May 2. First of the expected summer closings for the local niteries occurred suddenly last week when the northside Beachview Gardens snapped shut.

Danny Russo band was in the room. Understood that Russo will shortly return to the Canton, Tex. Gardens, at which he has been established through the last two or three seasons.

CHANDLER OUT

Billy Chandler was let out by Robbins Music Saturday (30) after three years as head of the radio department.

Chandler's department will be placed under Arthur Plantadosi, who takes over Robbins' professional department.

CLIFF FRIEND'S YARN

Cliff Friend, songwriter, wrote an original story, 'Too Many Women,' for Joe E. Brown, which Warners will make.

Friend is just back from the Coast where he set the interpolated songs for 'The Crooner,' now in production at WB.

Eagan's Metro Lyrics

Ray Eagan here from New York and writing lyrics at Metro. Dave Snell supplying the melodies. Sam Marx, head of the story department, contributed lyrics for 'Speak Easily,' new Keaton-Durante film.

Hamp's 3 Weeks Don Bestor's band yesterday (Monday) followed Johnny Hamp into the Hotel New Yorker for three weeks. Bestor will in turn be followed by Jack Pettis' orchestra in for the summer.

Hamp's band on May 5, goes into the Belle-Rive hotel, Kansas City.

Inside Stuff—Radio

After arrangements were made for Russ Columbo to 'guest' with Abe Lyman on the Phillips CBS period May 6, CBS put thumbs down and refused to allow the NBC singer to go on.

Understood that NBC had no objections to Columbo doing the CBS broadcast. Ed Scheuring, of NBC's artists' bureau, stated that the matter was left in the hands of George Lottman, p. a. for Columbo.

Radio circles are looking for a run of humor as the next air trend. Numerous comedians are now being auditioned for commercials.

Victor Moore returns to radio next week under a new contract and Harry Richman went on with Chase & Sanborn Sunday (3).

First of a long list of expected agency mergers in Chicago took place May 1 when the Roche agency and the Williamson-Cunningham went into a combine. Details of the merger as to the new name, offices and officers, not yet complete.

W-C on the air had Old Dutch, Cudahy Products and Bromo-Seltzer, while the Roche agency has been known for its automobile accounts.

Radio commercials in plotting their new programs are leaning to radio shows, not stars.

The star draw thing on the air, as with any other form of show business, is all right, but too often the personalities have been submerged by inept continuities. As with any other script, the radioites are now committed to the play's the thing's idea.

Radio scripting will be designed for intrinsic strength, with or without personality components; preferably without. Desire is that the script carry the players on the theory it will soon enough exploit anybody into wide publicity and the name veil, as the star dominating the product advertised, which radio doesn't want any more.

Irving Mills' office is sending out 500 announcements to agencies and commercials to the effect that the Duke Ellington orchestra is available for the air.

Each announcement is being sent by messenger boy and carries a photo of the band as well as a blurb.

Recent analysis of the business statements turned in by commercial stations to the Federal Radio Commission disclosed that there are only four outlets in the country with net earnings of \$100,000 or more. Quartet consists of WCAU, Philadelphia; WJR, Detroit; WGBM, Chicago, and WMAA, New York.

None of the NBC operated stations show a substantial figure in the profit columns, standing in the CBS string WCCO, Minneapolis, and WKRC, Cincy, follow WGBM as strong coin netters.

Stokowski-Radio City

Leopold Stokowski, conductor of the Philadelphia Symphony, is reported set to go to Rockefeller Center for the opening late this year.

S. L. Rothfeld is credited with securing the services of the famed conductor.

Albert Johnson, scenic designer, is expected to go with Rockefeller Centre as an aid to Robert Edmond Jones, who will head this department at the development.

Johnson designed sets for 'Bandwagon,' 'There's a Crowd' and several other legists.

Cook Off After 2½ Yrs.

Phil Cook winds up his contract with Quaker Oats on NBC July 6. Account will go off the air that date.

On July 1 Cook will have been with this account two and a half years. Quaker Oats is on NBC's WJZ network six times weekly.

Simons' Detroit Club

Detroit, May 2. Seymour Simons, songwriter-bandleader, is spotting himself and orchestra into the new Everglades club in the old Addison hotel. Club will be under the same management as the old Everglades in the Hotel Tuller here. Bill Kurth, who was on the Ziegfeld Roof in New York and recently here at the Blossom Heath Inn, is manager.

Dorothy Page, a Paul Whiteman audition winner from this city, will be with Simons. WWJ will etherize the band locally and the NBC will pick him up for a network broadcast every Tuesday at 11:30 p. m.

Santa Monica Hot-Cha

Hollywood, May 2. Hotel Miramar, at Santa Monica, goes hot-cha—with alterations being put in by the new operators, who also have the Hollywood Knickerbocker hotel. Aim is to establish a class night spot drawing away from L. A. hotels.

With its floor tilted, the Miramar opens May 12 with Jay Whigden and orchestra.

KATE SMITH'S ENCORE

Central Park Casino will hold Kate Smith for two additional weeks after her current contract expires, May 7. Miss Smith was booked in through CBS for four weeks at \$1,250 a week.

As soon as the Casino engagement is completed, CBS songstress starts her out of town tour for KKO.

POUNDAGE LOSS SENDS MAESTRO WEST TO REST

Chicago, May 2.

Paul Whiteman's bringing his band to Chicago Friday (7) to do the Pontiac broadcast. Next day, leaving his band behind to continue these weekly programs from Chicago, Whiteman leaves for Hollywood on a four-week vacation. He is slated to open at the Hotel Billmore, Los Angeles, in June.

Too strenuous weight reduction made the vacash necessary.

Prince Charming of Radio Land

BEN ALLEY

Radio's Most Versatile Vaudevillian

Monday, Thursday and Friday, 11:45 A. M. and Wed. at 3:15 P. M., C.B.S.

LOEW'S CIRCUIT STARTING MAY 14 LOEW'S GATES, B'KLYN

From the Terrace Grill in the Hotel New Yorker and over the WJZ network

DON BESTOR
And His Orch.
Are always sure to include these tunes of the times

"BY THE FIRESIDE"
"LOVABLE"
"GOODNIGHT MY LOVE"
"GOODBYE BLUES"
"SEATH THE SILVER MOON"

ROBBINS MUSIC CORPORATION

MUSIC EVERYWHERE NEW YORK

AL DUBIN

TO MY DAUGHTERS, MOTHER'S DAY IS MAY 8 YOUR LOVING DAD

10 Years in St. Louis

MILTON SLOSSER

SOLO ORGANIST Public-Ambassador Theatre ST. LOUIS, MO.

MUSIC GUIDE

AGER, YELLEN & BORNSTEIN, Inc.

"Night"
"A Picnic For Two"
"Sing a New Song"
"Auf Wiedersehen My Dear"

745 7th Ave., New York

IRVING BERLIN, Inc.

"GOSH DARN"
"I'M SO ALONE WITH THE CROWD"
"LULLABY OF THE LEAVES"
"IN MY HIDEAWAY"

1607 Broadway, New York

SAM & FOX
RADIO, DANCE, VALENTINE HIT:
"LAFFIN AT THE FUNNIES"
"LIGHTS OF PARIS"
"ALL THE WORLD WILL SMILE AGAIN: AFTER TOMORROW"
"LADY OF CHAFFIN"
"MY WORLD BEGINS AND ENDS WITH YOU"
"LOOK, HERE COMES A RAINBOW"

PROFESSIONAL OFFICES
100 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 published American composer
NEIL MORSE (Charles Daniels).
"Thank You for the Evening"
"Give Her a Kiss for Me"
"It Might Have Been You"
All professional material now ready.
American popular music is standard for the world.
SING SONGS BY AMERICAN COMPOSERS

MILLER MUSIC, Inc.

62 West 46th St.—Vanderbilt 3-2035
New York City

Shapiro, Bernstein & Co., Inc.

"ONE DAY IN MAY"
"LAWD, YOU MADE THE NIGHT TOO LONG"
"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

"I've Got the Words—I've Got the HUMMIN' TO MYSELF"
"HELLO, SWEETHEART, HELLO"
"YOU'RE THE ONE (You Beautiful Sea-of-Gods)"
"EVERYTIME MY HEART BEATS"
"STOP THE SUN, STOP THE MOON My Man's Gone"
"WHERE DO YOU GETTIN' ALONG WITH YOUR GAL"

DeSYLVA, BROWN & HENDERSON, Inc.

745-7th Ave., 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
223 West 46th St.
NEW YORK
House of Hits

"Devil and Deep Blue Sea"
"Kickin' 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

"Sweetest Little Kid"
"It Wasn't Chance, It Was Fate"

VILLA MORET, Inc.

1656 Broadway | 24 0'Farrell St.
New York
103 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

TOP UNION MEN BEATING \$500 WEEKLY

Aristocrats of the musicians' union in New York comprise a handful of star instrumentalists who earn \$600 to \$700 a week, while the rest are having a tough time. Some of the few who even earn \$1,500 to \$2,000 weekly between their radio dates and orchestration. The radio is the sole answer to this difference for these musicians who are paid while their confreres are in bad financial shape.

Crack instrumentalists such as Arnold Brilihart, Harold Shurt, Alf Brann, Joe Raymond, Miff Mole, Fox Go, Arthur Schutt, Mannie Klein, Joe Venuti, Eddie Lang, Andy Sanelia and others rate this fancy tough. To such a degree, that many will not get out of bed for a morning photograph recording date at \$25 and \$30. There are others who frankly refuse to do any Saturday and Sunday work, stating they are making enough money to put themselves and prefer golfing or weekend.

Arthur Schutt is a pianist who topped from \$125 a week with "The Wolfie Thompson" band, two years ago into radio and into the \$1,000 a week class by multiplicity of work with the sundry commercial broadcasting orchestras. He also supplemented his income by arrangements.

Andy Sanelia, now an orchestra leader on his own, besides performing with others, went from \$150 to \$1,500 via the broadcasting studio route.

They all happened to get into the radio thing at the right time.

Rain: No Pay

Syracuse, N. Y., May 2. As a result of the latest economic move by Mayor Roland B. Marvin's administration, members of the Syracuse Musicians' Protective Association engaged for city parks this summer must gamble with the weather.

If scheduled dances and concerts take place, the musicians will be paid; if, because of inclement weather, they do not, there will be no pay.

In the past, the bandsmen have collected, rain or shine, play or no play, from the Department of Parks.

Second Cut

All Warner music publishers, Witmark, Harms and Remick, are included in the Warner 10% salary cut.

It is the second cut for the Warner publishers.

TRUCK SHELVES ORCH.

Oelwein, Ia., May 2. Peacocks orchestra is on the shelf for a while, having hit a parked truck, sans lights, near Strawberry Point.

Mrs. Reese Thomas, pianist, fractured shoulder; V. W. Willett, drummer, severe cuts and bruises; W. J. Pratt, leader; Floyd Jensen, saxophone; and Louis Mallow, violinist, received first aid.

LESLIE'S HEALTH TRIP

Edgar Leslie, songwriter, will sail for Europe next month for the Caribbean baths.

Leslie was forced to resign from the executive committee of the Songwriters' Protective Association because of illness.

FIORITO FOR FRISCO

Culver City, May 2. Closing at the Frolies May 22, Fiorito's band moves to the St. Francis hotel in San Francisco May 25 on a year's contract.

Receiving \$1,850.

1,000 Mile Explanation Hop

John Paine, chairman of the Music Publishers' Protective Association, departs for Chicago this week to confer with the Advertising Agencies' Radio Associates regarding the M.P.P.A.'s radio disc license fees.

Paine's trip is for the purpose of explaining to the A.A.R.A. the justification of the M.P.P.A.'s disc tax.

Chi Music Union On 6-Day Basis, And No Doubling

Chicago, May 2. According to recently revised rules of the local musicians' union, a new six-day week schedule is established, with all musicians working on a weekly basis required to lay off one day out of seven.

At the same time all musicians earning \$15 a week or more on a regular job are forbidden from doubling either in a theatre, cafe, dance or the air. Jimmie Petrillo, musicians' head, drew up the new rules after conferring with the board on measures of relief to layoff members of the organization. There is an estimated membership of 8,000 in the local.

MUSIC PEACE IN HANDS OF AMERICAN SOCIETY

Proposal for a peaceful settlement between publishers and songwriters regarding a standard form of agreement will be put before the board of directors of the American Society of Composers, Authors and Publishers on May 5. This will be the first time the dispute between publishers and songwriters regarding a contract has come up for consideration by the American Society.

If the A. S. C. A. P. decides to attempt a settlement, it will take the matter of a standard agreement out of the hands of the Music Publishers' Protective Association and the Songwriters' Protective Association, who since the early fall have been attempting to come to an agreement, but are now deadlocked.

American Society has been drawn into the fray between both groups of the music industry because of this deadlock. The S. P. A. Friday (25) requested Gene Buck, president of the A. S. C. A. P., the gen. mgr., to confer with them regarding the deadlock over the proposed agreement. At a confab between Buck and the gen. mgr. held that night, and at the request of the S. P. A., both agreed that they would present the question to their next board of directors meeting. Whether or not the A. S. C. A. P. will attempt to settle the dispute and take the matter out of the hands of both the M. P. P. A. and S. P. A. will be decided at the meeting May 5.

S. P. A. stated to Buck and the gen. mgr. that they would abide by whatever agreement the A. S. C. A. P. drew up between publishers and songwriters.

M. P. P. A. and S. P. A. have been stuck on dead center for a month. The main issue appears to be the clause in the S. P. A. constitution whereby its members assigned to the S. P. A. the right of first refusal. The S. P. A. demanded the nullification of this clause before it would enter into any agreement. The S. P. A. refused to accede to this demand.

King Vice Kosloff

San Francisco, May 2. Lou Kosloff out as conductor at Fox Paramount, Oakland, with Hermie King possibly transferring from Warfield here to the Oakland house.

King was at the Fox Oakland for several years and is a big Oakland fav.

1,500,000 DISCS

Durium last week recorded 1,500,000 special records for Chevrolet. Phil Spitalny's orchestra, did the recording. Alois Haverilla, NBC announcer, used for the commercial talk.

Records were made for advertising purposes and will probably be used as give-aways by Chevrolet.

Musician Killed

Troy, N. Y., May 2. Charles W. Wilson, 20, Water-violet musician, died in Samaritan Hospital, Troy, Saturday (30) from burns and lacerations received when he touched a high tension wire and fell 60 feet.

Wilson and three companions had gone on motorcycles for hill-climbing sport outside of Watervliet. While resting on the top of a hill, he climbed a power-transmission tower.

SOVIET'S FREE-FOR-ALL ORCHESTRA IS FETED

Moscow, April 15. Internationally famous Persimfans' orchestra—a symphony orchestra without a conductor—has just celebrated its 10th anniversary. The idea of a conductorless symphony orchestra was advocated by a group of Russian musicians, among whom M. Zeitlin, violinist, was the most persistent. It was their contention that the conductor turns every member of the orchestra into a mere tool, without a chance to give the best that is in him. Remove the conductor, said he, and you will give every musician full opportunity for thoughtful creative work.

In 1922 Zeitlin put his notions into practice by organizing the Persimfans. Ever since then it has been a subject of controversy among musicians. Its supporters claim marvels and its detractors see only musical anarchy. The latter argue that the absence of a conductor is an involuntary fake altogether. They say that the musicians naturally watch the first violinist, who is Zeitlin, and so organize their playing accordingly.

The tenth anniversary was featured in the Soviet press. A gala concert was given for the occasion at which Zeitlin came in for ovations.

The lack of concert halls has hit Persimfans, which has been obliged to play less and less every year. The novelty has worn off and the public scarcely notices the difference.

Inside Stuff—Music

With successful femme songwriters few and far between, latest to come up is Bernice Petekere whose 'Starlight' brought her into prominence. She is the wife of Eddie Conne, of the Frank Black-Gus Haenichen recording enterprises. Miss Petekere has since had several more numbers published.

'Another femme tunesmith to come along recently is Dana Sula, a protégé of George Gershwin, who composed 'Baby's Birthday Party,' 'Whistling in the Dark,' etc. She is under contract to Famous. Miss Petekere is freelancing.

Tom Seymour also has been around. Through her husband, Gus Kahn's tutelage, Mrs. Grace LeRoy-Kahn has recently developed into a tunesmith with Gus doing the lyrics. In the standard field, Carrie Jacobs-Bond, author of 'End of a Perfect Day,' is famous.

Weekly distribution of Durium's 'Hit of the Week' discs is now down to about 110,000 per week. Two weeks ago, after Durium put its long running (six minutes) disc on the market, two numbers to a disc, it raised its price from 15c. to 20c.

Two banks are operating the Durium 20 cent record which, while falling off in sales, is still selling more records than all the other companies combined. Durium had to go to two selections on a single face for 10 cents to revive sales but it hasn't helped materially.

The publisher now receives \$1,500 royalty per record at the rate of \$750, the formerly agreed upon flat sum, per selection. Because of the 20 cent price, the regulation 20 cent royalty had to be waived and a special rate worked out. Durium gets the edge if a record goes into the hundreds of thousands that way.

Under consideration by the Music Publishers' Protective Association for film-music agreements after the current ERPI agreement expires in September, is direct contracts with picture companies.

Under this plan, ERPI would be eliminated entirely from the negotiations. The film companies would establish a central bureau through which they could operate, and the producers and music publishers would negotiate between themselves for the use of music in pictures.

Return of a symphony orchestra to the pit of the Roxy, New York, is in line with the actual voting by fans last fall. Majority were in favor of a continuance of symph music at the house, although was played down as the theatre wanted to spot Fred Waring as a change, regardless of the balloting.

Waring has stayed 16 weeks. He was originally signed for six with an option for 10.

'Okay Beer,' an anti-prohibition tune, will be published by Feist. It is the work of the seven songwriters who comprise the vaude act billed as 'Songwriters on Parade.' No individual author will be credited by name on the title page, which will carry the act vaude billing.

Songwriters include Charlie Tobias, Vincent Rose, Murray Mencher, Percy Wenrich, Al Sherman, Al Lewis and Sidney Clare.

Song has been submitted to Mayor Walker for use as the official tune of the Beer Parade on May 14.

Large margin of profit demanded by the music dealer is blamed by the publishers as one cause of poor biz. The music men point to the success of cigarets, etc., which operate on penny profits and contend that song sheets can be similarly merchandised, as a hit is exploited for the dealer in the same degree that the tobacco companies ballyhoo over the radio, by advertising, etc.

The sheet music merchant demands 30c. for an 18c. wholesale article when 25c. should be a fair price, say the publishers. A 20c. periodical wholesales at 15c., which is a penny more, so they ask why couldn't a sheet of music be wholesaled at 15c. and retailed at 25c. The same element of return obtains for sheet music as for periodicals. The publishers feel they force the customer into the stores but the dealer, with his discount for 30 and 35c., chases them away.

Chicago, ever a hotbed for bands, is as something as ever with the Windy Cityites always going big for fancy dandage. A host of bands are current in Chi including Wayne King at the Aragon; Ted Weems, Triumphant; Isham Jones making a comeback at the new Winter Garden club; Charlie Agnew at the Edgewater Beach; Frankie Masters, who just succeeded Don Pedro at the Morrison; Count-Sanders at the El Comodoro; Ben Bernie; Tony Martin at the El Comodoro; Earl Burnett set at the Lincoln Tavern and Gus Arnheim coming into the Dells later on; Carl Moore at the Drake; Art Kassel at the Bismarck.

Petrillo Demands Bonds for Bands From Shaky Chicago Nite Clubs

152 'Moms'

Pittsburgh, May 2. Walter Dittman will probably be glad to hear it, but the judges weren't. In Paul Whiteman's amateur auditions, here 500 tried out. Of the 500 exactly 152 warbled 'My Mom,' Donaldson's latest.

NOTHING ACCOMPLISHED AT FIRST FEE MEETING

Second conference between the National Association of Broadcasters' committee and the administrative committee of the American Society of Composers, Authors and Publishers over the proposed raised music license fees will be held tomorrow (Wednesday).

First meeting was held last week with nothing accomplished. N.A.B.'s committee consists of P. W. Morency, mgr. of WTIC; A. L. Babby, NBC vice president and counsel, and Ed. Klauer, CBS vice-president.

A.S.C.A.P.'s administrative committee comprises Ed. Binner, chairman; Bobby Crawford, Oley Speaks, Gustave Schirmer, Otto Harbach and Joe Young.

Chicago, May 2. Because of business conditions of the majority of cafes in town it is a new general rule of the local musicians' union to demand a week's guarantee in escrow to protect bands. Last week, Jimmy Petrillo ordered the Paul Specht combination out of the Pla-Mor cafe, when R. T. Rafferty, owner of the place, failed to put up the money in advance of the appointed time.

Petrillo went further and for the first time made an exception in this case when he granted the cafe permit to go on with a non-union band until the situation is straightened out. Union, upon investigating Rafferty's plea of temporary financial jam, agreed to go along with him. Meanwhile, however, Specht went off the air, with WIDM, local CBS kid, stepping in to pull out its line and pickup equipment, in accordance with the union's rules prohibiting stations from broadcasting non-union bands. Rafferty, proved upon the action to let the line remain as is while he was trying to straighten up his affairs with the union.

No Bond; No Band

Previous financial jam with the Pla-Mor occurred with its former owner, who had been in the line of the Gold'n Pumpkin. In view of this the union made the escrow arrangement with Rafferty upon the engagement of Specht through the CBS Artists Service. Petrillo pulled the band when the money was not forthcoming after Rafferty had been granted a three-day extension beyond the arranged date of delivery.

Specht's contract with the cafe has three weeks to go. Union officials expressed confidence that Rafferty will be able to keep up the escrow coin, around \$1,000, by tomorrow night (3) and that Specht will be back to fill out the remaining term of the contract. Band replacing is a seven-piece affair, without an outer outfit.

While the escrow system is not new around town with cafes, the union is now making it a general rule. No more will the band fade, secure spots, and there are but few of them, escaping the edict.

Music Retailers Daffy Over Kress' Price Cut

Los Angeles, May 2.

Pacific Coast sheet music war threatens to become hotter through the intention of the Kress company to cut prices from the present 20c. to 15c. This will be half of the cost of most numbers, and in the case of standard music result in a loss of from 15 to 17 cents per sale.

Music Sales Corp., with 16 coastal stores, will not meet the new Kress price, and with only the battle by making the original cut from 25c. to 20c.

Effect on independent dealers is problematical. So far none of the big stores have been ballyhooing the price slash seriously enough to cut into indie sales noticeably, but the dime price should make it possible for indie to get away from chasing their needs over the five and ten centers and resell at a profit.

Kress officials say they will limit loss to five cents per person, but that they won't phase other dealers who have plenty of relatives. Indies can either compete with Kress by doling out reselling at 15c., making a nickel profit, or at their regular tariff with fewer sales, but larger net.

Booking Jam

Cleveland, May 2. Latest band booking for May 2 is over Ben Bernie, booked for May 20 week at Crystal Slipper. Bernie is also slated for RKO Palace here May 14.

Closeness of dates is drawing fire from the Palace management but bookers of band refuse to change dance spot's conflicting date.

Syracuse, N. Y., May 2. Ben Bernie is slated for a five-week engagement May 25, playing a dance at the 108th Infantry Armory under regimental sponsorship.



"STOP CRYING BOYS—
COLUMBIA'S
GOT IT!"

It's in the air—Everyone's talking about "Attorney for the Defense"! Stop crying for a boxoffice hit—Columbia again comes through with a "natural" right when you need it most! Set for immediate release—nail your playdate NOW!

**YOU NEED IT—
WE'VE GOT IT!**



ATTORNEY FOR THE DEFENSE

with

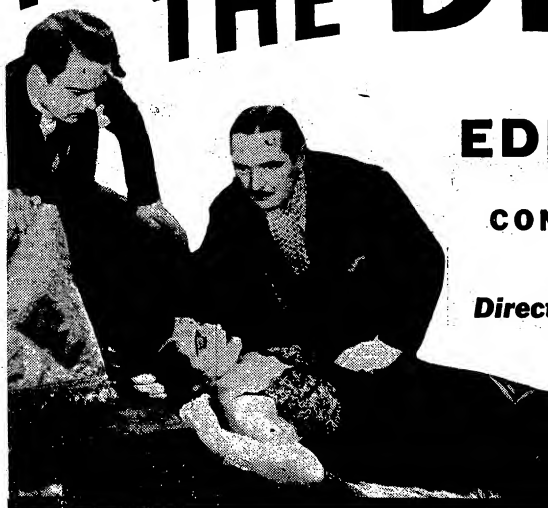
EDMUND LOWE

EVELYN BRENT

CONSTANCE CUMMINGS

adaptation and dialogue
by Jo Swerling

Directed by **IRVING CUMMINGS**



Columbia

**THE SOONER THE PLAYDATE—
THE QUICKER THE PROFIT!**

VARIETY

PRICE

15¢

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64 PAGES

ALLEZ-UP KIDS CIRCUS MAD

Those Kiddie Programs on the Air Look Differently Than They Sound

By RUTH MORRIS

Good morning children. This is the Horn & Hardart Hour, coming to you over Station WABC. All the kiddies are here in the studio. Faces bright and shining, they are eager to entertain you.

The untutored untroubled voice of Paul Douglas carries the announcement to all the lit-tell kid-dees of radioland. But in his heart, Mr. Douglas doubts the all-rightness of the world.

Outwardly calm, he wonders what expert devilment the little cherubs in the studio will think up next. Tiny tots, darlings though they may be, have a way of getting underfoot when they volunteer their services to a radio hour that must be broadcast with clock-like precision.

Twenty children, ranging from

(Continued on page 40)

BOAT'S FREE SHOW IN PORT AS S.S. BALLYHOO

Latest steamship attempts to help business in producing shows on board a liner moored in port. First in New York was done last week by the White Star line on the Britannic.

No admish is charged for the show, which is pretty much of a melange. Entertainment includes three films, dance orchestra, minstrel and a fashion parade. Exhibits show products of the various countries the different steamers sail on. Talkers are travelers. And, of course, a travel talk and lecture is tossed in or on.

Two-a-day, afternoons and evens.

Cabaret's 'Wake'

Duluth, May 9.

The St. Louis hotel, oldest cabaret landmark and hostelry in the city, closed with a 'wake' and is in the wreckers' hands.

Souvenir hunters were busy and about every small article loose about the place was lifted. At the 'wake' the famous low-ball game that was played there decades ago was revived by the original players.

BUFFALO'S PROBLEM

Buffalo, May 9.

Fine points of etiquette in prohibition enforcement are being invoked by enforcement officials. Effort is to ascertain whether signs in the local ball park reading, "In Canada It's G & W Four Roses" and "In Canada It's Coors" are the best amount to liquor advertisements.

Legal authorities insist that neither whiskey or beer being mentioned, the ad is not a prohibition offense. Decision by Washington officials being awaited.

Correction

Hollywood, May 9.

'Dinner for Seve' played one week at the Hollywood Playhouse, folding last Saturday. Sign on the box office Monday read:

'Dinner Was Served.'

TALENT SCOUTS AVID FOR FINDS

Talent scouts both for radio and pictures are hungry for new build-up possibilities.

For Hollywood, it is hoped a new flock of talent will be developed which will enable more optional extensions than have been the average in the past. Heretofore, too many have been dropped after the initial three or six month options. The average retention rate for flicker purposes has been one out of three.

Similarly, the air hopes to build up new personalities, chiefly through the medium of improved psychological spotting on the air. The general relief of the ether-wave's congestion over the summer, when many commercials drop out, will afford better supper hour spots to plug new mike possibilities.

Normally, the choicer night hours are contracted to commercials so that new talent must be sluffed off during the afternoon or morning open time. This does not afford the most advantageous public reception as during the period when the majority of households are assembled around the dinner table or thereafter.

Indie Station Is Utilized To Plug Chain Programs

San Francisco, May 9.

New wrinkle in the sale of radio time is being developed by KJBS, local indie. Station peddles spot announcements, or regular periods to national radio advertisers to plug their net work offerings which will reach the Coast over NBC and CBS.

Pug's Plugs

Johnny Green, Shapiro-Bernstein's pugilistic song plugger (not the songwriter), carries out his job in a novel manner.

Green offers to teach the hand-learner for acts how to box or otherwise keep physically fit in return for a plug of one of his songs.

Green still continues to fight professionally.

COAST COLLEGE TRAINS TYROS

Real Top's Visit Spurs Unique Student Body on Coast to Frenzy of Ambition—15 Girls in 2-Year Course, Spend 6 Hours a Day in Rigging

PLENTY OF DROPOUTS

Los Angeles, May 9. Los Angeles, sufficed with trick schools of all kinds, has a college that turns out about 40 acrobats yearly. There is no tuition fee, graduation takes two years and the curriculum embodies torn muscles, net bruises and hard work. School was founded by Jack Schaller and his father-in-law, Charles Vess. Former was for years Bel Thayer, a standard acrobatic act. Latter is a trainer.

About 60 youngsters take the bumps every year. Elimination by parental objection, cold feet and

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Parking Rules Attacked Over B'way's Plight

A 'Bring-Back-Broadway' movement is afoot among the Main Stem merchants, landlords and others who are complaining about the stringent traffic rules which allegedly are the cause for Broadway's backsliding. With the speeding up of the traffic situation, an immediate slack effect on the restaurants, storekeepers at al. was felt.

It is also contended the springing

(Continued on Page 51)

Drys Touring Amateurs In '10 Nights' Thru Minn.

Minneapolis, May 9.

As a means of fighting the wet, the Anti-Saloon League of Minnesota is organizing groups of Minnesota adolescents into casts to present 'Ten Nights in a Barroom' throughout the state. Companies will be headed by professionals and semi-pros, but the bulk of the players will comprise amateurs.

Troupes are being booked into nearly every small town in the state. The old temperance drama will be staged in a strictly serious vein, the performances to be under auspices of local churches or civic clubs.

Short Cruises Good Summer Break; Boats Will Use Around 600 Actors

\$10 'Mothers'

Four elderly legit character women, obtained through Equity by a New York agent, drew \$10 each last week for three days' work as a ballyhoo for Mother's Day.

The four women, in old-fashioned attire, posed at spinning wheels in stationery stores.

There are no less than 70 short cruises already scheduled for this summer by ocean lines which in other seasons would ply the Atlantic to foreign ports. All will carry professional entertainers as last season when there were 80 such trips to Bermuda, Halifax and anywhere.

Havana will be included as a destination by some boats this summer. These pleasure cruises range from four to nine days with rates 'way down. The steamship companies have adopted the idea because bookings for Europe indicate a drop of 60% from last summer, and that semester was far from normal for travel.

With musicians a part of each unit, the average number of persons aboard the boats for show purposes will average around 20 or 30 professionals under salary through the summer. A specialist in booking this type of work estimates that no less than 600 performers, not counting musicians, will be so occupied. One specification is that

(Continued on page 47)

LEGIT B. O. MEN SIGHT HINTS OF TURN

Some box office men are pointing to what may be an indication of improved business for legit shows. These attaches are not without standing in show business as a barometer through contact with people of average spending capability in further indication of a number of directions.

The B. O. boys first noted what they think may be a turning point about six weeks ago. It had been commented upon among themselves throughout the season that the average person grumbled at paying \$3 a ticket even for the hits.

(Continued on page 47)

Bermuda's Harlem

Bermuda is going to try a Harlem of its own. First step will be an outdoor theatre in what is known as the Middown section of the islands, heavily populated by Negroes. Bellef is that this may lead to cafes for the colored race in further invoking the Harlem-esque touch.

Depending largely on tourist trade, eventual intention may be to attract the white visitors the same as in uptown New York. New theatre opens May 23. Hall, who operates the Hamilton theatre, Bermuda, are arranging for colored stage attractions.

Skating Marathon

A roller skating marathon supercedes in New York the many dance marathons. First skate endurance contest is being put on in Van Cortlandt Park starting Sunday (15) with a prize of \$1,000 to the winner. Plans are for the endurance run to last six weeks.

Earle Van Horn, of the vaudeville skating team of Van Horn and Inez, and Elaine and Hopper, comedy team, are behind the derby.

Unions Marching For Show Biz in N. Y. Beer Parade

Representation of show business in Mayor Walker's New York beer parade Saturday (14) will mostly be confined to theatrical unions, all of which will take part in some manner or other. Individuals from the show field who feel like marching for the cause.

While suggestion was made that the film industry participate, invoking exhibitors and other branches, plus the appearance of stars, the film business will not take action. Attitude of the theatrical unions in backing the drive for beer is that visitors would thus be attracted to New York and hotels and theatres would be benefited. The I. A. T. S. E. is unofficially for the move, but leaves the matter strictly up to its local American Federation of Musicians through Local 802, will provide two bands and marchers, while the operators union, 366, will have a band of 50 and over 1,000 men in the parade. Operators are calling a special meeting to vote on the matter and set an appropriation to cover the expense.

While the Central Trades and Labor Council, over all unions in New York City, recommended participation, the Stagehands' Local, No. 1, did not have time to pass on the matter at its last meeting. No. 1 itself, says an official, is unfavorably for beer in the belief it would pop up show business, as is the general belief of all showmen.

Bickford, Hollywood's 'Bad Boy,' Talks Because He Has Opinions—And Cash

Hollywood, May 9. Charles Bickford, Hollywood's so-called 'Bad Boy,' says that as long as his garages, whaling ships, woman's wear shop and hog ranch return profits he's not worrying about what the producers think of him. He also states that if he ran, his various interests in the same manner as the producers run theirs, he probably would be willing or compelled to work for the producers.

Bickford recently had a contract handed him by Universal which called for three pictures. He didn't sign the ticket because, he claims, the studio refused to let him select the stories after they had promised to do so. Bickford isn't treated at Universal. He declares Universal treated him well enough and isn't to be blamed for wanting to select the stories, but, the actor says, he knows more about yards than the guy at Universal, who was going to do the selecting.

Talking Bickford has done plenty of talking in Hollywood. It is claimed that he talked himself out of Metro into his picture across the street. He's still talking, but now of producing his own pictures.

He figures that the pictures he makes will be successful. If they grow, then, Bickford says, the studios can laugh at him and he will admit that he's been gabbling through his hat for years.

Bickford is actually looking for stories. He knows that he knows more about Bickford and what he can do than any studio executive he's ever run across. His pictures, he claims, will be produced for a fraction of what a major studio would spend on a similar type feature, and he's not handicapped by relatives—which are his pet peeve. Frank Fay made an indie picture, too.

Long Cruise

Los Angeles, May 9. Mary Astor left here on her husband's yacht to cruise Hawaiian waters for six months.

Heading first for Tahiti, actress will make Honolulu late in the summer to provide an indie birthplace for her expected baby.

Lewis Selznick Collapses

Hollywood, May 9. Lewis J. Selznick, father of Dave and Myron, collapsed Saturday and was rushed to the hospital. His condition is serious though the nature of the illness is not reported.

FAIRBANKS DOCKS

San Francisco, May 9. Doug Fairbanks and entourage docked here Thursday (5) after a South Seas filming expedition. In the party were Maria Alba, William Farnum, Tom Geraghty, Edward Sutherland, Mrs. Allen Bauer, Walter Pidgeon and his Tabarin band. Up from Hollywood to meet the group were Mary Pickford, Gwynne Pickford, Mrs. E. P. Benson and Clarence Ericksen.

MAY ROBSON'S CONTRACT

Hollywood, May 9. Metro has given May Robson a term contract. Studio also obtains options on about 30 plays Miss Robson owns.

These scripts are suited to her Marie Dressier.

Freedman Drives East

Hollywood, May 9. Phil Freedman, Universal easterner who resigned, left here yesterday (8), by auto for a month's vacation in New York.

On his return he will make a new connection.

THE MORE YOU KNOW, THE FEWER YOUR COMPETITORS ARE.

MR. AND MRS. JACK NORWORTH

130 West 12th Street

NEW YORK

Newsreels Drop Speaks

Hays office is barring all interior views of speakies for newsreels. One reason given is that the picture business doesn't want to embarrass the prohibition administration. Officially, the Hays Production Code is held up as the barrier in this respect.

Explanation is that features, where the plot requires, can show speakeas and booze because they are essentially fiction. But a real speakeasy, and described as such, is out.

JOLSON'S 'WONDER BAR' AS FILM FOR SCHENCK

Hollywood, May 9. Al Jolson and United Artists are directing on a picture version of 'Wonder Bar.' Jolson show has been mentioned frequently as a screen possibility, but this time it looks like the two sides will get together.

Jolson to be in a personal contract with Schenck.

'Wonder Bar' would be produced after Jolson completes 'Hallelujah, I'm a Bum,' his first U.A. film.

William Anthony McGuire will be assigned to work on this picture. McGuire is under personal contract to Schenck.

COLUMNISTS' SHORTS

Sobol's 2 Series, Sholeky's 'Tin Types' and Kenny's Interviews

Frank Selznick and Louis Sobol, the N. Y. Journal columnist, are in more or less of a row over Sobol's new contract with Universal for a series of 18 shorts. 'Selznick may try to enjoin the columnist from doing the U series although these shorts are of a different nature.'

Selznick's deal with Sobol is for a Sidney Skoloff, the New York 'Daily News' tinsypter and columnist, may also do his 'Tintypes' as a series of shorts. 'There are a couple of deals pending for these, Marc Lachman, having negotiated the idea for interviews with his subjects, Skoloff to do the off-screen voicing. Depends on a microphone test the columnist is making this week, primarily for a radio contract. Otherwise somebody will ghost-voice for the shorts.'

Nick Kenny, N. Y. Mirror radio columnist, has a similar idea of shorts currently with Universal, but more or less straight interviewing.

Cooper Talks

Hollywood, May 9. Paramount has already encountered its first casting problem since announcing its new program. Lineup it concerns Gary Cooper balking at being included in the next Tallulah Bankhead picture.

Cooper is said to feel that while the script may be all right for Miss Bankhead it doesn't suit him, and he'd like another assignment.

CAMERALESS

Hollywood, May 9. Warners is dropping Helen Barclay after three months. She is the wife of McClelland Barclay, illustrator, and is known as the 'Fisher Girl.'

Warners never received assignment.

Arlene Ware on Coast

Hollywood, May 9. Arlene Ware (Ahlberg), from 'Valencia,' arrived this morning (Monday) to start serving on a Fox contract.

Not yet assigned a picture.

Newell's M-G Paper David Newell who has done some picture work on the Coast, goes to Metro.

He starts with a six months paper and options.



WILL MAHONEY Now Appearing at Grauman's Chinese Theatre, Hollywood, California

Jimmy Starr in the Los Angeles 'Herald Express' said, 'Blase and Jaded Hollywood was snapped bolt upright with the appearance of Will Mahoney. New's best show-stopper. Mahoney panicked 'em. He wowed 'em. The once dignified patron, valet and vaudeville, with sincere and unsurpassed delight at this marvellous comedian.'

Direction RALPH G. FARNUM 1560 Broadway

U Will Produce Best Ones First In Weeding Try

Universal City, May 9. Only the top half-dozen stories on Universal's 1932-33 list, in point of audience box office possibilities, will be produced during the summer in the hope of putting out a series of hit pictures as a starter for business in the fall.

It is the studio's idea to put off doubtful stories until later and eliminate them entirely if better substitutes can be found. This is in line with Hollywood's present feeling that if a story is weak it shouldn't be made.

Trim Story Dept. Oversized story department which Universal assembled to set all stories for 1932-33 in advance will be trimmed down. Nearly a dozen writers have left in recent weeks. Latest to go off the payroll are William McGrath, Dwight Taylor and Richard Carroll. Rest of the departments will also be whittled although not to the extent of the scenario department.

Difficulty of selling the \$35,000 to \$40,000 units in the whirlwind series of 10 has caused the abandoning of this cheap group. Only two were made, one being good enough to be sold on U's regular program. Henry Henigson, studio business manager, was to supervise the series.

Sherman's Radio Final

Hollywood, May 9. Lowell Sherman will be washed up at Radio following 'Truth About Radio' in which he is acting. (Sherman has been at the studio two years on an acting-directing contract.)

Jim Tully Due East

Jim Tully arrives in New York next Sunday (15) to gather material for a story on city life. He will remain east indefinitely.

SAILINGS

May 25 (Paris to New York), Walter Morosco, Martin Hermann, Fred Ullman (Leviathan).

May 21 (Naples to New York) W. R. Sheehan, Sol Wurtzel, Jack Stone (Saturnia).

May 21 (New York to London), Sam Eckman (Europa).

May 14 (London to New York), George Kann (Bremen).

May 12 (New York to Hamburg), Gibson Gowland, Z. J. Kaesue (Europa).

May 12 (New York to Madrid) Tom Kilpatrick (Europa).

May 11 (New York to Paris) Mr. and Mrs. John Byrnes (New York).

May 11 (New York to Berlin), Joseph Freedman (Europa).

May 6 (New York to Edinburgh), Richard Watts (Milwaukee).

May 4 (New York to New York), Maxellors (Paris).

May 4 (New York to Paris) Maurice Schwartz, R. S. Aldrich (Beren-garia).

Gruesome Route

Los Angeles, May 9. Accompanying police a corpse has helped at least a dozen stage players in recent months to have their fare paid back to New York. On shipment of bodies railroad men insist that some person must go along. By arrangement with Equity the railroads provide financially pressed actors who want to reach New York with two tickets, one for himself and one for the coffin. Recent instance was that of a player who accompanied body to Boston and then bought a ticket to New York.

ZUKOR-HERTZ SETTLE VON-DIETRICH ROW

Hollywood, May 9. Paramount's suspension of Josef Von Sternberg and Miss Dietrich has been rescinded, and the director is working on the script of 'Blonde Venus.' He is incorporating portions of his previous script, and that ordered by B. P. Schulberg which Von Sternberg and Dietrich originally refused to accept.

Amicable adjustment was brought about by Adolph Zukor and John Hertz, who took matter out of Schulberg's hands. Von Sternberg issued an edited statement that he still believes a director has the right to refuse material he considers unsuitable, but inasmuch as test of this right would consume many months it would be unfair to Miss Dietrich, who would meanwhile be kept off the screen.

NO HURRY

Chaplin Won't Start Film Work Until 1933

Hollywood, May 9. Charles Chaplin will probably last for the rest of 1932 and not start his next picture until 1933. Comedian has no stories set, although he has half kidding said he would do films based on the world's economic crisis.

Chaplin is due in Japan this week, where he will make arrangements for the release of 'City Lights' against Howard Hawks for \$4,000 to distribute 'Lights' in the Far East.

Actor is expected home within two months. Through his office here he has bought a half dozen Olympic Games tickets and a new motorboat.

Fox-Hawks Suits

Los Angeles, May 9. Fox Film Corp. has brought suit against Howard Hawks for \$4,000 balance on a \$5,000 note the director and his wife signed in December, 1928.

Suit is in Superior Court. Hawks has a claim against Fox in Federal Court for \$65,000 compensation on two pictures he had been contracted for and wasn't permitted to make.

SAUNDERS-KNAPP DROPPED

Hollywood, May 9. Metro is dropping Margaret Knapp, featured player, and John Monk Saunders, writer. Both had options but Metro is not exercising them. Each joined the studio last December.

MOORE-METRO ON BRINK

Hollywood, May 9. Colleen Moore and Metro were expected to sign this afternoon (Monday). First picture under a term contract will probably be with Wallace Beery in a Society story.

Diane Sinclair's First

Culver City, May 9. First film part for Diane Sinclair, stage ingenue, under her Metro contract is in 'Public Life,' featuring Lionel Barrymore.

Niles Asher will be the heavy.

Ingenue's Break

Hollywood, May 9. Gloria Shee, radio singer, is first of the ingenues recently imported by Warner Bros. to lead. She will be opposite Joe E. Brown in 'You Said a Mouthful,' Catalina Island swim yarn.

Sam Jaffe Goes Home

Sam Jaffe left for the Coast Tuesday (7). Paramount studio, exec was east on his annual visit.

Garbo Imitators Still Trying to Tag First Base

Hollywood, May 9. Trunk packing in Grete Garbo, who departs for Europe in a few weeks, brings out that none of the army of actresses brought here to ape her has succeeded in films. Marlene Dietrich, compared at first with Miss Garbo, came here from Germany and is adjudged to have had a screen personality of her own. Majority of the Garbo types who have been given buildups are now forgotten women. Several have had a doubtful success, a few are still uncertain, but most failed. Studios found it futile to attempt to copy a star as it is to copy a successful picture. This doesn't mean that they will stop trying.

Those Still In Ellsland Land is one of those brought here, presumably, by the Garbo theory, and is still in pictures. Tala Birell is another, Universal intending to give her every opportunity to 'pull up.' Will Andre, at Radio, and Sam Maritza, at Paramount, are now getting half-hearted ballooning. Margaret Knapp, Nora Gregor and Olga Techechova are others. Plenty more are on the way. Most were handicapped because of bad accents.

Tallulah Bankhead, successful before coming here, is not considered a Garbo type by Hollywood, although publicized in some places as such.

Miss Garbo will leave her stamp on Hollywood. Half the leading women in pictures have copied her style of hair, walk, stance and other characteristics.

Reason for Wellman's Realistic Fight Stuff Aired by Actors' Ire

Hollywood, May 9. Steaming up of actors about to participate in fight scenes, so that they will turn in realistic action, is arousing the ire of the participants. That usually emerges with bruises and bumps in the director's efforts to provide a better battle than that historic scene of all picture fights, 'The Spillars.'

Latest case where injuries were sustained was in 'Mud Lark,' at Warners, when George Brent and Lytle Talbot were both hurt by combat following their fistic argument. Director William Wellman has a reputation among actors regarding fight sequences. In this case both Brent and Talbot were newcomers and unaware of the situation.

Priming It is said that just before the take, Wellman often takes one of the participants aside and tells him that the other actor isn't a fighter and therefore mix it strongly to furnish a good scene. Then he goes to the opposite corner and whispers in the opponent's ear that he had better put up a good showing or else he'll be annihilated by his adversary. Both men go at it in a manner, highly satisfactory to the director, but both hard on their own pangs and bodies.

Suit Over 'Valiant'

Jack Larric, actor, is suing Fox Films, Holworthy Hall and Robert Middlemass in New York for \$50,000, claiming infringement on a one-act play he wrote called 'The Desert Rider.' The play is represented by Edward Clarke of O'Brien, Malinsky & Driscoll.

Claim against Hall and Middlemass is that the picture, inspired by them, titled 'The Valiant,' infringed on Larric's work. 'Valiant' was released by Fox in 1929 under that name.

Latest use of the Hall-Middlemass script is by Bert Lytell in a repeat vaude tour with the sketch.

CLOSE CAREW'S CASE

Dallas, May 9. Marking the end of a lengthy siege of legal entanglements, city dads decide Edwin Carew's local garbage disposal plant is a dead issue.

Which looks like wings for the investment handled through the Biltmore Conservation Co., Los Angeles.

Dark Picture of Industry By Kent Jolts Hollywood, But Cynics Remain Skeptical

Hollywood, May 9.

Cynical element in Hollywood agrees with the general thought that Sid Kent's speech before the Academy was just what Hollywood needed, but they doubt that it will do any good. The pessimists feel you have to take Hollywood as it stands.

Exhibitors around here liked Kent's speech. So did most of the studio execs who apparently expressed in private about the same sort of thing they gave out officially. Indeed, the whole thing hooked up with the alarm, expressed through the Academy, that Hollywood had to be made to realize that there was a depression, and that pictures weren't expected or sacrosanct.

Fireworks

Kent may have awakened Hollywood out of its trance. His speech was traditional, proven by the turnaway mob that gathered at the Beverly-Wilshire to hear. They went expecting fireworks. They got what they expected. Kent's speech was a traditional, proven by the turnaway mob that gathered at the Beverly-Wilshire to hear. They went expecting fireworks. They got what they expected.

Reaffirming his faith in possibly a modified form of block booking, Kent expressed as his opinion that the industry was talking itself and the public to extinction. Dialog was the villain and action the hero, who would eventually gallop to the rescue. Deadly sameness, standardization, lack of scope for the spectators to extinction. Dialog was the villain and action the hero, who would eventually gallop to the rescue.

Although pictures are suffering and would suffer further, although expense must be ruthlessly slashed, Kent submitted as casual for cheerfulness the fact that the industry had one cardinal advantage presently lacking in other businesses. There was a demand, unfulfilled, for good product. Worthy pictures can get money today whereas in many lines of commerce nobody beats a path to the forest home of the finest mousetrap-maker. The picture will still win the terms appeal to talent.

Punch Line

That the industry wasn't cutting expenses fast enough, to meet dropping houses was the punch line of the symposium which, besides Kent, included Jack Warner, Cecil DeMille and M. A. Lightman. Contradicting himself to show up, Kent said he thought that Hollywood needed to digest and adjust itself. For it meant that sooner or later every one, directly or indirectly, would feel the truth and the reality of the situation including executives.

After this Beverly-Wilshire meeting Hollywood at least got the idea that the calamity-however serious simply despicable. Nobody thought for an instant that Kent was kidding.

Still the pessimists aren't convinced because they say, Hollywood invariably double crosses what would be good for it.

THAU'S SCOUTING TRIP

Taking Camera Men Abroad, for Metro Tests—Gone 6 Months

Hollywood, May 9. Benny Thau is not leaving the Metro organization but is going abroad for that company and may be gone six months. Thau will take over his casting duties at the studio while he is away.

Thau left here for New York last night (Sunday) with Felix Point, Jr., son of Metro's distributor, who will accompany him abroad. Purpose of Thau's trip is a talent and material search. He will take Tolbin and six picture contracts. The tests he makes on the other side.

Last of Its Line

Declaration that it will be the last of the gangster pictures is getting 'Scarface' by in censor states which at first banned the Hughes-UFA picture.

Industry officials reveal this in declaring that showing the feature can in no way establish a precedent which would witness a return of the unword film cycle.

L. A. NOW LISTS 355 THEATRES NON-UNION

According to records of the I. A. T. S. E., the total of non-union theatres in the United States and Canada has grown to 355 during the past year. This number is in the I. A. T. S. E. list as 'unfair to organized labor'.

Climb to 355 theatres, ascribed more to the inability of theatre operators to gain needed reductions than to other factors. While chains and indies have secured relief in many spots, in a number of others no compromise has been reached. This has caused these houses to non-union help, with the I. A. T. S. E. road calls resulting.

Figure given does not include houses which may be under picketing at present in the hope by local unions that a settlement can be obtained. But major chains as well as indies are included.

Of the theatres not employing union help of any kind Ohio leads with 34, and New York is second with 33. States and their non-union theatres, according to the I. A. T. S. E. ledger, are as follows: Alabama, 2; Arkansas, 7; California, 5; Connecticut, 7; District of Columbia, 1; Florida, 2; Idaho, 4; Illinois, 5; Indiana, 18; Iowa, 3; Kansas, 15; Kentucky, 7; Louisiana, 3; Maryland, 1; Massachusetts, 18; Michigan, 16; Minnesota, 1; Mississippi, 1; Missouri, 3; Nebraska, 3; Nevada, 2; New Jersey, 12; New York, 33; North Carolina, 10; Ohio, 34; Oklahoma, 3; Oregon, 4; Pennsylvania, 24; Rhode Island, 1; South Carolina, 1; Tennessee, 3; Texas, 29; Virginia, 11; Washington, 4; West Virginia, 18; Wisconsin, 7; and Canada, 15.

BRANDT'S INDIE DEAL WITH GOLDBERG PUZZLE

Hollywood, May 9. Although Joe Brandt was believed to be leaving Columbia as sales manager when both were with that company, they are puzzling friends by having apparently joined as partners in an indie deal.

The two Joes will finance other producers up to 50% for pictures to be released by Educational.

Benny Zlotman is the first producer when Warner was in charge the pair, and for four features Brandt-Goldberg are also in conference with E. W. Hammons of Educational on taking over feature production for Educational, which includes Sonaract product and possibly Tiffany's Ken Maynard Westerns.

COWAN VISITS WANGER

Hollywood, May 9. James Cowan is here visiting Walter Wanger. Cowan was formerly business manager of the Paramount Astoria when Wanger was in charge. Latter is now with Columbia.

6 FOR GENEVIEVE

Hollywood, May 9. Columbia has given Genevieve Tobin a six picture contract. Stars after 'Hollywood Speaks'.

RADIO'S 12 FROM INDIES MOSTLY AT \$100,000

Hollywood, May 9. Radio's independent product will ostensibly consist of four each from Larry Darmour, T. G. Badin and J. I. Schnitzer. All the product, under the agreements, is to be made at Pathe studios.

Details of independent deals are to be set by B. B. Kahane, Radio president, who remains here until May 13. By that time initial stories for the three outside producers will have been chosen.

Under the Radio-Indie deal no specific maximum of production cost is set with an elastic arrangement depending on the story to be made and the particular star. Am, however, is for pictures costing around \$100,000.

Unlike the Paramount indie plan, Radio does not enter into the preliminary financing of its outside product, but agrees to pay half the negative cost on delivery of the film. After a percentage deduction for distribution and exploitation, the producer and Radio start splitting 50-50 on rental income.

In its contracts with these three independents, Radio reserves the right of cancellation if the first two pictures do not come up to specifications.

J. I. Schnitzer's first for Radio will be 'The Great American Swindle'.

Story by Arthur Hoerl and A. Newton Plummer, was sold to Schnitzer by William Morris.

Goldstone Turns Over 31 Producer Accounts to RCA

Along with the sweeping changes in its recording policy, RCA Photophone yesterday (Monday) delivered 31 independent producer accounts, or what Phil Goldstone, representing the indies, termed the entire independent production end-up of the east-west exception of one Monogram, which he said is also virtually set to join.

Deal between Goldstone and Photophone executives was closed yesterday (Monday). Goldstone predicts his new RCA argument will sound the death knell of all bootleg recording equipment.

Five of the 31 producers concerned have agreed to shelve their bootleg wire.

Propaganda which Photophones has been spread among indie producers and exhibitors, and which threatened to involve major companies with Western Electric over a distribution situation, is ended with Photophone's action.

Western Electric is not setting up a finance organization similar to Photophones, according to Goldstone, who revealed that Tiffany, Mack Bennett, Guy Rogers and others reported to be going over with WE are staying with RCA.

Goldstone states that all major licensees of Western Electric have agreed to include in their national distribution such product as may be made by independents, or associate producers, on the RCA system.

Studies which will be completely equipped with Photophone wire are listed by Goldstone to include Darmour, Arthur, Charlie, Pathe, Tiffany and Sennett.

Finance arrangement with the independents under the Photophone-Goldstone plan is 3% of the negative cost of each picture with royalties extending from a minimum of \$150 to a maximum of \$500, according to footage released.

Theatre Men Testify

In Bluenose Case

Theatre executives testified before the New York Grand Jury yesterday (Monday) in the case of the Long Day Alliance collector, who under paid a charge of attempted extortion.

Charles O'Reilly, head of the Theatre Owners Chamber of Commerce, and the collector, Cornelius McNulty, to accept \$100 in marked bills, with four detectives in the next room operating a dictograph, was among the witnesses called by the district attorney's office.

2 'Exclusive' Distrib Plans Up; M-G Tries Its Idea, 2d Waits on Kent

For Posterity

One hundred years from now film biographers will be able to turn to a theatre chain's house organ for 'research.' 'Public Opinion' will be made available at the New York Public Library, which requested that it get the P-P oracle.

Public okayed the idea when it was explained that its 'Opinion' would not be available to the public for 100 years. It is the only house organ on the library list.

Outcome of 'exclusive run' tests, the first to be made, have about sold Metro-Goldwyn-Mayer on incorporating this plan into its 1933 sales policy. Nick Schenck, MGM's president, is reported to have made this announcement to film heads. His story of the experiments so far staged is expected to have surprised most of his listeners.

In a Wilmington, Del. theatre, two miles from the box-office district and near to a cemetery, Schenck is credited with saying that the 'exclusive' exploitation got Metro many times the amount it has been averaging from other houses in that town. Picture tried in Wilmington was 'Tarzan.' It played two weeks in the out-of-territory house which Metro is credited with purchasing for approximately \$55,000. Metro charged off \$4,000 to rental, and the theatre netted for its credit another \$3,000 on the run.

In Georgia, Too

Going into the theatre situation elsewhere, Metro has also found that with one first run in Atlanta, Ga., it can make more than in all of that city's 21 theatres.

By backing an additional \$1,000 on the first run in that town, or raising the figure from \$2,000 to \$3,000, Metro finds additional economy in time as well as wear and tear, on price paid by M-G, necessitated by the subsequent positions.

Metro's 'one theatre only' policy for the cream of its product results in these special territorial houses to double their playing time of each picture so booked. Metropolitan centers, like New York and Chicago, on price paid by M-G into zones. This means that one theatre in a zone will be named 'exclusive' and have the right to advertise 'here only.'

Another release plan is being mulled by the major companies and on which some are already reported to be working. When Kent arrives east it is likely his advice will be sought and that nothing will be done on the idea until Kent has rendered an opinion.

What happens to the subsequent spots in the same territories is left to conjecture. When Kent arrives east it is likely his advice will be sought and that nothing will be done on the idea until Kent has rendered an opinion. The picture of film booking contract on such a basis, the first run obtaining an individual and full company release will pretty much be the end of the matter. No advice for admission with no competition. That's the handle that's expected to hit favor with the first runs. But comes in on the subsequent picture. The picture is precluded from obtaining anything but indie films.

Show Jurors 'Mouthpiece' In Ruth Fallon's Suit

Syracuse, May 9. With two days required for the selection of the police court jury of six which is hearing the case, it was indicated today (Monday) that testimony in the case of Perry Spencer, charged with the murder of a trial for alleged criminal libel, would not close until this Wednesday. Spencer was arrested recently on a warrant sworn out by Judge Onondaga court house. The opening of 'The Mouthpiece' at the Strand.

Miss Fallon charges that the picture criminally libeled her late father, Attorney William J. Fallon of New York City.

Widespread interest in the action, closely watched by film interests, resulted in a transfer of the trial from the police court quarters to Onondaga court house. Judge Leo Yehle is presiding. Hentched exchanges by counsel have been frequent. Morning session of the trial today (Monday) was held in part at the theatre where the seized film was projected for the jurors.

Pollard Gets Another

Hollywood, May 9. As a result of his work on 'When a Fella Needs a Friend,' Harry Pollard has been offered another picture to direct by Metro.

ZANUCK OPINES NO AVERAGE FILM COST

Before sailing for Europe last week Darryl Zanuck, Warner production executive, declared as futile any attempt to appropriate a specific sum of money for a single film feature and expect the picture to break even within such financial bounds.

Overhead for every production is different. There is no such thing as average cost, said Zanuck in describing previous compilations of statistics on Hollywood's reduced expenses.

Zanuck plans to include most of the statistics on his trip which will get him back to New York about mid-June.

COLUMBIA'S MUSICAL

Hollywood, May 9. Columbia is planning one musical for next season which it will label 'Okay, America.'

The title drew a squawk from Walter Winchell, who said it would go through under that name.

AGENTS FEAR RAN SPREAD

OPPOSE U.A. DISTRIB PLAN

Opposition in producer-distributor quarters, as well as among independent exhibitors, is being expressed against United Artists' intention to classify theatres and produce in a new distribution set-up.

Opposed producer representative attitude is that 'the industry should never surrender the present system of distribution that permits the best to be shown everywhere. Major company attaches are definitely against what they describe as 'a split-up of good and bad product.' Exhibitor leaders take the stand that the U. A. proposition is 'the biggest monopoly ever attempted.' Producer representatives, however, say that the plan contains nothing of an illegal nature and that distributors, from the standpoint of the law, can rent pictures as they choose.

A Reaction
One first line company executive reacted as follows: 'Now comes the proposition to send the best of the pictures to the big cities and theatres, and those charging the highest prices, using the mediocre product for the remote spots and poorer theatres. The great thing about pictures is that since the inception of the industry the smallest theatre could eventually and generally within a reasonably short time, show the patrons the identical production that patrons in the big theatres of the metropolitan cities have seen.'

GRAUMAN EAST TO SCAN ROXY OFFER

Sid Grauman is on his way from the Coast at the request of Richard Hoyt, of Hayden, Stone Co., bankers, to look over the Roxy situation with the possibility that he may become managing director of the house. Spyros Skouras is accompanying Grauman east.

If Grauman accepts the post, however, he will not assume management until September.

Grauman has an offer of a salary plus a percentage. Prior reports had the Coast showman demanding a straight salary of around \$250,000 weekly.

Grauman's coming to New York pretexts that the financial exigencies of the Roxy are due for an early settlement. Another board meeting is scheduled for the Roxy this week when all matters may be cleared. Sitting in on Roxy affairs is John Dillon, associate of Richard Hoyt, and also a member of the Hayden, Stone firm. Hoyt will possibly have any financial reorganization plans to be undertaken.

SHEEHAN-WURTZEL SAIL

From Naples May 21—Possibly after Lillian Harvey for Fox

Berlin, May 9.
W. R. Sheehan and Sol Wurtzel are booked to sail for New York from Naples May 21.

The two Fox studio executives are looking around and may possibly be dickered to secure Lillian Harvey, Ufa star.

Meanwhile, Sheehan and Wurtzel are keeping in touch with S. S. Kent, back home, by cable. Both are due back at the studio early next month.

McCarthy's New Post

Hollywood, May 9.
Charlie McCarthy, who has been director of publicity for Paramount, is now advertising director for the Western division, his former title being abolished.

Not known how this move will affect the position of Frank Whitbeck who was brought over from Universal to take a press department in the studio.

Bankers' Analysis

That the present condition of the film industry will lead to an ultimately curtailed and controlled field by financial interests remains the firm analysis of film bankers. The picture business, they hold, is passing through a crystallizing process. When matters smooth out the financial men look for only two major companies, or maybe three. Those who see it this way hold it as pre-destined.

Analysis, as rendered by the money end, points to further mergers and combinations as necessary to attain financial stability. Under the major combines a series of independent and minor companies could be assembled, the bigger firms to act as patrons of the smaller outfits.

This decision is the same as held by picture financial men for more than a year. The fact that these ideas have not altered materially may indicate the steadfast resolution of the money men toward this attainment.

Trademark Test On 25 Cos. Lists Paramount 18th

In a national survey on the familiarity of selected trade marks, of which 25 representing all industries were used, Paramount's star circled mountain was 18th on the list. Newell-Emmett, advertising agency, made the survey but did not enter any other picture company in the test.

Reproductions of the trade marks, pertaining to everything from cleaning powder to automobiles, were submitted to 2,238 men and women in various parts of the U. S. who were to write the name of the concern under the label.

Of those who identified the Paramount mark, the agency reports around 36% were women.

RKO MAKES OFFER TO TURN BACK INTERSTATE

RKO is reported to have offered to turn back the Interstate Circuit to Karl Hobbeltzelle, from whom it took the Texas string two years ago. A 10% reduction in rent on the theatres was arranged for recently.

Hobbeltzelle and Charles Koerner, RKO's southern division manager, are expected to meet Harold Franklin, KAO theatre owner in Chicago early next week upon his return from a Coast trip. The Interstate deal will be discussed there.

Kent Coming East

Hollywood, May 9.
S. R. Kent leaves here tonight (Monday) or tomorrow for New York. He is trying to make it tonight.

The new Fox president goes east to be present at the Fox convention May 14-16, shortly after which he will return here again. Kent's next trip west is expected to take place in mid-June with the length of his stay placed at from four to six weeks.

Murdock East

Hollywood, May 9.
J. J. Murdock went east Saturday (7) but will return in about four weeks. His family will remain here and may spend the summer here instead of in Westchester, their usual summer home.

OFFER STUDIOS A COMPROMISE

Will Help Cut Actors' Salaries If Allowed to Sit on Film Casting—Comm. Makes Overtures to Metro, Fair and Radio—Dave Selznick and Loeb Invite Producers to Confer with Agents

WB ADAMANT

Hollywood, May 9.
An agents' committee, headed by Joyce and Selznick, is endeavoring to establish an entente cordiale with Metro, Paramount and Radio to effect the moral effect of Warner Brothers' barring from that lot of the Joyce and Selznick firm following salary blowups.

Agents' fear is that other studios will be stampeded into drastic reeling against the studios during the period of readjustment now in vogue.

Agents are making the proposition that they will help the studios draft players' salaries on the stipulation that they be admitted to casting conferences and guaranteed the payment of their commissions. Dave Selznick, Radio studio head and brother of the Selznick of Joyce and Selznick, and Edwin Loeb, attorney and Coast Hays attaché, have invited Joe Schenck and Irving Thalberg to form a producers' committee with them to deal with the Artists' Managers' Association, of which Frank Joyce is president.

Warners' Stand

Meanwhile, Warners announces that the Joyce-Selznick firm is permanently barred as the studio represents the agency's price raising tactics and does not desire to maintain any business relations with that office. Statement goes on to say that writers, directors or actors who are clients of the barred agency must transmit any business with Warners as unconnected with that office. Statement goes on to say that writers, directors or actors who are clients of the barred agency must transmit any business with Warners as unconnected with that office.

Warners will continue to recognize other agents than Joyce Selznick, Frank Dunlap, Al Rosen and Phil Berg, who have also been barred from the Burbank studio.

Threaten Suit

Increasing further the feud between Warners and the Joyce & Selznick agency, latter firm is threatening a \$100,000 damages action against WB because of that studio's failure to use Bebe Daniels in two pictures called for by June 1.

Miss Daniels, a J-S client, has rejected stories submitted to her by Warners as unsuited to her star rating. Story matter is the chief bone of contention.

Warners is continuing its campaign to slice salaries of high priced stars now under contract. Latest to be approached to shrink their weekly pay check are Ruth Chatterton, Kay Francis and William Powell.

This trio comprised the group acquired by Warners in its raid on the Paramount forces last year with the trio acquired by Selznick & Joyce.

Lawyers as Agents

Lawyers are also not escaping some of the criticism leveled against agents by the franker studios, notably Warners-First National. It is contended by persons in the know that the barristers aren't superior to steaming up actors against the actor's best interests.

It is also intimated that the lawyers give one interpretation of standard contracts when the client is an actor and another when the retaining fee comes from an agency. Numerous actor-agent suits in the

William Fox and Zukor Talking Over Possible Paramount Buy

'33 Rental Relief

The major circuits are looking to '33 for certain theatre rental relief. Angle is that a bulk of the options on theatre leases will then come up for consideration. Means that overhead in many instances will be cut or, at least, adjusted.

Much of the industry's theatre expansion took place during 1931 and '29. In the majority of cases the circuits tied up theatre and property on long term leases, broken up by option clauses.

The long termers, however, mainly run for five years to the first option. Hence, the '29 leases will be due for discontinuance or renewal next year.

Frisco Uncovers Theatre Boycott By Gov't Help

San Francisco, May 9.

A boycott on Warner, Paramount, Fox, and RKO theatres by federal government employees and certain commercial firms has been discovered. Move is believed to have been secretly organizing as a result of the chains participating in a campaign against the sales tax in favor of government economic hitting Federal employee envelopes.

Boycott came to light among the employees along the docks, with circulars passed from hand to hand. The department of Justice is investigating.

It is claimed that postmen, while delivering federal mail, also have handed out letters asking citizens to stay away from the prescribed theatres and commercial outfits. Regarding any petition to the government to cut federal wages all business groups concerned deny making such a request.

RKO AFTER OUTSIDE FILMS FOR NEW HOUSE

Hollywood, May 9.

While H. B. Franklin, Joe Plunkett and Phil Heisman are here for RKO they will scout around for outside film product for Radio City's new Roxy theatre in New York. The development of the Roxy picture house which is expected to open late in the fall or early winter.

Inference is that RKO will not be solely dependent upon the Radio studio turning out feature pictures for the theatre which will become the circuit's ace screen site in Manhattan, and make the Mayfair, on Broadway, a second run display spot.

Last six months have added little to the prestige of the involved legal fight.

Barristers scuff up the agents' fur on still another point which, being closer to the financial nerve, causes even more twinges. Artists Managers' Association, the agents' organization, is pondering retaliatory measures against lawyers who perform the function of agent. Lawyers make their deals and bringings through social contacts. Most of them are great entertainers.

Agents are hinting that they will see the State Bar Commission as the lawyers aren't licensed as employment agencies.

It is said that Adolph Zukor and William Fox have been discussing acquisition of control of Paramount-Public by the founder of the company which still bears his name. Fox is still on the Coast although due to have returned east for the past fortnight.

Belief is that it would take between \$15,000,000 and \$20,000,000 for William Fox to swing such a deal as besides purchase of Zukor's holdings he would also have to buy out the interest of John Hertz in the company in order to assume the balance of directorial power.

Although the reports mention nothing definite beyond the possibility of Fox's returning to the picture business via Paramount, the subject is authoritatively said to have been broached between Zukor and Fox which would jibe with the rumors of Fox's inclination to get back in harness. A mitigating factor, is a statement credited to Fox in which he once told friends that he got out of the business when it was at its crest and would never actively return to it. In lieu of the present move in the industry this declaration could be assigned added weight.

Zukor's Stock

But should Fox have changed his mind and be seriously considering assumption of Paramount-Public control, it is possible that he might assemble a group to financially aid him in such an undertaking.

Zukor is understood to currently hold around 400,000 shares of Paramount stock, of which 200,000 are presently owned by Paramount. He said that Paramount's president, under a supposed agreement with Hertz, would sell this stock to the latter for a specified figure. Whether the same price would also hold if the Fox proposition should get beyond a preliminary stage is not known.

Bill Fox sold out his holdings and directorship of Fox Films three years ago to Harley L. Clarke for \$15,000,000 and \$3,000,000 in notes in addition to which he has been drawing \$500,000 annually from the Fox company on a five year agreement to round out the sale figure of something over \$20,000,000.

Fox's annual fee of \$500,000 is being paid off monthly and he was acting as chairman of the company's advisory counsel, which group is non-partisan. Fox personally continues to draw his installments.

Santa Barbara, May 9.
Scheduled to go east for the past two Saturdays, William Fox is still in town and does not expect to get away until about May 23.

Though residing here Fox has been driving daily into Los Angeles.

Fox Concerned Over 'Cavalcade' and \$800,000

Hollywood, May 9.

Fox studio is said to be somewhat concerned over the prospect of making 'Cavalcade.' This is the Noel Coward spectacle produced in London by C. B. Cochran. A little research work has revealed to officials that it will cost around \$800,000 to make the picture, hence the furrowed brows.

'Cavalcade' is understood to have been suggested for Fox purchase by Mrs. E. R. Tinker, with the recent president of that company having closed the deal.

Katz-Cohen Linger

Sam Katz and Emanuel Cohen are still lingering in the East, not leaving town, until May 13 or later.

Other Paramount Public executives who are attending the convention in L. A. are due back in New York, Thursday (12).

April Tough Month for Films; N. Y., Chi and L. A. 32% Under April, '31, and 46% Behind '30

Picture box offices cracked in April. While companies were re-vising personnel and setups, production first runs in the three principal keys, New York, Chicago and Los Angeles, fell 32.6% below April of 1931, and 5.3% under March of this year, according to estimate.

Figures are much lower than last year's seasonal monthly decline of less than 1% as between April and March, and more than double the drop of 14% between April of 1931 and 1930.

The April decline may mark the sharpest drop ever known in the business. Besides general conditions the pictures had to go up against the first spring weather of the year, always a b. o. sock, besides which there is always the quality of product to be considered.

L. A. News Gain
Of the three keys only Los Angeles showed an increase for April over March, this year, and by 16.4%. Both New York and Chicago tumbled and between them lost four more weeks in as many theatres the week of April 16. That week was the worst of the poorest month so far this year. The houses concerned were the Capitol and Mayfair, N. Y., and the Chicago and State-Lake in Chi.

An idea of the general big city pace may be had from the Roxy in New York. This house has a record week of \$173,000 to its credit, yet only did around \$180,000 for the entire month of April.

The estimated total gross of the three major keys for April this year, is \$1,422,000 against \$1,502,000 in March, and \$2,110,200 for April a year ago. The estimated decline of each key for last month as against April, 1931, is New York, 31%; Chicago, 24.2%; and Los Angeles, 26.2%.

Globe theatre grosses, estimated as \$61,500 for April, 1931, are included in the New York total for that period, but not in 1932 as the house went legit last fall. Theatre formerly was leased by RKO.

Swanson's Picture

United Artists announces Gloria Swanson will make a picture in Europe to be released through U. A.

Rowland V. Lee will direct. It is his story, titled "Perfect Understanding". Picture will be made in the RCA studios in England.

Queen Kelly, Gloria Swanson's \$80,000 tribulation, will shortly go on release for all foreign countries in a revamped sound version, with titles to suit the territories where sold. United Artists, who will distribute, will not release the picture in the States.

Kelly was originally financed by Joseph P. Kennedy. Miss Swanson is supposed to have handily taken the film out of Kennedy's hands, and through the foreign distribution hopes to recoup.

LEEVE STILL IN N. Y.

M. C. Levee will remain in New York another week or longer, in connection with his Screen Guild project.

He is east both on financial and production matters.

L. A. to N. Y.

Mike Connolly, Felix Feist, Jr., Phil Freedman, Gibson Gowland, Sid Grauman, V. J. Kagle, S. R. Kent, Tom Kilpatrick, Edmund Lowe, Victor McLaglen, Bob O'Donnell, Henry Thau, John G. Wray, J. J. Murdock, Spyros Skouras.

N. Y. to L. A.

C. L. Brookheim, Buddy Fisher, Arman Kaliz, Berta Moreno, Fred McIsaac, Rest Frohman, Nat Dorfman.

Expect 'Eskimo' Unit to Be Gone Almost Year

Hollywood, May 9.
Metro is going on the nut for \$75,000 worth of supplies to be taken north before turning a crank on 'Eskimo'. Most of the stuff for the Arctic picture has been purchased in Seattle by studio agents.

Company, which will be headed by W. S. Van Dyke as director, will leave Seattle for Point Barrow, Alaskan port, from which the trek will be made to the ice locations. Expected that the unit will be gone nearly a year.

Religious Ass'n Seeks Release for Biblical Pix; \$150,000 for 1st

Hollywood, May 9.
Effort is being made by the Association of Religious Arts and Sciences to make a series of strictly religious pictures for theatre release. Group claims to have \$150,000 subscribed for the first, which will be based on the life of David. Mellon Anderson, representing the association, is here endeavoring to get a major company to agree to distribution. Bringing church-goers to theatres is his salespoint.

Sidney Olcott has been approached to direct the first one, if a release is guaranteed. Society is also figuring on old sets at Pathe used for 'King of Kings'.

Finances for the pictures are reported to have been subscribed here and in the east with Mayor Porter of L. A. on the board of directors. President of the association is Rev. W. E. Dykinger, of a local Lutheran church.

U's Two Meets

Chicago, May 9.
Universal held its annual sales convention at the Drake hotel this year, session going on for two days. Carl Laemmle, Sr., came on from the Coast, with Junior expected but unable to leave his production duties.

According to Laemmle, per. U. contemplates a budget of around \$18,000,000 for the current year's product. Included will be 26 features, five serials, 22 two-reelers, 52 cartoons and the 184 issues of the U newreel.

San Francisco, May 9.
Universal staged its western sales meeting here last week with Carl Laemmle, Sr., heading the list of visiting execs. Included in the group were the following managers:

L. J. Schaller, general sales; E. T. Commercial, western division; Bill Heinemann, district; L. J. McGinley, Seattle; A. O'Keefe, Portland; C. R. Coleman, Los Angeles; Barney Rose, Denver; Jack Rue, Salt Lake, and Kenneth Hodgkinson, San Francisco.

RCA Keeping Its N. Y. Studio Open

Reporting an unforeseen split in recording business in Manhattan, RCA Photophone has decided to keep open its studio on Fifth Avenue.

Photophone executives report that the work is chiefly dubbing sound into silent prints, but that in quantity it easily amounts to twice that of last year.

Zehner Leaves U

Hollywood, May 9.
After 13 years with Universal, Harry Zehner, assistant to Carl Laemmle, Jr., resigned Saturday (7).

He goes with Joe E. Brown as personal business manager.

1st Runs on Broadway

(Subject to Change)

Week May 13

Paramount—'Spinners in the Sun' (Par).
Fox—'No Greater Love' (Fox).
Capitol—'When a Feller Needs a Friend' (Metro).
Rivoli—'Congress Dances' (UA) (11).
Strand—'The Rich Are Always With Us' (WB).
Winter Garden—'Mouthpiece' (WB) (4th week).
Mayfair—'State's Attorney' (RKO) (2nd week).
Rialto—'Strange Case of Clara Deane' (Par) (2nd week).

Week May 20

Paramount—'Reserved for Ladies' (Par).
Capitol—'As You Desire Me' (Metro).
Rivoli—'Congress Dances' (UA) (2nd week).
Strand—'Street of Women' (WB).
Winter Garden—'Two Seconds' (WB) (18).
Rialto—'Frankie' (Metro) (18).

\$2 Pictures

'Grand Hotel' (Metro) (As- tor) (5th week).

Foreign Films

'Liebeskomet' (Super-film) (German) (Europa) (3rd week).
'Treppe' (Harmonie) (German) (Little Carnegie) (2nd week).
'Tu Seras Duchesse' (Par) (French) (2nd week) (5th Ave).
'Siberian Patrol' (Amkino) (Russian) (Cameo) (13).
'City of Song' (German) (Hindenberg) (9).

H. B. Franklin Sticking to Theatre Matters on Coast

Hollywood, May 9.
Harold Franklin, while in town with an RKO party, including Joe Plunkett, Homer Gill, Phil Reisman and Bob Sisk, is expected to confine himself to theatre matters and conferring with Cliff Wray, Pacific Coast division director, regarding future policy of the Coast houses.

Not expected locally that Franklin will take any active part in the RKO studio, and it's not unlikely that he will keep away entirely from Gower street. At the time of his last visit to the studio Dave Selznick, production head, and Franklin had a bad row.

It's not clear yet just how the contemplated Radio unit system at the Pathe studios will line up on jurisdiction. Phil Ryan is in charge of the Pathe lot. B. B. Kahane, new Radio Pictures president, is expected to appoint someone as in charge of the indie program.

Kahane will probably return to New York Wednesday (11) along with Franklin, Plunkett, Reisman and Gill. Bob Sisk may stay on till Friday (13).

Waterson Rothacker has accepted a \$35,000 settlement of his Radio contract.

'Tarzan' Stars Repeat

Hollywood, May 9.
Metro again is sending Johnny Weissmuller and Maureen O'Sullivan in a 'Tarzan' sequel.

Story is being written on order by Edgar Rice Burroughs, author of the jungle hero series.

Bankrott Fights Cut

Los Angeles, May 9.
'The Challenger', which George Bankrott is making currently, may be his last film. Bankrott, who has a salary argument now on is settled. Bankrott refuses to accept cut from \$80,000 to \$50,000 for picture.

AYRES' SPANISH STORY

Hollywood, May 9.
Universal has bought Tom Kilpatrick's 'Men Without Law' Ayres and has commissioned the author to go to Spain to supervise the bullfight sequences.

Kilpatrick left here Saturday (7) for New York and will sail on the Europa May 12. He will first go to Paris to pick up a cameraman.

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.

Par Leaning Toward Multiple Name Casts On Its New Program

Los Angeles, May 9.
Emanuel Lebowitz outlined to the delegates here at the Paramount convention the policy of that company for the coming year on pictures.

Cohen implied that so-called arty features and films with an appeal only to a minority will be passed up and promised that no product would be forthcoming from Paramount that did not have strong elements of showmanship. He urged the introduction of a speedier method of finding and procuring material from books and the stage.

George J. Schafer, general sales manager, stated that despite Paramount's saving of \$1,000,000 through retrenchment during the past year, further economies must be practiced.

Flood of Names

An abundance of names for all picture on the 1932-33 program will be the Paramount policy in an effort to stir up the boxoffice, it was indicated. At least one film will be made with a multiplicity of names. This will be 'Song of the Eagle', giving an episodic historical drama of the United States.

Announcement was also made to delegates that George M. Cohan will make his first picture under the Paramount banner. Cohan will work on the script of and play the leading part in 'Phantom President', musical kidding Washington and politicians.

No set number of features will be made, but the total will include 11 from independents, eight by Charles R. Rogers and three from Larry Darmour.

Delegates were told that Josef von Sternberg and Marlene Dietrich would make three this year. They are 'Blonde Venus', which caused the walkout, 'Deep Night' and 'From the Hip'. Also came 36 two-reelers and 101 one-reelers will be produced.

Foreign Plans

Making of foreign language pictures in Europe has not been profitable, according to J. H. Seldelman, head of the foreign department, who spoke at the initial session. There were only a few exceptions to this. During the coming year, only 15 films will be made at Joinville, France, for the markets of that language and 12 English pictures, to be produced by independents in London, will meet the quota required of that country.

Only direct shot foreign to be made will be the Chevalier films. Seldelman said that over 75% of Paramount's Hollywood product was acceptable for superimposed titles.

John W. Hicks, of Australia, was appointed head of foreign distribution of pictures in English speaking countries, with New York as headquarters. Some personal changes are at Elstree, the management of the Philadelphia district; J. T. Manfre, from sales manager of the Kansas City office to branch manager, and J. N. Bettendorf, to manager of the San Francisco office, succeeding the late J. J. Patridge.

Hertz and Katz promised employees a readjustment in their stock losses when business conditions permit. Katz called for superhuman economy, the kind that eliminates unnecessary telephones and turns off lights. Said the policy of 30,000 Paramount employees all over the world taking two weeks vacation without salary saves the company \$1,900,000.

The convention closed yesterday (Sunday) with a tour of the studio and screening of new product. The majority delegates left here last night.

Cabot's Termer

Hollywood, May 9.
Bruce Cabot, legit actor, has been given a term contract by Radio. He came out to do 'Roadhouse Murder' for this studio.

Indian Ingenu

Translated into Josephine Harmon, a 'Flagrant' (Arlis) Indian schoolboy, may have been the femme lead in Universal's 'Laughing Boy'. She's 18, Navajo, and was thinking of become a school teacher.

Studio's \$15 Actress

Amid talk of dizzy film salaries, Dorothy Layton goes to work at Roach's for \$15 per week during her initial six months. The 19-year-old is only guaranteed 15 weeks in six months, but gets \$10 weekly all year 'round above her salary. Miss Layton was formerly with the Santa Anita, where she was in 1927, 18 there, she earns \$225 per week.

Figure It Out

Three-year salary fight between James Flack, Liberty Productions, and Herman Gumbin, its president, resulting from Flood's direction of 'Mad Parade' has been settled. Flood lost a \$5,000 suit against Liberty. Liberty's suit against Flood for \$4,000 overpayment was dismissed. Flood was awarded \$10,500 in a personal suit against Gumbin.

'Child' on %

No money will be exchanged in advance and Peggy Fearn will have to say in Columbia's production of 'Child of Manhattan', to be made on percentage. Columbia will use a Hollywood cast.

Olympics Under Eye

Amateur Athletic Union is watching to see that none of the boys who are in the Olympics display their prowess in pictures. A. A. U. can't bar them from pure acting, but they can't do their specialties.

Hal Horne's Mouse

Hal Horne is here to work out details for 'United Artists' mouse ball, which he is ready to spring when Mickey Mouse and Silly Symphonies cartoons take the U. A. label June 15.

Radio Finds Out

Coast radio is getting leary of studio tie-ups for milk material. Sample was a studio withdrawal of three players and a director 10 minutes before they were to do a skit for a national hook up.

Durante's Pale

Jimmy Durante may get his old partners, Lou Clayton and George Jackson, back with him at Metro. Studio is willing, with Buster Keaton, to give him the first of the trio if suitable spots are found in the script.

'Interlude' in 9 Reels

Metro's 'Strange Interlude' will be released in nine reels. Robert Leonard has completed his additional scenes.

Crow Promenade

'Grand Hotel' opening at the Chinese was probably Hollywood's most photographed premiere. About 35 cameras took it for scenes in various Hollywood background stories being made by majors and independents.

California Insulted

Taking no chances with the vaunted but coy California sunshine, Fox is having a small town street for 'First Year' built under cover on the Western avenue plant stages.

Metro-Van Dyke Pale

All is gray between W. S. Van Dyke and Metro. New contract signed last week and he directs 'Eskimo'.

2 Flow East

They have to try Broadway. Judith Wood played east this week-end with a leg engagement as a goal. John Griffith Wray starts east tomorrow (10) to see about personals.

Mojica Back

Jose Mojica back in Hollywood. Seems set for a musical at Fox starting in July.

Pat Casey Scram

Pat Casey hopped for New York without a wrinkle over a coast studio union worries. He functions for the major producers only.

Arlas Takes His

George Arliss, from England, cabled Warners his acceptance of a reduction from \$80,000 to \$60,000 per picture. New wage scale applies on his productions next year.

Mae Clarke Pops Up

Mae Clarke expected to clinch (Continued on page 64)

Matinee Epidemic New Chi Exhib Wrangle, But Has Many Defenders

Chicago, May 9.

First double features, then price cutting and now daily matinees as the howl along film row. Small exhibitors don't know how they're going to combat the new invasion which started last week. Affiliated has discussed the problem but has given no answer. Exchanges are receiving the squeaks with a shrug, but the daylight shows have a number of defenders.

Spurge on matinees has been started by the neighborhood circuit houses and the larger indie spots. It's a direct result of the slash of one man from the operator scale. Under the two and three man system, formerly in effect, the nabe theatres found it impossible to operate in the afternoons as the overhead always ran higher than the small take possible. But with one man in the booth the theatres are opening in an attempt to milk a few extra coins.

The larger houses are discovering that they are alone since the lower afternoon tariff is proving a certain enticement. However, the small spots which regularly charge 10c, 15c and 20c don't have this angle. Their particular howl—that they can't operate in the afternoon since the necessary price cut would slice them down to admitting patrons at five and 10 cents. And at that scale there's no chance of even clearing the cost. The understudied houses are all agreed that the lines in the bigger theatres with their proportionately lower prices, are swiping their best patrons, the kids.

The Kids Are Back

This shift of youthful patronage is true and noticeable. This matinee houses are discovering that they are playing to three and four times the number of children than formerly. This is credited to the lower price as the double feature at night runs regularly past midnight. Parents, knowing that the youngsters will stick to the last reel, have kept their children from the theatres evenings rather than have them wander home so late. But with the afternoons now available, the kids are finding no parental objection to the films shown at school.

Many houses are now preparing special daylight shows for the juveniles, particularly as to shorts and comedies. Several theatres are planning to use all the shorts on two afternoons weekly, in this way getting some direct revenue from shorts which they are at present paying for with no return.

There's a chance that this matinee angle may result in the eventual strangling of the double feature device, since the theatres are displaying tendencies to charge single bills with the shorts added in the afternoons, retaining the duals only for adult night trade when they can make use of the 'adults only' stickers.

'Sportlights' Hearing

Amedee J. Van Beuren is scheduled to appear for examination before trial today (Tuesday) in the Supreme Court, New York, in the suit of Grantland Rice against Van Beuren. It's for recovery of money alleged to have been shifted from Sportlights Corp. to the Van Beuren company.

Raymond Sovay has been made assistant secretary of the Rockefeller Centre. Robert Edmond Jones is head of this department.

Sovay is a legit designer. Previous Albert Jones release was figured as going in as assistant.

INTERLUDE, CAPITOL, JULY 4

Metro will put an article ahead of 'Strange Interlude,' releasing it as 'The Strange Interlude'.

While on general release June 11, it won't go into the Capitol, New York, until July 4.

Heyl is Gen'l Mgr.

E. O. Heyl, general sales manager, has been made general manager of RCA Photophone. He succeeds Alexander Reoch, who was executive vice-president of the Photophone interests.

Reoch has been moved to Radio-Keith-Orpheum headquarters, and is being assigned new duties.

Noiseless Racket

Hollywood, May 9.

Sex picture being road showed gets along without talker equipment with the catchline: 'Because of the delicacy of the subject dialog has been eliminated.'

Film was produced six years ago, before talkers.

United and Irwin Co.'s

In Adventure Promotion

Hollywood, May 9.

To promote commonwealth pictures with South Sea and adventure trips held out as the come-on, two companies have taken headquarters in the old I. E. Chadwick studio building.

United Pictures, organized by J. F. Reich, is making a three reel picture of a wild boar hunt on Santa Cruz islands. Upstairs, Jack Irwin Productions is planning a South Sea expedition. After the boar hunt has been completed, United Productions plan to make a feature in Java. Both companies are advertising for actors, technicians and adventures in the local papers offering them spots with the production if an investment is made.

Several other companies have tried this location promoting but none have hitherto moved out to Hollywood to obtain studio atmosphere for the sales talk.

Serkowich Out

Ben Serkowich, special exploitation head for RKO theatres, is leaving that firm. He has been with RKO for about two years.

Serkowich has been on the Coast and is now out there.

'Hotel' Premiere Footage With Picture on Road

Hollywood, May 9.

Metro publicity department is editing and supplying dialog for a reel and a half picture made up of footage ground at the premiere of 'Grand Hotel' at the Chinese here. Film will be used as a short preceding the feature at all roadshowings.

Metro had cameras spotted all over the theatre and on the roof of a building across the street.

Radio's Soviet Story

Hollywood, May 9.

Radio Pictures is preparing a story on Soviet Russia.

Henry Wales, head of the Chicago Tribune's foreign service, is writing the plot. Willis Goldbeck is assisting him on production technicalities.

U'S BOUL MICH STORY

Universal City, May 9.

Story about Chicago, sans gangster stuff, is being prepared at Universal. Title is 'Michigan Boulevard.' Yarn is by Elyneor Dolark. Although still just an idea, Cyril Gardner is in mind as probable director.

YOUNG KELLEY'S PATENT

Hollywood, May 9.

Patent has been given to Wayne Kelley, son of William V. D. Kelley, color expert, that is aimed to simplify composite photography. Scherz involves the elimination of tinting film orange color whenever it is used as background material in the dubbing process.

WAYNE'S WESTERNS

Hollywood, May 9.

John Wayne has been picked for the series of eight westerns to be made by Leon Schlesinger for Warner Bros. release.

First of the films, to cost around \$35,000 each, starts around May 15.

HORKHEIMER FEATURE

Hollywood, May 9.

E. M. Horkheimer, pioneer picture producer but inactive in the production field for the past several years, is to produce a feature from his own story titled 'I Shot My Husband.' Production will be at Tec-Art.

CHI CLUB WOMEN ONLY TO RECOMMEND FILMS

Chicago, May 9.

Speaking for the Better Films Council of the Illinois Federation of Women's Club, Mrs. Richard M. McClure, chairman, last week stated that there is no intention of the council to usurp the duties of the local board of censors.

No matter what may be the aim of the film exchanges locally, in the effort to displace the power of the censor board, the Better Films Council states that it will deal strictly with recommendation of films for children or adults as to suitability. And also to encourage family night programs and children's matinees.

While encouraging women's groups to circulate comment on pictures, and to function in certain unofficial preview capacities, the film industry, according to representatives, is fearful of women's clubs in actual campaign of a censor condition in any city or state. This was revealed in conjunction with the censor status in Chicago.

However, if women head to their way Chicago will have a new board of highly qualified members. Chicago is now the only city in the country where newswomen are in the censorship. Picture men, it is learned, are already bringing pressure to bear against this and are confident that within another two or three months will not be subject to hears.

MULL ELECTION YEAR STORIES

Studios are flirting with the idea of election year stories for release in late summer and early fall to catch the reflection of the presidential campaigns.

Paramount may delve into prohibition by showing various effects of the 18th Amendment. On the depression angle Par is also apt to be the first to tackle the subject. A Rupert Hughes yarn on the subject is reported under consideration.

Metro will release 'Prosperity,' with Marie Dressler and Polly Moran, this summer while in the presidential line most all the producers are considering a story under that head. Warners is making one with Bill Powell, Fox has Will Rogers in 'If I Were President' and Paramount to do 'Phantom Story,' magazine story by Charles Wertz. Par is making its presidential story as a musical, possibly influenced by the Pulitzer award for 'The Tell-Tale Heart.' Sam Warshawsky's play, 'Woman of Destiny,' dealing with a woman president, is also being perused by picture men.

Col's Shorts Lineup May Include Arbutuckle

With Walt Disney's Mickey Mouse and other cartoons going over to U. A. for distribution in July, Columbia may take over the Christie comedy shorts, releasing as its use comedy shorts series. Educational now distributes the Christie comedies. Columbia is also interested in a popular series of shorts with Roscoe Arbuckle. Much depends on the rotund comedians' present vogue. Smith and Dale are another Columbia shorts consideration.

Auto Injuries Fatal

Chicago, May 9.

Mrs. Anna Sanketone, 46, sister of Mrs. Morris and Louis Rubens of Public Great States theatres; died at the University hospital here yesterday (Sunday) from injuries received in an auto accident the previous week.

The funeral was held at Waldheim, with J. J. Rubens, on coast for Paramount convention, unable to attend. The dead woman's husband is in the realty business. Three sons survive.

MAYER STAYING WEST

Arthur L. Mayer, Public advertising chief, is expected to remain on the Coast. The dead woman's husband is in the realty business. Three sons survive.

'He will drive into the studio end which is under Arch Reave.

Amusement Bonds Show Rebound; Kodak Slumps to New Low, 44 1/2; Trading Dull, Stocks Go Lower

Yesterday's Prices

Sales.	100 Col. P.	High.	Low.	Last.	Net
15,000 Eastman K.	47 1/2	48 1/2	47 1/2	47 1/2	47 1/2
1,000 L&W	22 1/2	23 1/2	22 1/2	22 1/2	22 1/2
1,000 Par-P	24 1/2	25 1/2	24 1/2	24 1/2	24 1/2
12,000 RCA	11 1/2	12 1/2	11 1/2	11 1/2	11 1/2
1,000 Warner	11 1/2	12 1/2	11 1/2	11 1/2	11 1/2
400 Fox Tech.	11 1/2	12 1/2	11 1/2	11 1/2	11 1/2
100 Th.	11 1/2	12 1/2	11 1/2	11 1/2	11 1/2
\$1,000 Gen. Theat.	4 1/2	4 1/2	4 1/2	4 1/2	4 1/2
2,000 Par-P	24 1/2	25 1/2	24 1/2	24 1/2	24 1/2
5,000 Par-P	24 1/2	25 1/2	24 1/2	24 1/2	24 1/2
30,000 Warner	11 1/2	12 1/2	11 1/2	11 1/2	11 1/2

* Prices as of 2:15 p. m.

Bennet Bankruptcy Lists 4 Films as \$120,000 Asset

Los Angeles, May 9.

Spencer Bennet Productions, Inc., filing voluntary bankruptcy, figures that its sole assets, four pictures now in circulation, will more than cover present liabilities of \$58,493. Estimating that each film should bring in \$30,000 in the next five years, the firm lists its assets as \$120,000. Pictures are 'Facing the Gallows,' 'The Mystery of Compartment C,' 'The Grand Case' and 'Swift Justice.'

Indie company decided on voluntary bankruptcy when its principal creditor, Chauncey K. Goldsmith, threatened to foreclose on some of the film to collect his \$15,040.

Story Burns U

Universal last week threatened the 'Film Daily,' New York trade paper, with a libel action arising out of publication of a story that Jack Schialfer, U's sales manager, was out. U took ad space to deny the story.

At the time the yarn appeared, Schialfer was addressing Universal's sales convention in Chicago.

Columbia's 2 Meets And Legit Play Duo

Columbia will hold both an eastern and a western sales convention, meeting first in Atlantic City the last week of this month. The western conclude, for Los Angeles, is to follow immediately.

Company will announce 25 features, 18 westerns and seven series of shorts.

Columbia is going ahead on its percentage plan for playwrights and writers who will cut in on the gross intake. Company has two plays which it will do on this basis, 'Brief Moment,' by Sam Berman, and 'Child of Manhattan.'

N. Y. Exhibs' Org. Off

Organization of New York exhibitors into a state body has been postponed and probably now will not be attempted until next fall.

Reason given at the TOGC is that indies are too busy fighting adverse legislation to devote time to fraternizing.

FIELDS ON HIS OWN

Hollywood, May 9.

Leonard Fields, who remained in China when the Harry Garson trade expedition for Multicolor blew up, will now head his own cross-country trek.

With the financial assistance of a Chinese company, Fields will spend three months on a trip across China into North Turkestan, filming a color travelogue.

Young Swope Ass't Mgr.

Herbert Bayard Swope's son, John, has left Harvard after two years and is now an assistant manager at the Mayfair theatre in New York.

The senior Swope is a director of RKO.

By Al Gresson
Stock market was dull and slightly lower yesterday in all departments. Looked for continuation of Friday's upward feeling, but most of the losses were trivial and the worst that could be said of the session was that it was inconclusive.

Among the amusements the outlook brightened materially through the better performance of the bonds that recently have shown weakness. Notably, the new Paramount issues marked up fair gains; while Loew loans advanced on minor dealings. Performance of the bonds in this group had set up a barrier to any improvement in the stocks. It was patent that no operation in equity shares could make any progress unless some defense was organized for the prior obligations.

With prices holding fairly well throughout the list, a special situation developed in Eastman Kodak, which slumped to a new low for the first time in 18 1/2 days, heavy offering of stock came into the market. Total on the day was more than 15,000 shares. Directors meet today (Tues.) for dividend action.

Dealings were on a small scale throughout the list and especially in the amusements, with price changes negligible.

Bonds as Index

The first constructive action from Washington since the Congress convened last December brought on a sudden reversal of price tendency in the stock market late last week. Leading issues climbed out of a sudden reversal of price tendency, well enough Saturday to absorb a good deal of profit taking.

Recovery was measured by an advance of about four points in the industrial average, marking at least a temporary change in the long depression.

The significant detail of the week among the amusement stocks was the signature of the new picture to the move. Industrial shares generally responded promptly to a distinct change among the hard-

(Continued on page 25)

Most Studios Ignore Soundmen's New Scale Which Hits Indies

Hollywood, May 9.

Arbitrary establishment last week of a minimum wage scale and minimum rates for playwrights and screenwriters, without preliminary negotiation, will probably mean trouble. Strife will be between the independent and major producers concerned and the sound local of the IATSE.

Notice of its action was served and the look of it as a put-up job, in the absence of Phil Goldstick, the IATSE spokesman.

Sound union sets up four classifications ranging from first soundmen at \$35 a day to assistants at \$10 a day, a minimum of four men to a picture and 10 members \$100 for working out of class.

Affected besides the Indies are those in the Hays group whose signatures are on the basic agreement on sound workers. These are Columbia, Roach, United Artists, Sennett, Caddo, Sam Goldwyn, and Harold Lloyd.

Although the company involved put on the extra man called for last week, understanding is the majority will ignore the new requirements.

The sound men's union is meeting today (Monday) and in a confident it can put over the new minimum wage scale and crew regulation which went into effect last Monday without previous announcement.

Accepted by independent producers and those major studios not included in regular IATSE agreement. Check by union revealed some studios met new terms this week and others did not. Action is probable until all studios are accounted for. Some are not paying off until Wednesday (11).

Warner (WB) (2,000; 25-35-60)-
"The Mouthpiece" (WB). Looks like
a good bet for \$10,000 or better.
Last week "Symphony" (RKO)
picked up after disappointing start
to around \$7,500, with strength in
last couple of days sending it to
the Davis for a week.

London Pictures in Fair Shape; 'Express' and Vienna Hold Up; 'Faithful's' \$14,000 Hints Month

Business in the picture house is pretty fair. Three pictures are holding up splendidly. They are 'Shanghai Express', 'Goodnight, Vienna' and 'Arrowmuth', while 'Faithful Heart' has started strongly at the New Gallery.

'Mata Hari' was exceptionally strong at the Empire but slipped on its second week.

Estimates for Last Week
(At Current Rate of Exchange)
'Shanghai Express' (Par) (8th week). Holding to a nice average of \$17,500 and likely to run till the middle of June. 'Man I Killed' or 'One Hour with You' will replace whenever 'Express' begins slipping.

'Capitol' 'Good Night, Vienna' (B. & D.) (7th week). Nice \$12,000 and at least one more week assured. 'The Lost Lady' (British Lion) will replace.

'Tivoli' 'Arrowmuth' (UA) (7th week). Still average, but holding to its second season. 'Lost Squadron' (Radio) will replace.

'Capitol' 'Mata Hari' (M-G). Got \$80,000 for its two weeks, second being a bit below expectations. 'Beat of City' (M-G) current and moves out at the end of the week for 'Tarzan' (M-G), being figured for \$100,000.

'New Gallery' 'Faithful Heart' (Gainsborough). Opened splendidly and will gross \$14,000. Likely to hold for a month.

'Plaza' 'Lily Christine' (Par-British). Opened well but failed to attract. About \$20,000 for week and replaced by 'Miracle Man' (Par) which, it is hoped, will do two weeks.

'Regal' 'Silent Voice'. Stayed three weeks to a \$15,000 average, considerable surplus above 'Reputation' current.

'Rialto' 'A Nous La Liberte' (Toledo). Completed a week run to an average \$5,000; very good and house will now definitely stick to Express films. 'Lost Squadron' (Par) is now in for a month, plus options.

PORTLAND, ORE., PEPS; 'SYMPH,' 'SCARFACE' OK

Good box, competes this week stimulated biz, and it's about time. Run of program pictures has been good, the usual sort of handling, while moss grew on the ducat wing.

'Capitol' Orpheum plugging 'Symphony of Six Million' in a big way and in line for results, the first break for this house in several weeks.

Paramount is exploiting Thurston, the magician, as F & M show above picture. 'Amateur Daddy' (Fox) and also getting at it.

UA's 'Scarface' was the only draw last week at the Fox-Paramount and doing nicely currently at the UA for second week.

John Hammer has secured his newly acquired Oriental with WB's 'Rich Are Always With Us', boosting business at that house and getting okay results.

Legit companies furnished by Green Pastures, road show, opening this week at the Fox. Local management of Calvin Hellig.

Estimates for This Week
'Paramount' (P-W) (3,000; 25-50). Thurston in P & M; unit billed above 'Amateur Daddy' (Fox) and doing okay with \$12,000. Last week 'Scarface' (UA) clicked for big \$13,500.

Orpheum (RKO) (2,000; 25-50). 'Symphony of Six Million' (P-W) and vaude. Big \$9,500. Also vaude. Last week 'Lena Rivers' (Tiff) did \$12,000.

N. H. NOT SO NICE

'Grand Hotel' Dents Everything—'Mouthpiece' Fair at \$7,500

New Haven, May 9.

Grosses fading like last rose of summer. 'Grand Hotel' looks to garner most of town's money currently. Film reported as possible holdover, but figures to date do not warrant this. 'Fox-Cow' due to inaugurate new double-feature popular-priced policy following roadshowing.

Bijou on final week as first run house, due to go second run split week.

Estimates for This Week
'Paramount' (2,353; 25-50). 'World and Flesh' (Par) and unit and Dorothy Mackall personal, \$15,000. 'Mouthpiece' (WB) (2,000; 25-50). 'Miracle Man' (Par) and unit, \$11,600.

'Poil' (3,040; 25-50). 'Amateur Daddy' (Fox) and unit, \$10,000. 'Fox' will do well to get quiet \$7,500. Last week 'Wet Parade' (Fox) and unit, \$11,600.

'Silver Lining' not so hot at \$7,500. 'Roger Sherman' (2,000; 25-50). 'Mouthpiece' (WB). Despite favorable comment, it is expected to check the week-end migration to Washington, and chances are that the downtown house there will be affected to a limited degree.

Repeal ends a fight that has dragged over a number of weeks, and now the county there owners are preparing to test the law there. Barmore is a county to itself and communities outside the city limits do not profit by the new law. Group of county exhibitors plan a test by opening houses next Sunday (18).

Much speculation on the effect of the new law. Opinion is that it will slow up mid-week trade in general, but grosses should be bigger as Sunday will now get some transients.

'Symphony' at the Hippodrome and 'Rich Are Always With Us' at the Grand Hotel, both doing well. Morton Downey, at Keith's, also.

Estimates for This Week
'Auditorium' (Schonbergers) (1,400; 50-100). 'Grand Hotel' (M-G). Now in third week and looks okay for another. Open Sunday will help.

Valencia (Loew-UA) (2,300; 25-50). 'Rich Are Always With Us' (WB) (2,000; 25-50). 'Grand Hotel' (M-G) and unit, \$11,600. 'M-G' and unit, \$11,600. 'M-G' and unit, \$11,600.

'Century' (Loew-UA) (2,300; 25-50). 'Rich Are Always With Us' (WB) (2,000; 25-50). 'Grand Hotel' (M-G) and unit, \$11,600. 'M-G' and unit, \$11,600.

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Jimmy Savo and Feller' \$15,500—Gems of Colombs.

Columbus, May 9.

A kid picture plus Jimmy Savo heading the stage show mean biz for the Ohio this week, and the Palace is in for a better better than usual with the risque 'This Is the Night', a type of film which the townfolk go for strong. Other houses average.

Estimates for This Week

'Palace' (RKO) (3,074; 25-40). 'This Is the Night' (Par). Fair \$5,000. Last week 'Symphony' (Radio) not so good at \$4,500.

'Ohio' (Loew-UA) (3,000; 25-50). 'When a Feller Needs a Friend' (M-G) and stage show. \$15,500. Indicated. Last week 'Sky E' (Par) fell off slightly to \$14,300.

'Broad' (Loe-Palace) (2,500; 25-50). 'Lety Lynton' (M-G). Doesn't look strong enough to better \$7,000. Last week 'Night Court' (M-G) fair \$6,000.

'Grand' (Neth) (1,100; 15-35). 'Man Wanted' (WB). Got \$4,500 in sight. Last week 'Crowd Roars' (FN) big \$5,000.

'Majestic' (RKO) (1,100; 10-25). 'Scarface' (UA). This house should hit \$2,400, which is plenty. Last week 'Broken Wing' (Par) fair \$2,300.

TARZAN, \$16,000, BIG AS MONTREAL GOES UP

Montreal, May 9.

Last week hit some new lows on main stems, but outlook for a good picture currently is bright. 'Tarzan' (M-G) and unit, \$16,000. 'The Hunchback of Notre Dame' and a little less than a \$16,000 gross should materialize.

'The Capitol' has a brace of better than average pictures in 'Mouthpiece' and 'Man Wanted', which should get around \$12,500. Loew's has been holding up of late weeks and doing best biz in town, which 'Scarface' for Sale' would do anything to stop.

Imperial has struck a vein in its French picture policy, which while not so good as at start is still a cash-finder.

'The Babes' are feeling the beginnings of warmer weather.

Estimates for This Week
'His Majesty's' (CT) (1,900; 50-250). Ethel Barrymore in 'School Days' (M-G) and unit, \$16,000. 'The Hunchback of Notre Dame' (M-G) and unit, \$16,000. 'The Hunchback of Notre Dame' (M-G) and unit, \$16,000.

'Palace' (P-W) (2,700; 25-50). 'Tarzan' (M-G) and unit, \$16,000. 'The Hunchback of Notre Dame' (M-G) and unit, \$16,000. 'The Hunchback of Notre Dame' (M-G) and unit, \$16,000.

'Capitol' (P-W) (2,700; 25-50). 'Tarzan' (M-G) and unit, \$16,000. 'The Hunchback of Notre Dame' (M-G) and unit, \$16,000. 'The Hunchback of Notre Dame' (M-G) and unit, \$16,000.

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Tab 'Band Wagon' Ups N. Y. Par To O.K. \$65,000; 2d Week of 'Lety' Ditto; 'State's Atty.' Nice \$25,000

B'KLYN SPOTTY

Mills Bros. Helping 'Flesh' to Good \$43,000

Brooklyn, May 9.

General spottiness in downtown deluxers. Paramount is leading, with strength in stage show headed by Mills Brothers.

Estimates for This Week

'Paramount' (4,200; 25-35-50-75-85). 'World and the Flesh' (Par). Coolly received, but stage show with Mills Brothers drawing for a good \$43,000. Last week fair with 'One Hour With You' (Par), ending with \$42,900.

'Fox' (4,000; 25-35-50-65). 'Trial of Vivian Ware' (Fox). Indifferent at \$18,000. Last week 'Amateur Daddy' (Fox) \$17,500.

'Albee' (3,500; 25-35-50-75). 'The Fleish Is Weak' (M-G) and vaude. Last week \$18,000. Last week 'Are You Listening' (M-G) and Calloway band fair at \$21,000.

'Strand' (2,600; 25-35-50-75). 'Waiting Room' (Strand). Show at \$10,000. Last and second week of 'Crowd Roars' o. k. at \$13,000.

'Metropolitan' (2,500; 25-35-50-65). 'The Fleish Is Weak' (M-G) and vaude. Last week \$18,000. Last week 'Are You Listening' (M-G) and Calloway band fair at \$21,000.

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Indifferent weather is bringing indifferent results at the Broadway ticket windows. The machines are busy in some spots clicking off admissions, but in others they are sluggish. The disparity between the good and the bad business is pretty wide.

While the Paramount and Capitol are up higher than usually, even on profitable weeks, with each heading for \$65,000, in the houses where the takings are down, they're very wide.

The extent of red will be heaviest for the Roxy, which hopes for \$35,000. Both the Rialto and Rivoli are leaving it. Capitol's last week of 'Wet Parade', at Rialto at \$11,900, won't be topped far by the new 'Amateur Daddy' (B. & D.) (18), which on \$15,000 looks bad. On top of its week opening, Public Immersion held place in bars in the other Metro picture, 'Freaks'. It's scheduled to arrive Wednesday (18).

'Final week of "Miracle Man" (Par) at Rivoli, ending tomorrow (Wednesday), is under \$10,000. On the Rialto, it's under \$10,000. On the Rialto, it's under \$10,000. On the Rialto, it's under \$10,000.

'Winter Garden also gets a new next week, "Two Seconds" (WB) (18), which is coming in Wednesday (18). 'Mouthpiece', which it succeeds, has displaced 'The Fleish Is Weak' (M-G), third, current, week it will do around \$25,000, very good.

Another new picture, 'State's Attorney' (Radio), which 'Mouthpiece' beat to the Broadway, will have the Mayfair up to \$25,000, excellent.

'Symphony of Six Million' (Radio), not so bullish at \$5,900 on its fourth week, but Sunday (18). Four days later it goes into the Mayfair, opening there Thursday night (19).

'Grand Hotel' (M-G), continues strongly at the Astor, where it looks ready to remain.

Estimates for This Week
'Astor' (1,102; \$1-\$2). 'Grand Hotel' (M-G) (4th week). Maintaining a happy face, although since opening week the agency demand has not been heavy.

'Capitol' (5,400; 25-35-50-75-85). 'Lety Lynton' (M-G) and unit, \$25,000. 'The Fleish Is Weak' (M-G) and unit, \$25,000. 'The Fleish Is Weak' (M-G) and unit, \$25,000.

'Rialto' (5,400; 25-35-50-75-85). 'Lety Lynton' (M-G) and unit, \$25,000. 'The Fleish Is Weak' (M-G) and unit, \$25,000. 'The Fleish Is Weak' (M-G) and unit, \$25,000.

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Floundering Philly Houses Closing

Summer Dog-Days Hit Quakertown—Two Holdovers—'2 Seconds' Mild at \$40,000

Philadelphia, May 9.

As expected, the Boyd, one of S-W's best de luxe houses on Chestnut street, has closed for the summer. A fine up-to-date and really good theatre, this one just can't seem to make the grade after warm weather sets in. This year it has suffered worse than usual because of the big shows the Maubau has been giving.

The Stanley, Philly's second largest picture house, will probably try summer goods, with the Boyd now closed. Much more likely to close is Keith's and there is still talk, too, of the Earle getting out the keys and campor balls for the hot months.

The Maubau, which pulled \$45,000 last week with "Good News" on the stage and "The Rich Are Always with Us" on the screen, is not very bright this week with "Two Seconds" and Cliff Edwards heading the stage show. Will be lucky if \$40,000 is touched.

"The Mouthpiece" got about \$18,000 at the Stanley, which was good enough to warrant the house going. Plenty of favorable word of "The Wet Parade" was also heard in for a second week on the strength of \$18,000.

The Fox, which is floundering badly these days had a week \$13,000 at Vivienne. "The Rich Are Always with Us" and "The Wet Parade" couple grander than that with this week's "When Paris Sleeps." Ed headed the stage show and this week has his own local following, but the shows themselves are nothing to rave about.

Over the whole, this is likely to be about the worst week the downtown houses have had in a long time. Only "The Rich Are Always with Us" showed at the Chestnut, gives any indication of strength. It's still a complete sellout, and the house will continue to go for another fortnight. The gross at capacity is between \$20,000 and \$25,000.

Stanley gets Symphony of Six Million tomorrow (Wednesday) and the Stanton gets "Scandal For Sale," which is likely to make this week's stay. Philly has no rule on days of show changes, except that the Maubau must change the picture switch on Friday and the Earle almost always on Saturday. Stanton, Stanley, Keith's and the Boyd have tried every "Grand Hotel" and change their plans at the last minute.

Estimates for This Week

Maubau (4,800; 35-50-75)—"Two Seconds" (FN). Mixed notices, although author is a local man. Cliff Edwards only in stage show. Less than \$40,000 indicated. "Rich Are Always with Us" (WB). "Good News" on the stage got \$45,000; less than expected.

Stanley (4,500; 35-50-75)—"Mouthpiece" (WB) opened on a Saturday and held in for three days over one week with the picture satisfactory. Hardly more than \$8,000 in three-day period.

Fox (5,000; 25-50-75)—"When Paris Sleeps" (Fox). Poor week indicated with \$11,000. "Vivienne Ware" (Fox) \$13,000 last week, a little better.

Stanton (1,700; 25-55)—"Wet Parade" (M-G). Good enough for first week after last week's \$12,500. Ought to get \$5,000.

Boyd (2,400; 35-50-75)—"Miracle Man" (Par). Disappointment at \$8,000. House closed over the summer Saturday.

Earle (2,000; 25-65)—"The World and the Flesh" (Par). Picture looks better than any house has had in some time; ought to hit \$10,000, in 25-50 and 30-50. Last week's big, but picture, Ferguson Case (FN) wasn't any too hot, \$7,000.

Keith's (1,800; 30-50)—"Final Edition" (Col). House slipping badly right along; hardly more than \$7,000. Last week \$6,000. "Crowd Roars" (WB). Grossed \$5,000.

Chestnut (1,800; 50-150)—"Grand Hotel" (M-G). Good picture, popularity, \$20,000 weekly and ought to stay eight weeks, perhaps more.

Karlton (1,000; 25-50)—"The Rich Are Always with Us" (WB). Moved from Maubau, should get \$4,500. Last week "Wiser Sex" (Par) dismal at \$1,000.

Arcadia (600; 50)—"One Hour With You" (Par). Second down town showing, ought to get \$2,000. "Hotel Continental" (TIF) brutal and taken out short of week's stay.

Par Scans Thrillers

Paramount is ready to further experiment with thrill films in the belief that the so-called clichés still have possibilities.

Company is figuring on "R.U.R." the Kapek play, and may also present "Island of Dr. Moreau," by H. G. Wells.

B.Y.O.P

Hollywood, May 9.

Custom on some lots of requiring extras to furnish their own clothes is being extended to include props. Gangster types bring a gun, etc.

"Cuts out all the profit," moaned one actor. "But if you hire you to play an engineer and you have to furnish the engine."

WISHY-WASHY WASH; 'SKY BRIDE,' \$17,000

Washington, May 9.

With the Fox stage going out, things are getting back to normal locally with Fox actively directing the destinies of Warner. Earle seems to be doing right well with the sole and exclusive presentation of vaude in connection with its pictures.

Columbia is roadshowing "Grand Hotel," beginning this date, and not to be outdone, RKO is bringing in "State's Attorney" on the same date.

Warner Earle seems to be doing right well with the sole and exclusive presentation of vaude in connection with its pictures.

Estimates for This Week

Columbia (Loew) (1,232; 25-50-60-70)—"Night Court" (M-G). Held over and may do \$5,000 on the second date.

Warner (2,424; 25-35-40-70)—"Rich Are Always with Us" (Par) and vaude. Chatterton not doing well.

Fox (Loew) (3,434; 25-35-40-70)—"Cheaters at Play" (Fox) and unit. Headed for another mediocre week at around \$15,000. Last week TIF of Vivienne Ware' good with \$19,000.

Met (Warner) (1,700; 25-35-60-70)—"Famous Ferguson Case" (FN). Looks like a terrific headache and this one won't help; about \$4,500 at the most. Last week "Beauty and the Beast" (WB) off at \$3,900.

Keith (Loew) (2,281; 25-35-40-70)—"Sky Bride" (Par) and unit. So-so at \$17,000. Last week "Girl Said" (WB) really featured.

When a Feller Needs a Friend" (M-G) but didn't get more than \$10,000. Last week picture and unit. The 13th, when the units transfer to the Fox.

Keith's (Radio) (1,870; 25-35-60-70)—"Vanity Fair" (Today) (First Day). Headed for low at \$5,000. Last week, second of "Symphony" (Rad), \$8,000.

CROSBY-SKY BRIDE

Boston, May 9.

"Grand Hotel" at the Majestic led the town last week, topping both held and flicker grosses, and stays a third. Business excellent at nights, but matinees starting to slip.

Met has Bing Crosby in person and pace indicates Met might hit \$25,000. Keith-Boston is weak again.

Keith-Boston is weak again. "Grand Hotel" did \$10,000. Headliner with a name. Paramount and Uptown continue for a second week with "Midnight Man."

Estimates for Last Week

Met (Public) (4,300; 50-75)—"Sky Bride" (Par) and Bing Crosby. Held over second week and down to \$9,000. Last week \$12,000.

Keith's (Radio) (1,870; 25-35-60-70)—"Vanity Fair" (Today) (First Day). Headed for low at \$5,000. Last week, second of "Symphony" (Rad), \$8,000.

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B'HAM SHIFTS

New Policies—'Lynton' Best at Al-moost \$15,000

Birmingham, May 9.

Many shifts in policies are in line in another b.o. attempt. Ritz adopts the first week with the dropping of double features and is launching a heavy campaign consisting of a newspaper and other exploitation ideas.

Two weeks' notice was posted at Alabama Saturday night, announcing discontinuance of F.M. units and the return to straight films. Almost simultaneously "The Empire Announced" will move into that house May 16. House will play independent acts.

Estimates for This Week

Alamo (Public) (2,000; 25-35-60)—"Letty Lynton" (M-G) and F-M stage show. Stands a chance of topping "Tarzan" in gross because "Tarzan" attracted the kids at a low scale; \$12,750 certain. Last week "Miracle Man" (Par) and F-M unit, \$9,000.

Ritz (RKO) (1,800; 25-40)—"Symphony of Six Million" (Radio). Doubtful of success. Last week \$15,000. Fair start with this flicker, \$3,900.

Broken Wing" (Par). Fair \$1,750. Last week "Sky Bride" (Par), \$1,800.

"All the Doctor" (FN). Should be ok for around \$3,800. Last week "Broken Wing" (Par) well liked, but not enough customers saw it, \$3,800.

Galax (BTAC) (500; 15-25)—"Mad General" (WB) and "Coco" (A) (UA) on split. Fair \$900. Last week "Age for Love" (UA) slipped, \$1,000. Last week \$1,000. Fair pulled through for a nice \$1,000.

St. Louis (RKO) (2,000; 25-35-60)—"Letty Lynton" (M-G). Good start with this flicker, \$3,900.

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Italian Protest

Hollywood, May 9.

Enough is enough, declare several Italian societies in the east, protesting against gangster pictures in which the masquerades are always perpetrated by Americans.

Although rather late in the cycle, it seems that Paul Muni, as "Scarface," and especially the passion woman used as his wife in the story, has aroused the Romans to roar.

Protests were referred to the Hays office.

DERBY CROWDS ONLY

MILD HELP TO L'VILLE

Louisville, May 10.

Hagenback-Walkley Circus on Friday and the Derby on Saturday killed two opening days for Louisville downtown theatres. Thousands of visitors in town, though, and expected to come over Sunday to bring record up.

Rialto, following Alamo's personal appearances, business was flager and Eaton of WEAS, are trying to draw with Hill Billy Kids in addition to Mark Fisher's orchestra.

Estimates for This Week

Loew's (3,252; 25-35-50-60)—"Night Court" (M-G). Over \$12,000. Last week \$11,000.

Strand (Fourth Ave.) (1,765; 25-35-40)—"Trial of Vivienne Ware" (Fox). Fair \$5,500. Last week "So Big" (WB), \$5,300.

Rialto (Fourth Ave.) (2,710; 25-50-60)—"Lena Rivers" (TIF). Weak \$6,700. Last week "World and Flesh" (Par), \$7,100.

Brown (2,600; 20-30-40)—"Girl Crazy" (Rad). Good at \$3,800. Last week "The Great Gatsby" (M-G), \$3,800.

Orpheum (RKO) (2,270; 35-50-75)—"Night World" (U). Possible \$5,000. Last week "Scandal for Sale" (U) same.

Paramount (Fox) (2,700; 35-50-75)—"The Rich Are Always with Us" (Par). Not drawing well in this town. Last week \$11,000. Last week "Trial of Vivienne Ware" (Fox) poor \$11,000.

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'Lynton,' \$44,000,

And 2 Holdovers

Frisco's Briskest

San Francisco, May 9.

Third of a series of swell shows is lifting the big Fox out of the doldrums and the finale of cash is again a familiar sound at the box office. Current combination of Crawford-Montgomery in "Letty Lynton" with "The Rich Are Always with Us" is serving to put the upper Market street house back in the big money class. P-WC heavily plugged the picture as "Redeemed," then day before opening re-tagged it "Letty Lynton" with subsequent advertising necessitated.

F-WC is having a tough time selling "Wet Parade" at the Paramount and is having a hard time getting the wet vs. dry conflict and instead building up the laughs of Jimmie Hahn and the finale of cash is again a familiar sound at the box office.

Prohibition scare gets a mention; business only fair.

Golden State Theatres picked up house "The Rich Are Always with Us" at other houses, and stuck it in the neighborhood Rialto with a fair gross of \$10,000

Your
**BOX OFFICE
INSURANCE**
for
1932-1933

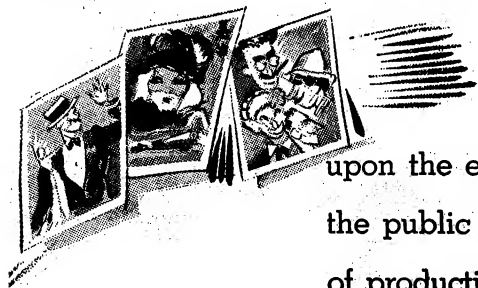


PARAMOUNT PICTURES



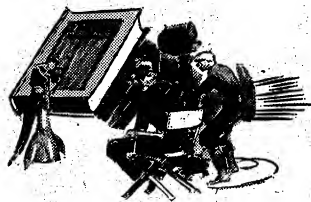
THE JUDGMENT OF

A FINE STUDIO organization, of an understanding distribution organization, and of experienced showmen, guardians of thousands of box offices—has inspired the Paramount product for 1932-33. Public taste, registered at the box office, is continually creating FASHIONS IN PICTURES.

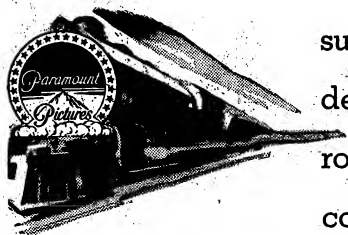


A POLICY based upon the expressed ideas of all those who contact with the public every day of their lives dominates our plan of production.

THE TRIUMPHANT ANSWER to depression and bad receipts is great stories, stars, casts and directors. Not one of these alone is sufficient. All today are necessary and Paramount has combined all these resources to create box office product.



WE ARE MEETING the current situation with FULL STEAM AHEAD and with supreme confidence that today, more than ever, America demands the best in entertainment, in laughter, in romance and in stirring drama. Every step we take is constantly moulded by the unfailing BAROMETER OF NATIONAL TASTE—THE BOX OFFICE!



OUR STARS, directors and stories are chosen by the infallible test of attendance and patrons' comments. Every slight tremor in public taste is instantly registered in our studio. Whatever the public spends money for—that's the kind of a story you get for your next Paramount Picture. Every production is constantly guided by the greatest director of them all—THE BOX OFFICE! And because the dictates of public taste are combined with abilities of Paramount's master showmen and the vast resources of the Paramount organization—Paramount is able to turn out the smash hits that mean dollars in your pocket!



BOX OFFICE NAMES . . .

- | | |
|---------------------|--------------------|
| ★ HAROLD LLOYD | ★ ADRIANNE ALLEN |
| ★ MARLENE DIETRICH | ★ CHARLIE RUGGLES |
| ★ MAURICE CHEVALIER | ★ RICHARD BENNETT |
| ★ MARK BROTHERS | ★ CLIVE BROOK |
| ★ FREDRIC MARCH | ★ JACK OAKIE |
| ★ TALLULAH BANKHEAD | ★ RANDOLPH SCOTT |
| ★ GARY COOPER | ★ CARY GRANT |
| ★ SYLVIA SIDNEY | ★ SARI MARITZA |
| ★ RICHARD ARLEN | ★ FRANCES DEE |
| ★ MIRIAM HOPKINS | ★ PHILLIPS HOLMES |
| ★ HELEN HAYES | ★ ADRIENNE AMES |
| ★ CLAUDETTE COLBERT | ★ ALISON SKIPWORTH |
| ★ STUART ERWIN | ★ IRVING PICHEL |
| ★ WYNNE GIBSON | ★ MARY BOLAND |
| ★ CAROLE LOMBARD | ★ GEORGE BARBIER |
| ★ GENE RAYMOND | ★ CHARLES STARRETT |

★ GEORGE RAFT

BOX OFFICE DIRECTORS..

- | | |
|-----------------------|--------------------|
| ★ ERNST LUBITSCH | ★ NORMAN TAUROG |
| ★ JOSEF VON STERNBERG | ★ GEORGE CUKOR |
| ★ ROUBEN MAMOULIAN | ★ LOUIS GASNIER |
| ★ JOHN CROMWELL | ★ BERTHOLD VIERTEL |
| ★ RICHARD WALLACE | ★ DAVID BURTON |
| ★ DOROTHY ARZNER | ★ LLOYD CORRIGAN |
| ★ MARION GERING | ★ STEPHEN ROBERTS |
| ★ NORMAN McLEOD | ★ WILLIAM SCHORR |
| ★ STUART WALKER | ★ GEORGE SOMNES |



WITH PARAMOUNT TODAY the exhibitor's need is supreme. With showmen in control of every branch of its activities,—with the ultimate in studio facilities,—with the most promising young stars and featured players ever gathered together by one company,—above all, with boundless faith in the never-failing appeal of good entertainment

PARAMOUNT GIVES YOU ..



BOX OFFICE INSURANCE FOR 1932-1933



Get a copy of Paramount's Product Announcement for 1932-1933 from your Paramount Salesman or Branch Manager. It's your box office insurance policy!

OVERSEAS SALES POLICIES

South Africa

By H. Hanson

Capetown, April 16. Rhodesia wants a censorship on entertainments. The present system relied on censor restrictions of other countries. A 50% quota of British films is advocated.

E. A. Nason, director of Afritone Productions, Ltd., independent, called recently on the Edinburgh Castle for England. He may visit the States. Afritone Productions, Ltd., engaged the flyer J. A. Mollison to make a talking picture of his record flight from England to South Africa at their studio in Wynberg, Capetown.

Not having facilities for screening the picture around the country, it was offered to the African Consolidated Theatres, Ltd., at a low two-figure price, with this concern in reply asking if the price named included the negative and world's rights. Had Kinemas, Ltd., still been in opposition to African Theatres there probably would have been competition to secure the film.

Pire destroyed the Elite Kinema, Paarl, Cape Colony. The theatre was owned by Kinemas, Ltd.

Page's circus and menagerie doing well in Johannesburg.

Gall-Currl singing in Johannesburg and Pretoria.

Oswald Severn, South African born, who acts as 'double' in risky stunts for film stars at Hollywood, is over here on a visit. He wants to make a South African film.

Alex Chernavsky left April 9 for Australia to meet Sybil Thorndike and her company. He states that a tour is under his direction.

Gov't Pay in Argentine Helps Good Film B. O.

Buenos Aires, April 27. Season two months gone and crop of indifferent grosses increasing with few hits. Reason in main is there's no cash. This country is crisscrossing just now and it takes a year to recover.

Ray of sunshine when Government disbursed some of the back pay, but so far this only a drop in the bucket—they still owe over \$100,000,000, which even in U. S. coinage works out at over \$25,000,000. Theatres suffer when most of the 100,000 public employees are out of funds.

Spite of adverse critics the big pictures make money. "Susan Lennox" did three weeks sold at Palace and one week day and date at Grand Splendid, both houses at \$3 (Arg), some 25,000 paying during this period. MGM satisfied with result although most people prophesied trouble at the price. Greta Garbo prime favorite here and if only conditions were good she'd be a clean-up.

Par getting into stride with "24 Hours," which replaced "Smiling Lieutenant" in first-run; "S. L." now over the place in second, and will make money as all Chevalier's do here.

Universal announcing "Frankenstein" to open new Portoro. United Artists had a picture with "Arrowsmith," now in second run. Announcing "Tonight or Never."

Plenty of foreigners here, mostly Rop.

'Rio Girl' O. K. Raises Mexico City Storm

Mexico City, May 2. Nationalistic officials are expressing themselves against 'Girl of the Rio,' (Radio), currently at the Teatro Regis. Film is called an insult against Mexico and Mexican dignitaries.

Most vehement critics of the film are several members of the Federal Chamber of Deputies who have told sympathetic newspapers that they proposed to ask the government to ban the film, as already done in Panama. If the authorities decline from the standpoint they had previously passed the picture, these deputies threaten to take legislative action.

Skippy's German Echo Here to Dub 'Champ'

Most expensive Metro import for dubbing purposes arrived in New York Wednesday (4) and left immediately for the Coast. He's nine-year-old Horst Teetzmann, who will dub the Jacky Cooper parts for Germany.

To get young Teetzmann, Metro had to pay transportation and expenses for the youngster as well as his mother. Also the salary is said to be a bit higher than usually paid voices because of the complications involved.

Present plan is to use Horst only for the 'Champ,' sending him back immediately afterward, though Metro holds an option and may use him for other Cooper films.

Mme. Saffroy, French actress, left Paris on the Paris Wednesday (4) to join Metro's French dubbing band. Claude Allain, her husband, is already there.

LONDON SUNDAYS LOST, TO TRY LOCAL OPTION

London, May 9. As anticipated, the legislation legalizing Sunday film theatres was killed off in debate, with the measure dropped. Similar bills on broader lines will now be introduced.

New bill will throw responsibility of the Sabbath regulation on local authorities. Government's argument is that Parliamentarians who attacked the original bill through fear of their religious voters would be free to support local option.

Argentine Bans Film, 'My Sin,' as Offensive

Buenos Aires, May 9. Police, under instructions of the Ministry of Foreign Affairs, stopped 'My Sin' (Par) a few minutes before it opened in two theatres here. Move was on the protest of the Panamanian Minister here, who called the picture 'offensive against the manners and prestige of a friendly nation.'

The theatre Par was rushed on the screen to replace.

Par has had trouble with 'My Sin' in several South American countries because of the Panama incidents in the film. Chile for a while held the picture up, but finally allowed it to go on. So did Mexico.

Touchy French Politics

Paris, April 30. Possibly due to approaching elections, interference with newsreels equivalent to censorship is increasingly frequent, exception being made for Fox Movietone which has strictly refrained from anything stirring of politics.

In some cases exhibits have been warned not to release certain shots, being advised that they could not rightfully come under the heading of 'news'—such as a parade of the Soviet Army by Belair Journal. Considerable footage by local newsreel is given to political speeches.

DEAN'S INCREASED DUTIES

Albert Dean, of Paramount's foreign staff, has assumed charge of foreign publicity and foreign film service. He will add these duties to foreign representative on the Far staff board.

Idea is to centralize activities of the foreign department to as few executives as possible.

AFTER GERMAN DIRECTOR

Metro is dicker with Geza von Bolvary, German director. Von Bolvary made 'Two Hearts in Waltz Time,' 'Theft of the Mona Lisa' and other German films, mostly musicals.

If von Bolvary and M-G-M get together on price he will come over immediately.

DEAL WITH EACH MARKET AS UNIT

Plan Only Six Months Ahead, Preserving Flexibility to Meet Changing Conditions—Agree Dubbing Is Best, but Divided on Method—Metro Imports 'Voices,' Par's Direct Shot in Joinville

Flexible program is the U. S. slogan for film trade, allowing for possibility of immediate change and schedules of no more than a few months ahead.

All American majors, with the exception of Universal and Fox, now know definitely how they are going to proceed in Europe during the next half year. But all are on the alert to switch their movements on a moment's notice where new conditions arise.

None of the American companies now speaks of 'foreign trade.' Each overseas market is contacted and handled separately, with different tactics for sales and production methods in each section. And all American companies look at the world segments in different ways.

Most companies agree that dubbing is the answer to 'world distribution, but all disagree on manners of dubbing. Also there is considerable attempt to hush dubbing activity and experiment because of European opposition. In a number of American quarters, also, it is believed that dubbing at present is too expensive and involved to be worthwhile. Each company frankly admits that whatever foreign activity it is taking is in the manner of an experiment with a hope for results.

Metro's Policy
Metro is most definite in its program. Company is firmly convinced of the efficacy of dubbing on the home lot. French, German and Italian dubbing has been going on about 20 pictures for the next season by casts specially imported to Hollywood for the purpose. Company is attempting to have a definite person in charge of dubbing for all its stars in the various languages. Thus a French, German and Italian Garbo voice, Shearer voice and Crawford voice have been established. Idea is for the same voice to dub each of the star's pictures, making for consistency.

Each of the company's pictures is discussed and analyzed for foreign purposes, and the same film seldom emerges in all languages. Some are not made in Italian, some not in French. Depends on the original film. Idea is to make the language involved. In England Metro has a contract with B. I. P. for quota pictures. Spain and South America get American films as plus super-imposed Spanish titles. No direct shot foreign versions of any sort.

Paramount Method
Paramount is planning no further ahead than three months. Present program is for continuation of direct shot foreign versions in Joinville, France. Also a considerably increased number of dubbed films, to be made in Joinville in French, German and Italian, with an occasional Spanish. Ratio will be about one picture dubbed and one direct shot. Production in England will cease as soon as one picture, currently in the making, is finished, at which time Gaumont-British will start making a number of quota films for Par. Spain and South America will get mostly American talkers with super-imposed Spanish titles, with an occasional version.

Co's Direct Shots
Columbia is the only company definitely plotting a number of direct shot Spanish pictures for the year.

(Continued on page 62)

French Film Ass'n Drafts Quota Bill on Pictures Dubbed Abroad

BIP Out of West End By Transfer of Regal

London, May 9. John Maxwell has disposed of his Regal Cinema lease to Rialto Specterman, head of a syndicate controlling several suburban picture houses, including the Commodore, Hammermith.

Specterman takes possession in August, adopting a certain release policy. Move leaves B. I. P. without a West End House and understanding is the company is flitting with the official receiver of the Dominion and may take the house on lease.

Metro is negotiating for the Sergel Eisenstein footage on Mexico. Russ director finished it several weeks ago, but had to sail back to Russia without completing the cutting and editing because his alien residence permit gave out.

Metro would like the film as is with the idea in mind of editing and cutting. Eisenstein's backers, however, are holding out for a clause allowing the Russ to finish the picture himself, argument being that no one but a Russian can cut and use 'montage' successfully. K. W. Alexandrov, Eisenstein's assistant, remained in New York until last Wednesday (4) in an attempt to clear the thing up and conclude a sale, but failed.

Financial backers of the picture will handle the sale details from now on. There's a total of 220,000 feet of film involved.

FILMING WAGNER OPERA
Abel Gance to Do Dutchman in French and German Versions

Berlin, May 9. Financing is being arranged here for Abel Gance, French director, to make a film based on Wagner's 'Flying Dutchman.'

Scenario understood to have been prepared by Gance himself, with shooting in French and German versions in Munich. Munich locale suggests Emelka may have something to do with it, though it would be an indie production by Gance, as his pictures in the past.

French News Theatre Growing Into Chains

Paris, May 9. Newsreels are becoming increasingly popular here and newsreel theatres are making rapid progress. Fox Newsreel house chain is spreading out as a result of success almost everywhere and is planning to reach into Belgium now. Same time to do with it, though it would be an indie production by Gance, as his pictures in the past.

Return visitors from Paris recently came favorably on the newsreel theatre in the Gare St. Lazare, Paris, which is called the most modern theatre of its kind in the world.

House has a number of modern gadgets not seen elsewhere. It's in the main railroad station in Paris and is getting quite a play.

Brookheim's Look-See

C. L. Brookheim, Far Eastern manager of Universal, leaves for Hollywood today (10) after two weeks in New York.

He will spend about two or three weeks on the Coast looking over future production before sailing back to his headquarters in Manila.

Berlin-Man Placed
Frank Freudenthal has been named assistant manager of the Little Carnegie Playhouse.

Freudenthal is a former Berlin theatre man.

Picture Association is rushing the framing of a new quota regulation designed to prohibit the import of any dubbed films made abroad.

Been considerable talk about such a law here, and now the gesture really becomes menacing.

New law, as being framed, would allow the import of foreign (meaning largely American) films for dubbing purposes within France. Dubbed product made in Hollywood or Berlin would be out completely.

Those dubbed here would be allowed on a quota basis of one for each French subject produced or sold for each four French distributors.

In view of these possibilities, Paramount is increasing its dubbing facilities in Joinville to five stages, and several of the indie producers are making room for considerable dubbing activity on the ground.

REVOLT AGAINST SMUT ON SCREEN IN FRANCE

Paris, May 9. Increasing bad reaction against smut in films here, with newspapers lambasting the offenders violently. 'Le Rosier' de Mme. Husson (Orduze), is the latest film to be hit seriously. Picture of the indie producer de Maupassant's sexiest stories was treated roughly by the papers here, being called too dirty. Made considerable box office impression, however, until it hit the road.

Several provincial towns ordered cuts, and Belgium barred the picture unless cleaned up.

Pirandello at Work On Italian Originals

Rome, April 30. Pirandello is back in Rome after his travels, staying at his son Stefano's house. He has five plays to be produced in the U. S. under contract. These include 'As You Wish Me,' 'The New Colony,' and 'Tonight One Improvises,' are already written. The other two, 'The Giants of the Mountain' and 'When I Am Dead,' are in course of being written. As is known, Greta Garbo is playing the lead in 'As You Wish Me,' in the M-G-M version which will probably appear in the near future under a different title. Pola Negri will play the lead in 'The New Colony' on the stage. Pirandello has been planning to publish a new play, 'Find Yourself.' This he has written for his Italian star, Marta Abba.

'I am going to try and do something here for the Italian cinema,' Pirandello told me. 'I am under engagement to write some originals for the Pittagala-Cines Co. and I am very anxious to do something for the Italian cinema.'

One of the stories Pirandello intends to do for the Cines is to have as background the electric steel furnaces of Terni, the largest and most important in Italy.

\$28 for Garbo Double!

Brussels, April 30. A Liege newspaper has started a competition to find doubles of Lillian Harvey, Greta Garbo, Henry Garat and Ramon Novarro.

Sixteen prizes: Four of \$28.374, four of \$12.19, four of \$14.29, and four of \$4.28—are offered.

LONDON STUDIES PARIS

London, April 30. English film exhibitors, annoyed at not getting any relief from censors, are looking over the national budget recently, have sent delegates to Paris to consider the results from the French film theatre strike.

The chance of any of the English film theatres going on strike as a protest against high box-office taxation is exceedingly small, but you never know.

Theatre Advertising as Indicated from Various Cities
On Week Days

NEW YORK
10 P.M. NITE 10 P.M.
STRAND
Broadway & 47th Street
Cont. 35¢ in tax

They said it was a "GIRL" for any woman to love any man that much!

Love double-crossed her heart? ... THIS

STRANGE LOVE
of MOLLY LOUVAIN

A First National Picture with ABSORPTION LIFE TRACK, OUR CINDERELLA, JESSIE FENYON, RICHARD GIDNEY

TULSA
ISHERWOOD
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Mouthpiece
with William SIDNEY FOX

Here's a startling story of a certain attorney who went a long way on the wrong road! Front pages have carried his courtship exploits. His private life has been told only in whispers.

ORPHEUM
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NEW YORK
BARRY MORE
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Women he won with kisses... and juries he won with tricks!... Our greatest actor in his greatest role!

Also Radio Picture with Helen TWELVETREES

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Get the Inside Story of Who Killed Damon Fenwick!

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JOAN BENNETT
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LOVE IN HER EYES—MURDER IN HER HEART
Starring By Every Woman And A Man For Any Man...

APOLLO

PHILADELPHIA
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With and without music
THE BEST STAR IN HIS GREATEST HIT PICTURE!

In two scenes he takes the place of the woman he hated, that brings him to heart and brand the soul!

EDWARD G. ROBINSON
'TWO SECONDS'

HOLLYWOOD'S OWN STAGE! COMEDIAN
CLIFF EDWARDS
"MILLIE LEE"—IN PERSON
"Decorous Crime Remedy" A
"Decorous Crime Remedy" A
"The Screen's GREATEST STARS!"

NEW YORK AND BROOKLYN

TOPPING ALL PREVIOUS BIG SHOWS
UNQUESTIONABLY THE GREATEST ENTERTAINMENT
EVER PRESENTED IN ANY THEATRE IN THE WORLD!

TODAY!

On the Stage at—NEW YORK PARAMOUNT THEATRE

At regular admission prices of 40¢ - 65¢ - 85¢

THIS YEAR'S GREATEST \$4.60 MUSICAL HIT!!

WITH ORIGINAL CAST—COMPLETE! INTACT!

FRED ASTAIRE **FRANK MORGAN**
HELEN BRODERICK **VERA MARSH**
ALBERTINA RASCH **BALLET and cast of 60**
in MAX GORDON'S

'THE BAND WAGON'

By GEORGE S. KAUFMAN and HOWARD DIEZEL—Music by ARTHUR SCHWARTZ
Staged by MAX GORDON—Dances by ALBERTINA RASCH—Setups by ALBERT JOHNSON
Produced under the personal supervision of HOWARD DIEZEL

Exactly as presented during the sensational record-breaking year's engagement at the New Amsterdam Theatre! Marvel at the double-revolving stage that amazed all New York—Royal in the spectacular beauty of such splendid brilliance as "Dancing in the Dark," "The Beggar's Waltz" and "I Love Louisa" Hold your sides with laughter at the side-splitting "Great Washburn Mystery," "For the Birth," and a score of other hilarious sketches.

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Stars of Radio & Stage Together in Person!

First Time in Brooklyn—One-Week Only!
HELEN BRODERICK **CRAWFORD** **RUBINOFF**
America's Most Popular Originals
ROSS & BENNETT **THE TORRENCE** **GORDON, REED & KING**

Extra Added Attraction—Radio's Most Sensational Novelty
THE MILLS BROTHERS

A Joint Band by Theatrical—Thrilling Yaw With New Hit Songs

—ON BOTH SCREENS—
EVERY MAN
for himself!
EVERY WOMAN
for any man who can take her!!

A blistering heat—a hot-blooded dancer—dances with fire in the red dawn of history's greatest upheaval—pulsing passion as a populace went love-mad in an orgy of freedom!

GEORGE BANCROFT
MIRIAM HOPKINS
In a Paramount Picture Directed by John Cromwell

'THE WORLD AND THE FLESH'

BANCROFT in his mightiest role—MIRIAM HOPKINS surpassing her sensational, tempestuous performance in "Dr. Jekyll and Mr. Hyde."

NEW YORK and BROOKLYN
STREET ROYALTY
Paramount

PORTLAND, OREG.

5:30 P.M. FRIDAY

MAY 6

Gala Opening
FIRST RUN
BIG PICTURE

25¢ Policy 35¢
10¢ ALWAYS AFTER 7

John Hancock's
ORIENTAL
THEATRE

By Epes W. Sargent

tion a script authored by Zepp Marx titled 'Tom, Dick and Harry'. Purchase regarded as not unlikely.

SIN'S PAYDAY

script. Al. Lake production and Ray-
relens, featuring Dorothy Revler. Geo.
Seltz, director. Gene Morton and Be-
nbridge, story and adaptation. Jul-
Tronjager, camera. Cast: Forrest Stan-
Harry Semels, Alfred Cross, Hal Pri-
Joey Whitlock, Bers Flowers. At Loew
New York theatre one day, May 3.
Double bill. Running time, 60 minutes.

Another of the underworld attorney's cycle in which the acting is a good deal better than the story. Plot is too obvious to carry much suspense, and even in the B houses this should have strong support if soloed. Can hold up the long end of a doubtful bill in most instances. Fair to good photography, indifferent sound, poorly done dialog and uninspired direction.

for a wife against her lawyer-husband's practice, chiefly in defense of gangsters. When he declines to drop the lucrative business, she leaves him. He goes to the dogs but is brought back by a small boy. When the child is accidentally killed in a gang shooting, he turns the killers up on the promise he can prosecute. He obtains a conviction and gets his wife back.

Latter part of the story strongly suggests the silent 'Manslaughter' but given a new quirk when in the courtroom it is revealed that the sound truck has been used to record the lead's conversation with the murderer, who supposes the lawyer will be his defendant and tells the story of the killing. Action moves slowly even in the flat hour, and poorly done dialog handicaps the players.

Dorothy Revier featured, though most of the situation goes to Foster Stanley, who gets plenty of help from the erstwhile Mickey McGuire. The boy, out of the comedy class, does intelligent and often appealing work.

Production shows evidences of penny-pinching, which sometimes does not matter, but which at other times is a handicap. In spite of a pronounced

SOIL IS THIRSTY
(RUSSIAN MADE)

If a Russian film director showed up with a sense of humor he'd probably be exiled to Siberia. Or worse. Maybe even Hollywood.

Discussing the faults of Russian pictures is getting to be monotonous. Review of one practically stands for

ail. Unadulterated propaganda, with no artistic merits to speak of, almost always without the slightest hint of entertainment. This release is no exception, other than from the standpoint that it's a little worse than average. That's like comparing burlesque shows.

in Turkmenistan on the edge of the Kala-Kuma desert and can't get enough water for their crops because the wicked (meaning 'rich') he controls the irrigation and takes all the luxuries. Along comes the revolution and everything's OK again, and the poor, poor, poor Turkmen have plenty of water and work again.

Even the photography is off. **Kauf.**

VANITY FAIR

Hoffman production and Allied release. From the novel of the same name. William Makepeace Thackeray. Screenplay by F. Hugh Herbert. Features Myrna Loy and Conway Tearle. Directed

Chester M. Franklin, Wilbur McGaughey, asst. dir. Jean Hornbustel, art director, Harry Neuman and Tom Galligan, camera men, L. E. Tope, sound. Sidney Aglier, production manager. At Loew's New York theatre one day, May 5. Running time, 100 mins.

Becky Sharpe..... Myrna Loy
Rawdon Crawley..... Conway Tearle
Amelia Sedley..... Barbara Kent
George Osborne..... Walter Byrnes
Dobbin..... Anthony Bushnell

Joseph Sedley	Emily Sedley
The Marquis of Steyne	Montagu Lewis
Mr. Sedley	Herbert Burnell
Mrs. Sedley	Mary Fort
Mr Pitt Crawley	Lionel Lincoln
Polly	Lilyan Trueman

One of those independent productions which misses distinction because of a lack of finish. A modeled and dressed version of Thackeray's famous novel.

chiseler, with a competent player of the part and frequent good moments, poor photography, tepid direction and poor dialog set it in the one-day theatre for its Broadway showing. The picture will probably make an acceptable sing in the B houses and can top doubleheader almost with distinction, but for the better class house.

day has helped some. It is at least not a costume picture. However, like the one which will appear to the average filmgoer, it is seldom possible to hold inter-

(Continued on page 29)

ANOTHER RKO-RADIO SMASH NEW BOX-OFFICE HIGH MARK

3 WOMEN!



HE LOVED HER



HE HUNG HER



HE MARRIED HER

JOHN BARRY STATUE'S ATT



"Not since his first picture has Barrymore had a part that fitted him so admirably," said the *N.Y. Journal*, while the *Daily News* said "This picture is swift, intriguing... a thrilling eighty minutes."

CROWDED HOUSES AND ENTHUSIASTIC AUDIENCES AT EVERY PERFORMANCE HAVE CONFIRMED THESE GREAT NEWSPAPERS' OPINIONS.

HELEN TWE

Directed by George Archainbaud. Adapted by Gene Fowler, Author of the Best Seller, "The Great Mouthpiece" and Rowland Brown, Author of "Doorway to Hell."

**HIT! . . . NOW SETTING A
FOR NEW YORK MAYFAIR!**

**MORE
ORNEY**

BARRYMORE

in his first great modern American role...as the brilliant lawyer who in love and law was always an outlaw...who won women with his kisses and juries with tricks!

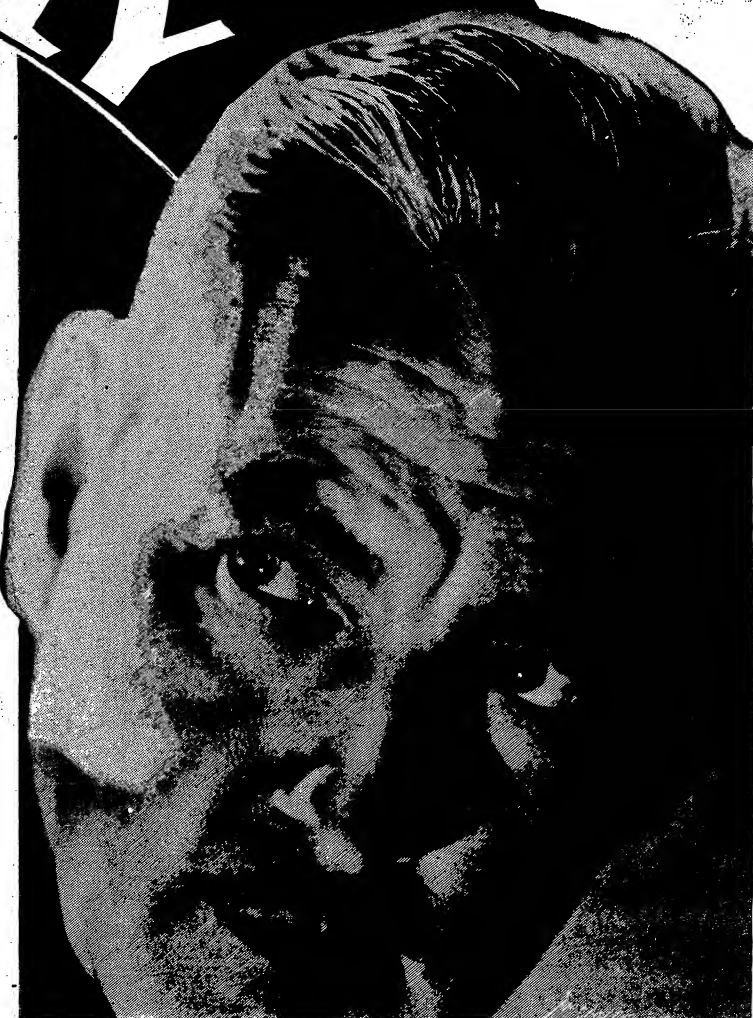
LVETREES

JILL ESMOND

WM. (Stage) BOYD

RALPH INCE

MARY DUNCAN



PROFITS



LESS than three months left this season to make a profit.

SUMMER right at your doorstep.

THIS is no time to let you down.

FOX won't.

THESE names prove it: Janet Gaynor, Charles Farrell, Warner Baxter, Joan Bennett, George O'Brien, James Dunn, Karen Morley, Marian Nixon . . . and others.

ALL in the pictures listed to the right.

BACKED by ace directors, and

STORIES by leading authors.

YOUR protection against hot weather.

LOOK them over. Date them in.

THEN stop worrying about summer!

WARNER BAXTER

in
Man About Town
Karen Morley, Conway Tearle. Directed by John Francis Dillon. Released May 22.

SOCIETY GIRL

James Dunn, Peggy Shannon, Spencer Tracy. Directed by Sidney Lanfield. Released May 29.

GEORGE O'BRIEN

in
Death Valley
Cecilia Parker, Stewart Edward White's story. Directed by David Howard. Released June 12.

JOAN BENNETT

in
Week Ends Only
Ben Lyon, John Halliday. From Warner Fabian's story. Directed by Alan Crosland. Released June 19.

Rebecca of Sunnybrook Farm

Marian Nixon, Ralph Bellamy. Directed by Alfred Santell. Released June 26.

AFTER THE RAIN

Peggy Shannon, Spencer Tracy. Directed by John Blystone. Released July 3.

ALMOST MARRIED

Violet Heming, Ralph Bellamy. Alexander Kirkland. Directed by William Menzies. Released July 17.

JANET GAYNOR CHARLES FARRELL

in
First Year

Frank Craven's Broadway hit. Directed by William K. Howard. Released July 31.

FOX PICTURES - Backed by Showmen!

Comparative Grosses for April

Total of grosses during April for towns and houses listed as previously reported weekly.

NEW YORK

	April 2	April 9	April 16	April 23
CAPITOL High, \$110,400 Low, 29,500	Targan \$55,500 (24 week) Stage Show	Hell Divers \$58,000	Flesh Is Weak \$29,500 (New Low)	Are You Listening? \$42,000
PAR-AMOUNT High, \$95,000 Low, 37,700	Showdown \$55,000 Stage Show	Misleading Lady \$61,500	This Is the Night \$59,300	Sky Bride \$41,800
ROXY High, \$173,600 Low, 32,000	Devil's Lobby \$56,000 Stage Show	Disorderly Conduct \$42,000	Careless Lady \$44,000	Amateur Daddy \$44,000
MAYFAIR High, \$83,900 Low, 7,200	Ladies of the Street \$11,900	Scandal for Sale \$11,400	Love Starved Lady (New Low) \$10,000	Cohens and Kellys \$10,000
STRAND High, \$78,800 Low, 5,000	Beauty and the Beast \$13,800	Tough to Be Famous \$15,800	Man Wanted \$16,800	Ferguson Case \$15,800

LOS ANGELES

	April 2	April 9	April 16	April 23
LOEW'S STATE High, \$48,000 Low, 10,000	Beast of City \$16,800 Stage Show	Cheaters at Play \$22,000 (Ted Lewis)	Mata Hari \$23,000	Disorderly Conduct \$18,500
PAR-AMOUNT High, \$57,800 Low, 10,000	One Hour \$30,000 Stage Show	One Hour \$18,000 (Final 8 days)	Miracle Man \$15,000	Scar Faces \$36,000
WARNER'S HOLLYWOOD High, \$37,600 Low, 7,000	Man Wanted \$15,000 Stage Show	Tough to Be Famous \$17,000	So Big \$13,500	Mouthpiece \$13,000
WARNER'S DOWNTOWN High, \$39,800 Low, 7,000	Beauty and the Beast \$18,800 Vaude	Man Wanted \$10,000	Destry Rides Again \$9,500	Tough to Be Famous \$10,000

CHICAGO

	April 2	April 9	April 16	April 23
CHICAGO High, \$71,300 Low, 29,600	Crowd Roars \$39,000 Stage Show	Flesh Is Weak \$39,900 (Lopez)	World and Flesh \$29,500 (New Low)	So Big \$45,900 (Jackie Cooper)
McVICKER'S High, \$62,000 Low, 8,200	One Hour With You \$19,900 (24 week) Stage Show	One Hour \$12,200 (Final 9 days)	Miracle Man \$23,300	Miracle Man \$9,900 (2d week)
ORIENTAL High, \$52,500 Low, 17,000	Are You Listening? \$22,200 Stage Show	Amateur Daddy \$19,800	Tough to Be Famous \$26,300	Misleading Lady \$23,500 (Blitz Crosby)
ROOSEVELT High, \$36,500 Low, 3,300	Hotel Continental \$12,100	Freaks \$10,300	Destry \$9,200	Explorers of World \$15,400
STATE LAKE High, \$45,300 Low, 6,600	Young Bride \$12,100	Cohens and Kellys \$7,900	Scandal for Sale \$6,500 (New Low)	Young America \$7,900
UNITED ARTISTS High, \$48,100 Low, 10,200	Sky Devils \$17,700 (4 days)	Tarzan \$30,100	Tarzan \$16,100	Tarzan \$10,300 (3d week)

BROOKLYN

	April 2	April 9	April 16	April 23
PAR-AMOUNT High, \$21,000 Low, 9,000	Showdown \$11,000 Stage Show	Misleading Lady \$23,800	This Is the Night \$38,800	Sky Bride \$37,100
FOX High, \$17,000 Low, 7,000	Gay Caballero \$17,000 Stage Show	Devil's Lobby \$18,500	Disorderly Conduct \$21,000	Careless Lady \$17,500
METRO-POLITAN High, \$17,000 Low, 7,000	Polly of the Circus \$17,400 Vaude	Greeks \$16,000	Tarzan \$26,000	Hell Divers \$25,000
ALBEE High, \$17,000 Low, 7,000	Ladies of the Street \$17,400 Vaude	Scandal for Sale \$15,900	Love Starved Lady \$15,900	Cohens and Kellys \$15,300
STRAND High, \$17,000 Low, 7,000	Play Girl \$13,300	Beauty and the Beast \$11,200	Tough to Be Famous \$12,800	Crowd Roars \$20,100 (1st week)

NEW HAVEN

	April 2	April 9	April 16	April 23
PAR-AMOUNT High, \$21,000 Low, 9,000	Broken Wing \$17,000 Stage Show	Dancers in Dark \$11,500	This Is the Night \$19,700 (Mills Bros.)	Misleading Lady \$14,000
FOX-POLI High, \$26,000 Low, 7,500	Lost Squadron \$11,000	Girl Crazy and Devil's Lobby \$11,000	Scarface and Officer Girt \$11,500	Cohens and Kellys and Careless Love \$5,500
SHERMAN High, \$16,000 Low, 1,500	Play Girl \$10,000 Vaude	Tough to Be Famous \$7,500	Beauty and the Beast \$5,900	Crowd Roars \$8,200
BIJOU High, \$12,600 Low, 1,600	Tarzan and High Speed \$8,000	Rue Morgue and Carnival Boat \$5,900	Wiser Sex and Sin's Pay Day \$5,800	Lena Rivers and Around the World \$2,800

SEATTLE

	April 2	April 9	April 16	April 23
FIFTH AVE. High, \$26,000 Low, 7,800	Tarzan \$15,500 Stage Show	Are You Listening? \$9,500 (9 days)	Miracle Man \$10,200	Disorderly Conduct \$5,100
ORPHEUM High, \$32,000 Low, 5,000	Young Bride \$6,200 Vaude	Cohens and Kellys \$5,700	Scandal for Sale \$5,700	Carnival Boat \$6,100
MUSIC BOX High, \$17,000 Low, 2,500	Sky Devils \$5,000	Showdown \$4,000	Alias the Doctor \$3,500	Crowd Roars \$3,100
LIBERTY High, \$12,000 Low, 5,000	Police Court \$5,000 (Low)	Sherlock Holmes \$5,100	Men of the Sky \$5,100	Deceiver \$4,300

BALTIMORE

	April 2	April 9	April 16	April 23
CENTURY High, \$29,600 Low, 9,000	Are the Doctors \$18,400 Stage Show	Crowd Roars \$17,200	Flesh Is Weak \$22,000 (Jimmy Durante)	Girl Crazy \$24,000
KEITH'S High, \$20,000 Low, 4,000	Rue Morgue \$12,000 Vaude	Strangers in Love \$14,000	Impatient Maiden \$11,000	Love Affair \$7,400 (Dorothy Mackall)
STANLEY High, \$33,500 Low, 10,400	One Hour \$21,000	Arsene Lupin \$21,000	Wet Parade \$17,500	World and Flesh \$18,500
VALENCIA High, \$11,000 Low, 2,500	Tough to Be Famous \$2,900	Broken Wing \$2,900	One Hour \$2,900	Arsene Lupin \$3,100
PARKWAY High, \$6,000 Low, 2,500	Polly of the Circus \$5,900	Man Who Played God \$4,700	One Hour \$4,900	Arsene Lupin \$4,950

PHILADELPHIA

	April 2	April 9	April 16	April 23
MASTBAUM High, \$76,000 Low, \$7,500	Strangers in Love (Conrad Nagel on Stage) Stage Show	Play Girl \$40,000 (Conrad Nagel on Stage)	Misleading Lady \$30,000	Play Girl \$45,000 (Paul Whitman)
EARLE High, \$27,000 Low, 16,000	Impatient Maiden \$19,300 Vaude	Are You Listening? \$17,500	Tough to Be Famous (New Low) \$16,000	Cohens and Kellys \$17,000
FOX High, \$41,000 Low, 10,500	Devil's Lobby \$13,000 Stage Show	Careless Lady \$17,000 (Ed Lowry)	Amateur Daddy \$19,000	Young America \$14,200
STANLEY High, \$37,000 Low, 8,000	Hatchet Man \$6,000 (Final 3 days)	Tarzan \$15,000 (4 days)	Tarzan \$20,000	Crowd Roars \$17,500

PITTSBURGH

	April 2	April 9	April 16	April 23
STANLEY High, \$48,000 Low, 11,000	Strangers in Love (Regis Toomey) Stage Show	Play Girl \$17,000 (Regis Toomey)	Sky Devils \$24,000 (Pola Negri)	Wanted, A Millionaire Good News \$18,000
FULTON High, \$12,000 Low, 1,300	No One Man \$5,900	Are You Listening? \$5,000	Disorderly Conduct \$7,500	Wayward \$6,900
PENN High, \$41,000 Low, 15,700	Tarzan \$33,000 Stage Show	Passionate Plumber \$17,000 (Jimmy Durante)	Flesh Is Weak \$17,000 (George Sidney)	Night Court \$17,500
HARRIS High, \$11,000 Low, 1,200	Guilty Generation and Women May Marry \$2,700	Cock of Air and High Speed \$2,800	Big Shot and Behind Stone \$2,600	Steady Company and Sin's Pay Day \$2,350
DAVIS High, \$10,000 Low, 2,000	Wiser Sex \$3,500	Panama Flo \$3,200	Explorers of World \$4,800	Beauty and the Beast \$2,500

DENVER

	April 2	April 9	April 16	April 23
DENVER High, \$27,700 Low, 7,000	One Hour \$15,900 Stage Show	Fireman \$16,900	It's Tough to Be Famous \$11,500	Miracle Man \$13,900
PARA-MOUNT High, \$22,000 Low, 3,800	Hatchet Man \$5,000	Broken Wing \$1,300	Tarzan \$12,900	This is the Night \$7,100
ALADDIN High, \$16,500 Low, 1,580	Hotel Continental \$5,000	Passionate Plumber \$7,000	Beauty and the Beast \$5,000	Careless Lady \$5,000
ORPHEUM High, \$20,000 Low, 10,500	Girl Crazy \$14,000 Vaude	Young Bride \$11,000	Men of Chance \$10,500 (New Low)	Sky Devils \$11,000
RIALTO High, \$4,500 Low, 2,250	Forbidden \$2,500	Deceiver and Final Edition \$2,300	Michael and She Wanted a Millionaire \$2,700	House Divided and Business and Pleasure \$2,250 (New Low)

DETROIT

	April 2	April 9	April 16	April 23
MICHIGAN High, \$53,100 Low, 16,700	Crowd Roars \$26,200 Stage Show	Miracle Man \$31,900	Misleading Lady \$27,000 (Blitz Crosby)	Mouthpiece \$28,000 (Camel 1/4 Hour)
FOX High, \$50,000 Low, 16,100	Devil's Lobby \$24,000 Stage Show	Careless Lady \$20,000	Amateur Daddy \$21,200	Young America \$16,100 (New Low)
FISHER High, \$29,000 Low, 9,400	Tough to Be Famous \$16,500 (L. Fazenda) Stage Show	Flesh Is Weak \$17,000	This is the Night \$17,000	World and Flesh \$12,950
PARA-MOUNT High, \$40,100 Low, 5,000	One Hour \$18,000	One Hour \$5,000 (3d week)	Wet Parade \$12,200	Wet Parade \$9,500
UNITED ARTISTS High, \$39,000 Low, 5,500	Tarzan \$24,800	Tarzan \$15,700	Tarzan \$5,500 (Final 5 days)	Scarface \$22,000

BUFFALO

	April 2	April 9	April 16	April 23
BUFFALO High, \$42,000 Low, 3,800	Arsene Lupin \$25,500 Stage Show	Crowd Roars \$18,500	Amateur Daddy \$29,900	Devil's Lobby \$2,000 (New Low)
HIPPO-DROME High, \$22,000 Low, 3,900	Tough to Be Famous \$4,900	Disorderly Conduct \$7,900	Devil's Lobby \$2,000 (New Low)	Play Girl \$13,300
CENTURY High, \$21,000 Low, 4,700	Gay Caballero \$12,700	No One Man \$14,800	Lost Squadron \$11,600	Three Wise Girls \$9,000
GREAT LAKES High, \$40,000 Low, 5,600	Tarzan \$19,200	Tarzan \$5,000 (2d week)	Three Wise Girls \$9,000	
LAFAYETTE High, \$16,000 Low, 5,500	Guilty Generation \$8,200	Hotel Continental \$7,600		

Gotham Indies Renew

Wail on RKO's Duals

Gradual increase of double featuring by the chains in the area served by New York exchanges is bringing fresh complaints from independent exhibitors, many of whom say they will have to close down if not secure relief. RKO added to the indie woe by replacing vaude in numerous houses with double bills.

Formerly the independents in this section had to contend with little double-billing from the chains. But within the past two years Loew, previously doing the most dual billing, has added many new spots, while RKO, Fox and Warners have followed suit.

The indies are yelling against present rental and protection claiming that the chains, in double billing heavily themselves, are taking away the only chance indies had to follow them.

Palace-Columbia Now

Loew A-B Capital Spots

Washington, May 9. Effective Saturday (13), Loew switched policy for its houses here, shifting its own stage shows from the Palace to the Fox, converting the Palace into an A house and changing the Columbia into a run to a B classification. Under 20-year lease Loew has the Fox at a reported \$7,500 weekly rent.

Deal by which Loew acquired the Fox has been on for some time, but was delayed because Fox was interested in including a high cost piece of real estate in Philadelphia. Final arrangements do not take in the Philly property.

Publix Closes 90

Sudden closing of Public houses in various parts of the country Saturday (7) completely takes that chain of many towns. A total of 90 houses, with as high as seven in one city (Scranton, Pa.) were ordered to bolt the doors Saturday.

A majority of these spots are not equipped with cooling systems, but in the group closed included are numerous important operations.

Houses shut down and towns which thus will be without Public representation are: Portland, Me.; 3; Night, N. Y.; Waterville, Me.; 2; Pittsfield, Mass.; 3; Atlanta, Ga.; Birmingham, 1; Chattanooga, 3; Knoxville, 3; Nashville, 1; Augusta, Ga.; 2; Newport News, 2; Lynchburg, Va.; 3; Charlotte, 2; Memphis, 2; Jackson, Miss.; 2; Abilene, Tex.; 2; Oliphant, Pa.; 1; Pittsburg, Pa.; 2; Plymouth, 1; Kingston, Pa.; 1; Bloomburg, Pa.; 1; Shenandoah, Pa.; 1; Carlisle, 1; Sunbury, 1; Pottsville, Pa.; 2; Williamsport, 2; Middletown, N. Y.; 1; Roanoke, Va.; 4; Butler, Pa.; 1; Altoona, Pa.; 3; Uniontown, Pa.; 2; and Johnstown, Pa.; 2.

In many of the towns affected, including those that for Public are now dark altogether, one or more houses have previously been closed, some of them for a long time.

House-to-House Canvass

By N. E. Union Men

Worcester, May 9. Striking stagehands and projectionists of the Elm and Palace, Harry Arthur theatres, have adopted a house-to-house canvass to place before the New England public the reason they are out of work.

Wearing picket buttons to identify themselves, the men ask house-holders for an opportunity to state their case and request that citizens patronize only the theatres employing union men. Union is advertising the strike and its cause in the daily newspapers. The men are also picketing the theatres.

\$1,134 BLAST

Denver, May 9. Fox-Curran theatre, Boulder, Colo., was broken into by thugs who blew the safe with nitro-glycerine and escaped with the \$1,134.

Charge blew up the floor, orchestra pit and two rows of seats. Covered by insurance.

Art Work Changes

Charles Courtney, who has been in charge of art work for JIKO theatres, has joined Public's art department.

Dave Strumpf's Radio Pictures' art staff will take care of this RKO theatre work henceforth.

(Continued on page 27)

THE WHOLE WORLD IS SHOUTING ITS PRAISES!

The Most Glamorous Musical Spectacle
the English Language Has Ever Known



CONGRESS DANCES

with

Europe's Reigning Queen
of the Screen

LILIAN HARVEY
AND
CONRAD VEIDT • LIL DAGOVER

Produced by **ERICH POMMER**
the man who made "Variety"

CREATED BY  THE WORLD'S
LEADING PRODUCER OF SPECTACLES

★ ★ ★ ★
"FOUR STARS,
EXTRAORDINARY"
— Liberty
Magazine

It **BROKE** all Records in **LONDON** at **3** Theatres
It **BROKE** all Records in **PARIS** at **3** Theatres
It **BROKE** all Records in **BERLIN** at **51** Theatres

Now Showing at America's Foremost Long Run Theatre—Rivoli, New York

NOW BOOKING ♦ ♦ Phone, Wire or Write for an Early Date

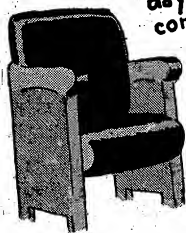
Distributed by **UNITED ARTISTS**

An Example of What Happens When Promoter Dreams About South Seas

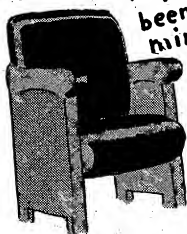
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WONDER WHAT a THEATRE SEAT THINKS ABOUT!

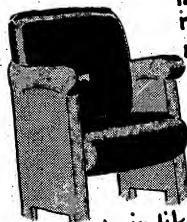
"Gosh, I'm exhausted tonight! IF the Boss holds over 'TARZAN THE APE MAN' another day I'll have a complete collapse!"



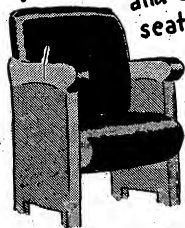
"My back hurts something awful! Ever since the Boss put in Metro-Goldwyn-Mayer Pictures I haven't been idle one minute!"



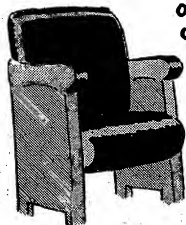
"Lucky they sent that carpenter in here after 'HELL DIVERS' My bottom was just about out! The Boss says he broke the house record. He busted me too!"



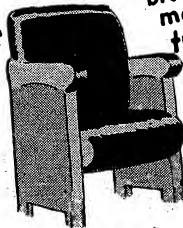
"Gee whiz, if there was only one restful week! What a season I've put in with 'THE CHAMP' 'POSSESSED' 'PRIVATE LIVES' 'MATA HARI' and all those M-G-M seat-fillers!"



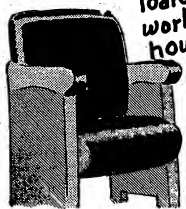
"I love that sweet Marie Dressler, even though I'm a bit tear-stained from 'EMMA' I hope I can stand up under the strain of Dressler-Moran coming in 'PROSPERITY' My springs were gone after 'POLITICS'."



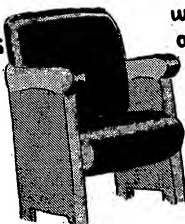
"A chair like me gets to be quite an authority on pictures. When Greta Garbo's on the screen they seem to sit in breathless enjoyment. I saw the trailer on her next hit 'AS YOU DESIRE ME' and I can hardly wait!"



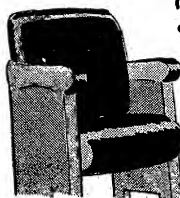
"They tell me some seats in this town have a cinch—they're just like new—never have to work! They'll wind up on the scrap-heap, the loafers! They should work in an M-G-M house and they'd get the stuffings knocked out of 'em!"



"Joan Crawford in 'LETTY LYNTON' and then Norma Shearer in 'STRANGE INTERLUDE'—and no end of M-G-M hits insight—my next couple weeks are cut out for me—and how!"



"You can't blame us M-G-M chairs for getting proud. The way the folks rush in here and fight for us is quite a thrill. Well, doors are opening now. Here comes a fat Mama. Just my luck!"



Comparative Grosses for April

(Continued from page 23)

BOSTON

	April 2	April 9	April 16	April 23
METRO-POLITAN	Alias the Doctor \$34,000 (Pola Negri on Stage) Vaude	This Is the Night \$32,100	So Big \$35,200 (Leo Carrillo)	Misleading Lady \$42,000 (Milla Brown)
STATE	Are You Listening? \$33,300 Vaude	Night Court \$20,000	Flesh Is Weak \$14,000	Wet Parade \$17,000
RKO KEITH'S	Shopworn \$13,300	Cohens and Kellys \$7,700	Scandal For Sale \$5,200	Girl Crazy \$2,700
KEITH'S BOSTON	Steady Company \$28,300 (Camel Radio Group) Vaude	Young Bride \$19,600	Love Affair \$22,300 (Mary Brian, Ken Murray)	County Fair \$12,600 (New Low)

PORTLAND, ORE.

	April 2	April 9	April 16	April 23
PARA-MOUNT	Tarzan \$14,000 Stage Show	Miracle Man \$13,500 (9 days)	Arrowsmith \$15,000	World and Flesh \$9,500
RKO ORPHEUM	Young Bride \$5,500 Vaude	Cohens and Kellys \$5,500	Scandal For Sale \$3,200 (New Low)	Carnival Boat \$5,000
MUSIC BOX	Shopworn \$4,900	Unexpected Father \$5,000	Beauty and the Boss \$5,000	Crowd Roars \$5,200
UNITED ARTISTS	Millionaire \$3,900	Broken Wing \$4,000	Tarzan \$4,500	Arrowsmith \$4,000

INDIANAPOLIS

	April 2	April 9	April 16	April 23
INDIANA	One Hour \$18,000 Stage Show	Alias the Doctor \$13,500 (B. Robinson)	Misleading Lady \$8,500 (New Low)	Miracle Man \$14,500 (9 days)
PALACE	Tarzan \$10,000 (New High)	Are You Listening? \$5,500	Flesh Is Weak \$8,000	Wet Parade \$8,000
LYRIC	Devil's Lottery \$11,000 (V. McLaglen) Vaude	Beauty and the Boss \$7,500 (New Low)	Carless Company \$11,000	Steady Company \$9,000
CIRCLE	Panama Flo \$7,000 Big Shot \$4,000 (New Low)	This Is the Night \$4,000	Girl Crazy \$5,000	Tough to Be Famous \$5,000
APOLLO	Hotel Continental \$5,000	Amateur Daddy \$3,500 (New Low)	Crowd Roars \$7,000	Man Wanted \$5,500

WASHINGTON

	April 2	April 9	April 16	April 23
EARLE	One Hour \$25,000 Low... 6,000	Alias the Doctor \$13,500	Crowd Roars \$18,000	Man Wanted \$14,000
PALACE	Beast of the City \$29,300 Low... 8,500	Devil's Lottery \$11,000 (New Low)	Wiser Sex \$14,000	Flesh Is Weak \$23,000 (Art Tracy)
COLUMBIA	Tarzan \$19,000 Low... 4,900	Disorderly Conduct \$21,000 Vaude	Wet Parade \$10,000 (2d week)	This Is the Night \$8,500
FOX	Disorderly Conduct \$41,500 Low... 12,000	Young Bride \$9,500 Vaude	Devil's Lottery \$13,200	Young America \$12,400
KEITH'S	Young Bride \$9,500 Vaude		Hell's House \$8,000	Symphony \$10,500 (1st week—no vaude)

NEW ORLEANS

	April 2	April 9	April 16	April 23
ALABAMA	Arsene Lupin \$10,000 Vaude	Strangers in Love \$10,000	Tarzan \$12,000	Scarface \$11,000
RITZ	Young Bride \$14,000 Love Affair \$4,000	Shopworn \$4,000	Office Girl \$4,000	Hotel Continental \$4,000
EMPIRE	Taxi \$3,800	Dancers in the Dark \$3,800	Millionaire \$3,000	Tough to Be Famous \$3,700
STRAND	Ben-Hur \$2,300	Pardon Us \$2,000	Big Parade \$1,500	Sky Devils \$1,500

NEWARK, N. J.

	April 2	April 9	April 16	April 23
BRANFORD	Rue Morgue \$30,500 Low... 5,500	Disorderly Conduct \$12,000	Shopworn \$12,000	Crowd Roars \$11,500
STATE	Plumber \$15,000 (Alice White on Stage) Vaude	Polly of Circus \$15,000	Tarzan \$17,500	Beast of City \$18,000 (Cap Caloway on Stage)
RKO PROCTOR'S	Hotel Continental \$33,000 Low... 7,000	Girl Crazy \$15,000	Love Starved \$15,000	Carnival Boat \$14,000 (Miss Green on Stage)
CAPITOL	Final Edition \$15,000 Low... 2,500	Expert and Big Timer \$5,000	Alias the Doctor \$5,200	Arsene Lupin \$4,800 Tomorrow

LOUISVILLE

	April 2	April 9	April 16	April 23
LOEW'S	Are You Listening? \$28,000 Low... 5,500	Flash Is Weak \$10,000	Scar Face \$12,500	Wet Parade \$9,200
STRAND	Carless Lady \$12,500 Low... 3,700	Amateur Daddy \$4,500	Crowd Roars \$3,800	Miracle Man \$6,500
RIALTO	Wayward \$7,000 Low... 3,275	Hotel Continental \$3,800	Man Hunted \$10,500	Misleading Lady \$9,500
BROWN	Alias the Doctor \$14,000 Low... 1,700	Woman Commands \$2,300	Tough to Be Famous \$1,900	Secret Service \$2,100 (4 days)
ALAMO	Broken Wing \$11,800 Low... 2,400	Devil's Lottery \$2,800	Behind the Mask \$2,500 (Low)	Beauty and the Boss \$2,500

KANSAS CITY

	April 2	April 9	April 16	April 23
MAIN-STREET	Cohens and Kellys \$12,000 Low... 8,000	Panama Flo \$17,000 (Weaver Bros. on Stage)	Scandal For Sale \$11,000	Young America \$11,000
LOEW'S MIDLAND	Sky Devils \$12,000 Low... 7,800	Are You Listening? \$9,600	Way of All Flesh \$13,000	Wet Parade \$13,000
NEWMAN	Fireman \$5,200	Misleading Lady \$7,000	Crowd Roars \$7,000	Miracle Man \$9,500
LIBERTY	One Hour \$5,800	Beauty and the Boss \$4,300	This Is the Night \$4,300	Tough to Be Famous \$4,000 (6 days)

SAN FRANCISCO

	April 2	April 9	April 16	April 23
FOX	Millionaire \$24,000 Stage Show	Amateur Daddy \$24,000	Devil's Lottery \$27,500	Flash Is Weak \$39,000
WARFIELD	Disorderly Conduct \$18,500 Low... 8,200	Wiser Sex \$15,000	Play Girl \$17,000	Broken Wing \$17,000
PAR-AMOUNT	One Hour \$10,000 (2d week)	Tarzan \$20,000	Tarzan \$11,000 (2d week)	Miracle Man \$13,000
GOLDEN GATE	Wayward \$12,000 Low... 8,900	Law and Order \$11,000	Rue Morgue \$12,000	Impatient Maiden \$11,000

MONTREAL

	April 2	April 9	April 16	April 23
LOEW'S	After Tomorrow \$18,500 Low... 7,750	Polly of the Circus \$15,500	Crowd Roars \$15,000	Devil's Lottery \$14,500
PALACE	One Hour \$32,000 Low... 7,000	Arsene Lupin \$17,000 (6 days)	Sunshine Susie \$12,000	Frankenstein \$17,000
CAPITOL	Lady with a Past \$30,000 Low... 5,500	Alias the Doctor \$12,000	Wiser Sex \$11,000	Heart of New York \$11,500
PRINCESS	Greeks and Corsairs \$25,000 Low... 4,500	Sky Devils \$12,000	Forbidden and Big Times \$7,000	Girl Crazy \$8,000
IMPERIAL	Est Charming \$6,000 Low... 2,000	One Hour \$4,500 (2d week—French made)	Une Heure Pres de Vous \$8,000 (Par-French)	Une Heure Pres de Vous \$5,000 (2d week)

TACOMA

	April 2	April 9	April 16	April 23
RKO ORPHEUM	Alias the Doctor \$14,500 Low... 4,200	Ladies of the Jury \$5,200	Big Timer \$4,800	Tough to Be Famous \$5,000
BLUE MOUSE	Play Girl \$2,500	Heart of New York \$1,500	Old Man Minick \$1,500	Sky Devils \$1,800

(Continued on page 29)

R. R. HELPS REVIVE 'HAM'S SUN. PROBLEM'

Birmingham, May 9. Sunday amusement question has popped up again thanks to the railroads. Merchants, hotel men, theatre managers and others have been instrumental in reviving the subject. A delegation called on the Chamber of Commerce last week demanding that something be done to help the Sunday situation.

With railroads running excursions out of Birmingham every weekend there is little business; or money, here for Birmingham merchants. These excursions are taking Sunday thousands to Montgomery, New Orleans, Chattanooga, Muscle Shoals, Columbus, Ga., and other towns where Sunday amusements are allowed. Last week an excursion carried over 5,000 people to Chattanooga at \$1.50 for the round trip. Figuring that each person on the trip spent \$5 that meant \$25,000 taken away from this city.

Montgomery hotels and theatres are running advertisements in local papers at the 'Sunday trade. One of the Montgomery hotels is running a three column ad in the 'News' several times a week.

Delegation calling on the Chamber of Commerce asked immediate action. Newspapers were invited to this conference but when they arrived they were barred. They were further told not to print a line about the meeting. The 'News' didn't but the 'Post' reporter went back to his office and slammed a story on page one.

The C. C. has promised a decision at once. If it's favorable a campaign will be launched and another election held.

Tex. Negro Specials

Dallas, May 9. Robb & Rowley, indie chain, is trying all-Negro films at week-day boosters and for separate Negro mats in some of the smaller towns. Clarence Brooks, colored performer in 'Arrowsmith', will do a string of personals mostly in Negro stands.

'Hotel' Hitting Coast Tanks as Roadshow

Hollywood, May 9. Under supervision of George Moore, Metro's coast roadshow department is readying 11 days for 'Grand Hotel'. First in the California, San Francisco, May 12, for two weeks or more. Remainder, all for a week each, are Oakland, Sacramento, Fresno, San Diego, Seattle, Tacoma, Portland, Butte, Billings and Spokane. Company managers are Harry Davis, Hal Elton, Larry Curt, William Roddy, and Sam Myers. Richard Marshall is ahead to handle publicity, and Norman Sprowl, borrowed from Fox-West Coast, is in charge of ticket, boxoffice and house management arrangements under supervision of Frank Newman for Fox-West Coast.

Albany's Sundays

Albany, N. Y., May 9. Democratic controlled common council passed an ordinance last week legalizing Sunday films in this city in the face of considerable opposition from the churches. Bill is now before Mayor Thatcher, who is expected to sign it this week. When the measure is made a law it will end a long fight which few city administrations cared to attempt to carry through.

Three-Hour Exception

Oklahoma City, May 9. Voters of Wynoka, Okla., have authorized Sunday shows except between the hours of 9 and 9 p. m.

THE ORIGINAL — REUNITED

KING, KING AND KING

"DANCING TO THE KING'S TASTE"

Held Over 2nd Week CAPITOL, New York, Week May 6

ALL LOEW DE LUXE THEATRES TO FOLLOW

Thanks to L. K. SIDNEY AND MARVIN SCHENCK

Get this STRAIGHT

THE COMPANY
DELIVERING RIGHT NOW—
THE COMPANY GEARED
TO KEEP DELIVERING
THROUGH THE TOUGH
SUMMER MONTHS—

IS THE ONE COMPANY
FOR 1932-33!

and **HERE'S**
the tip-off...

3 NEW SMASH HITS IN 3 WEEKS FROM WARNER BROS.

THE MOUTHPIECE*

The hit that scooped the industry! starring WARREN WILLIAM—
SIDNEY FOX...3rd capacity week in N.Y. Top grosses in all key cities.



RUTH CHATTERTON

in her first picture for Warner Bros. and her greatest since "Madame X"
The Rich Are Always With Us†
Watch its mid-west premiere at Publix ace house, Chicago Theatre, Chicago!



First of Its Kind!

THE STRANGE LOVE OF MOLLY LOUVAIN†

a crashing woman's picture that carries a terrific emotional wallop!
with LEE TRACY—ANN DVORAK...The Star Finds of The Season!

MORE! MORE! MORE!

2 great star smashes on the way to top anything you've had
since last winter....



EDWARD G.
ROBINSON

In his first love drama

TWO SECONDS!



JOE E.
BROWN

as a Rang Tang Taran-
tula from Texas in The
TENDERFOOT!

*A Warner Bros. Picture
†A First National Picture

VANITY FAIR

(Continued from page 19)

shortcomings make it impossible for the theatres these possible admirers patronize.

On the other hand, it has not been dressed up to modern style for the two-bit mob. The same thing has been done more seriously and carried over on that angle with some degree of success. Here a fault is that it sticks too closely to the original story and the plot seems dated and creaky.

From another angle the book ought to be a handicap in that there is too much plot for an intriguing development. There is room only for the highlights and the sequences fit by a speed which denies time for careful story development. It is like a book of illustrations without the text.

Myrna Loy was an excellent choice for the character of Becky. She plays the part with simplicity, looking as well as acting her assignment until the final sequence when the makeup obscures her suggest age and her fading charms. She's still Myrna Loy then, when the deception should be most perfect. Save at the finish she turns in a highly credited performance which is partly defeated by the charm she imparts to the girl.

The other characters are generally well cast, with Billy Bevan, an ex-colic, doing surprisingly well as Joe Sedley. Conway Tesler, Barbara Kent, Anthony Bushell, Lionel Lincoln and Lilyan Trefe all turn in creditable performances, but lack of direction makes the play a parade of character acting rather than a well-knit and homogeneous story. The production lacks the gifted touch which welds components into a single structure.

AU NOM DE LA LOI

(In the Name of the Law)
(FRENCH MADE)

Paris, April 20. Natan production and release. In Natan's studios at Joinville. Recorded in C.A. Directed by Maurice Tourneur. Cast: Marcelle Chantal, Charles Vanel, Gabriel Gabrio, Labry, Jean Marchand, Jean Des. From the novel by Paul Bringer. Running time, 60 minutes. Marivault, Paris, April 15.

After a period of rest, this is a tremendous comeback for Marcelle Chantal, and her best so far in talkers. Role of the ritzy woman crook running an opium ring, hunted in connection with the murder of a detective, getting another sleuth who is tracking her to fall in love with her and finally committing suicide when faced with capture.

Chantal has a contract with Natan, but instead of providing her with the special type of story fitting her, prevents her being used regularly.

The men are very good—all detectives, with the exception of a couple of crooks, and Jose Noguero providing what comedy relief there is as a sap South American diplomat. Film is a thriller detective story. French police third degree methods, and a sequence vividly showing the arrest of a crook in a deserted hut. Another thrill leaves the use of tear gas to get the leader of the gang when he holds a top room in a Paris building as a lafort.

Maurice Tourneur's American experience has saved him from wasting footage. Film provides excellent

lent entertainment from beginning to end—latter being rather abrupt, contrary to French habit. Photography and sound somewhat uneven. Very well received on the boulevards, and likely to draw far more still in the neighbors and provinces. MZL.

Promenade en Chine

(Trip Through China)
(FRENCH MADE)

Paris, April 30. Produced by Titayna. Marketed by Compagnie Continentale Cinematographique. Film in China. Running time, 93 minutes. Miracles, Paris, April 27.

Film was made between February and July, 1931, by Titayna, name of a globe-trotting girl who has already filmed a travelogue in Mexico. She landed in Shanghai and went up the Yangtze river on a French sunboat, later on tracking up to

Fibet, using native porters, with only one white escort as operator, but she herself shot a lot of the film. Owing to Chinese prejudice she had to proceed in Shanghai in big camera and use a small Bell & Howell model. She was thus able to film quaint Chinese places and ceremonies.

Human element is supplied by the nerve of the girl, who has done many explorations on land and sea practically unscathed and has had strange personal experiences in China and Manchuria. She is frequently seen herself in the film. Girl, who is of a high French military family, was attached as lady-in-waiting to the Empress of China about 10 years ago, and with members of the Japanese royal family had a motor race in France. She was a long time in a plaster cast, and on recovery started on a life

(Continued on page 32)

Picture Possibilities

'Foreign Affairs'—Unfavorable
(Comedy, Kamler and Fuller, Avon). Little substance to a story of a love rendezvous in a small Italian mountain hotel. Ibec.

'Take My Tip'—Unfavorable
(Comedy, Mack Hillard, Forty-eighth Street). Film chances depend on length of engagement with a brief stay indicated. Ibec.

'Bulls, Bears and Asses'—Unfavorable
(Herbert Milton Gropper, Playhouse). Screen has never made a strong Wall Street picture and chances are against the type interesting enough people to make it pay. Not a chance for this one, which has no feminine interest, and not much for the men. Rush.

'Another Language'—Favorable
(Comedy drama, Arthur J. Beckhard, Babel). A domestic play, written with a fresh style that should qualify it for program release. Ibec.

'Angeline Moves In'—Unfavorable
(Comedy, Haid Canoco, Forrest). Much too lightweight to supply any picture material. Ibec.

'The Man Who Changed His Name'—Favorable
(Melodrama, Frank Conroy, Broadway). A thriller from the last Edgar Wallace which has a better chance on screen than stage. Ibec.

'Merry Go Round'—Favorable
(Melodrama, Blankfort and Hart, Provincetown). Story of alleged connection between politics, police and rackets. Very well done for the Village. Might make a thriller. Ibec.

'Broadway Boy'—Unfavorable
(Comedy, Barton Slater, 48th Street). About the troubles of a shoe-string play producer. Not picture material. Ibec.

Comparative Grosses for April

(Continued from page 27)

CINCINNATI

	April 2	April 9	April 16	April 23
ALBEE	Cohens and Kellys	Wayward	Careless	Carnival
High..	\$35,500	\$21,000	\$20,000	\$28,000
Low..	17,000			
PALACE	Girl Crazy	Sky Devils	Tough to Be Funny	Miracle Man
High..	\$26,100	\$18,000	\$11,500	\$16,000
Low..	8,000			
CAPITOL	One Hour	Flesh Is Weak	This Is the Night	So Big
High..	\$22,000	\$15,000	\$10,000	\$11,500
Low..	6,500			
LYRIC	Tarzan	Tarzan	Crowd Roars	World and Flesh
High..	\$23,900	\$9,500	\$9,500	\$10,900
Low..	5,000			

PROVIDENCE

	April 2	April 9	April 16	April 23
STATE	Sky Devils	Are You Listening?	Scar Face	Wet Parade
High..	\$28,000	\$15,000	\$15,000	\$14,000
Low..	8,200			
RKO ALBEE	Showdown	Cohens and Kellys	Young Bride	Scandal for Sale
High..	\$20,000	\$12,000	\$10,600	\$9,300
Low..	3,000			
FAY'S	Fight to Be Famous	Amateur Daddy	High Speed	Lena Rains
High..	\$6,500	\$7,000	\$7,300	\$7,300
Low..	4,500			
PAR-AMOUNT	Brown Wing	This Is the Night	Misleading Lady	Flash and World
High..	\$18,000	\$7,100	\$6,100	\$7,300
Low..	4,000			

MINNEAPOLIS

	April 2	April 9	April 16	April 23
MINNE-SOTA	Arsene Lupin	Tarzan	Crowd Roars	Miracle Man
High..	\$45,200	\$21,300	\$15,000	\$16,700
Low..	15,900			
RKO ORPHEUM	Ladies of the Jury	Impatient Maiden	Showdown	Tough to Be Famous
High..	\$25,000	\$15,000 (6 days)	\$9,000	\$12,500
Low..	5,000			
WMA "Star Night" Idea	Famous Vaude	Amateur Daddy	High Speed	Wet Parade
High..	\$7,000	\$7,000	\$7,300	\$7,300
Low..	1,200			
STATE	One Hour	Wiser Sex	Feaks	Wet Parade
High..	\$28,000	\$6,300	\$7,200	\$7,300
Low..	3,000			
LYRIC	Are You Listening?	After Tomorrow	Broken Wing	Behind the Mask
High..	\$7,000	\$3,900	\$3,900	\$4,600
Low..	1,200			

A LOW PRODUCTION
"BROADWAY REVUE"
(May 6). Paradise, New York

STARRING
HARRY ROSE
"The Broadway Jester"
Dir.: Wm. Morris

THE TELEPHATIC HUMORIST
NORMAN FRESCOTT
Dir.: Cargill and Dobson

BUSTER SHAVER
and
OLIVE & GEORGE BRASNO
"Brief Moment"

A LOW PRODUCTION
"THREE SCREENS"
(May 7). Low's, Jersey City

CHANEY FOX
with
JACK LANE
"Dancing Stars of Two Continents"
Dir.: Johnny Hyde

AL NORMAN
Comedian?
Thanks to Johnny Hyde

JOSEPH GRIFFIN
Distinctive
Bites in Songs

A LOW PRODUCTION
"PARISIENNE"
(May 7). Capital, New York

FRANK RADCLIFF
with
GENE RODGERS
in
"DARK DOINGS"
Dir. CHAS. FITZPATRICK

JEAN LEE GAILS
INTERNATIONAL DANCE STARS
Dir. LYONS & LYONS

ANITA AVILA
and
JACK NILE
DANCERS
Style—Sophistication—Humor

SILVIA NELSON
Singer of Charm and Beauty

A LOW PRODUCTION
"HI-LITES OF 1932"
(May 7). Dixie, Columbia

JIMMY SAVO
"The Runaway Boy"
Dir.: Sam Lyons

VANDERBILT BOYS
"Crooners of Song"
Dir.: Phil Tyrrell

PEG LEG BATES
World's Greatest Monogrammed Dance
Dir.: Nat. Natchem, Wm. Morris, Agency

CHESTER HALE'S HI-LITERS

A LOW PRODUCTION
"DANCE DREAMS"
(Week May 7). Low's, St. Louis

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

IVAN TRIESAULT
Famous International Dancer
and Pantomimist

OLIVE SIBLEY
"The Songbirds of Two Continents"
Dir.: Cargill-Dobson

MARY MILES
Hollywood's Aerobatic Sensation
Dir.: Cargill-Dobson

Chester Hale's Dream Damsels

A LOW PRODUCTION
"DIVE IN"
(May 7). Valencia, Jamaica

JACK PEPPER
"Pepping Up the Show"
Dir.: Cargill & Dobson

MADELINE BERLO
DIVING MERMAID
and
DIVING GIRLS
Thanks to Marvin Schenck

CHESTER HALE'S DIVE IN GIRLS

HAROLD STANTON
American Tenor
Dir.: Phil Tyrrell

A LOW PRODUCTION
"FORWARD MARCH"
(May 7). Oriental, Chicago

Terrell & Fawcett
"Falling For You"
Dir.: Eddie Meyers

CANDREVA 6 BROS 6
Dir.: Cargill & Dobson

LOYALTA'S
"Arabian Stallions"
Dir. Chas. V. Yates

CHESTER HALE'S FORWARD MARCH GIRLS

DON BARCLAY
FOUR
CARLTON BOYS
"Knocking Around"
Per. Dir.: Irv. & Chas. V. Yates

CHESTER HALE'S HI-HO GIRLS

OSCAR RAGLAND
and
ROBT. G. PITKIN

A LOW PRODUCTION
"CUBAN HOLIDAY"
(May 7). State, Cleveland

CLIFFORD MARION
Dir.: Lyons & Lyons

O'Hanlon & Zambuni
DANCE CREATORS
Smart and Sensational
Dir. Chas. V. Yates

THE 3 GOBBS
STILL WORKING
HI-DE-HI
Dir.: Nat. Natchem, Wm. Morris, Office

JACK REID
"SINCING THE BLUES"
Dir.: Alex. Hanlon & Sam Shepard

CHESTER HALE'S SENORITAS

A LOW PRODUCTION
"FROLIHTIES"
(Week May 7). Palace, Washington

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 Trump Cyclist"
The Bicycle Stamp

CHESTER HALE'S FRIVOLITY GIRLS

FANCHON & MARCO
Featured Acts

The Mad Wags of Malibu
BERNIE and WALKER
in "ANYTHING CAN HAPPEN"

NOVAK and FAY
"All Tangled Up for Fun"
"TOWN and COUNTRY" Idea

RUDY KAYE
"The Singing Switcher"
Mae Murray's "Parlous Horse"

JANICE WALKER
Doing "Cinderella Brown"
Mae Murray's "Parlous Horse"

STEVE SAVAGE
As "JOE E. BROWN"
WMA "Star Night" Idea
Dir. HARRY LEVINE

GILBERT BROS.
"MALIBU BEACH" Idea

KEEPING UP WITH F. & M.

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

Clothes

Trixie Friganza, who starred on many stages in many countries, tells Eleanor Burres of Los Angeles Record that one reason she's happy over her F. & M. contract is—clothes. States that all the garments she purchased in London, Paris, Berlin, Manhattan and Hollywood, none of 'em touched the gowns for her act turned out by F. & M. costume department. Spotlight for little publicized department!

Taught

Beth Lewis, with "World's Fair-est" idea, getting much national newspaper publicity due to interesting experiences as singing teacher in New York public schools, training thousands of kids. Chicago beauty winners in this idea picked by Lou Lipstone and the two Bille, Hollander and Pine, grabbing pictorial publicity at every stand along route. Chicago publicity welcome will break space records.

Prodigal

Eddie Peabody going over in Los Angeles bigger than ever at Loew's State. Being away helped local popularity, particularly being as far away as Paris and London. Rube Wolf contemplating European contract for same reason. Ted Lewis smashing Frisco box office records for Fanchon and Marco, as he did in Los Angeles. The Hat tells press interviewers this is his happiest engagement in years.

Vaude

F. & M. Manhat vaude bookings for the Skouras houses include Celebs Leo Carrillo and Gus Van. Jack Parlington signed Blanche Sweet for an idea to be produced at the F. & M. main studios, Hollywood. Raquel Torres opened successfully for F. & M. on Coast in "Malibu Beach" idea, which gently spoofs the movie vacation colony. Renee Torres and Gilbert Brothers helping Raquel put the show over.

Game

Madame Schumann Heink's game-ness in course of F. & M. St. Louis engagement gets approving comment from James Aswell, Central Press Manhat expert, who writes for four hundred American newspapers. In Spokane, Wash., Myrtle Gaylord writes up Betty Compton on her F. & M. visit, under heading, "Blonde Betty Compton tells Myrtle she believes husbands love to have wives work. She's charming, she diets, and she's friendly!" Wuxta!

Casts

Supporting discoveries of "Trixie Friganza and Her Discoveries" are Keene Twins, Bunny Bronson, Mark Pepper, Stadler Rose Trio, Ruth Layne, Ken Syner and Paul Howard. The Mae Murray gang ("Club Maxim" idea) is Rudee Kaye, Dezzo Retter, Luc Lorraine and Helen Patch. Leonidoff has cast Bert Levy, Monroe Brothers, Monty and Carmo and Toots Novelle in his "Mickey and Minnie" idea.

Ginger

Ginger Rogers quit the kleges and played her original role in "Glad Crazy" for F. & M. at California Theatre, San Diego, due to short jump from Hollywood. F. & M. booking musical tabs when big enough. Helen Vanner joins Lynn Cowan in "Southland" idea; this is big addition to cast; Helen weighs 250 pounds. Bernard de Pace, considered world's greatest artist on mandolin, and Park and Clifford also in.

Stunts

All the famous movie stars appearing in impersonation in "Star Night" idea at Denver Theatre, Denver, portrayed in lobby cutouts that were town talk for week. Stunt engineered by Jerry Zigmund, Denver manager. Morris Kinner, Fox Brooklyn publicist, has "Farsaeis" idea. Sunkists turn hands of city hall clock back as reminder to locals of change in daylight time. Brooklyn Journal front-paged.

Experts

Motion Picture Relief Fund, represented by Mark Larkin, famous Coast p. a., calls on Fanchon and Marco to produce revue numbers and scenes for "Hollywood on Parade." Lewis Levy production profits of which go to the Fund. Dog lovers all over the country thrilled by in "wing inside yarn on F. & M. s."—lines written by Mark Barron, Associated Press ace.



KEEP YOUR NAME

BEFORE THE PUBLIC

F-M Name Drive

Another drive for name personalities is being instituted by Fanchon & Marco for its units, idea being one to a troupe to bolster and help draw.

Trixie Friganza opens the current week in San Diego while Mae Murray and Gilda Gray are also going F. & M.

Clipping from
VARIETY

- NOTHING fades faster than a name that isn't plugged.
- F. & M.'s live publicity staff keeps yours right out in front!

FANCHON & MARCO

INC.

Offices

HOLLYWOOD • SAN FRANCISCO • SEATTLE • MILWAUKEE • NEW YORK

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

Abbott Dunning, Inc., formed by Philip Dunning, George Abbott and Joseph P. Bickerton, to produce plays next season.

Thornton Wilder is working on 'Klart', which Gilbert Miller hopes to produce. Adaptation from the Hungarian.

Plainfield, N. J., nears the end of its serial crusade against Sunday pictures with the formation of a grand jury to consider the cases of three sets of 13 managers each who have been arrested on as many consecutive Sundays. Theatres put relief managers in each Sunday to take the place, the regular headliner coming in for week days only.

Newport Casino theatre will start off with a bank roll of \$21,000. Got \$5,000 from the townsmen and \$15,000 from the summer residents. Opens July 5.

After he produces British version of 'Jewel Robbery' for MacGowan & Reed, Richard S. Aldrich will run over to Paris to get a line on 'Eufur', which the firm plans to do over here next season.

Tex Guinan, sailing for Europe last week got a summons as a partying gift. In suit of Ed Fishman who contends that the Guinan contracted for some California dates which she never filled. He asks \$100,000 damages.

Licenses Commissioner saw a burlesque show last week and found it tame. But he is suspicious that it was pruned because they knew he was coming.

Temporary alimony of \$200 a week and \$1,500 counsel fees granted Mrs. Aaron Fox in her suit for divorce from the brother of the picture magnate.

Police enjoined from closing a dance marathon in Yonkers, Judge holding that no law specified against the endurance contest.

Players Club finally makes up its mind to a spring revival. Will do 'Troilus and Cressida'. First presentation in U. S. To start June 6 at a theatre not yet selected.

Arthur Hopkins announces that Ethel Barrymore will appear under his management next season in 'Encore', by Victor Wittgenstein and Sheridan Gibney. Siegfried will be the leading man.

Michael Saks has given up the Downtown National theatre and taken on the Second Ave. for next fall.

Osgood Perkins goes cold on a

summer stock for Mt. Kisco when offered a job in Jane Cowell's play.

Low Leslie planning four shows. Two will have white and the others colored casts. 'Clowns in Clover' is due in Chicago next month with a white cast. Will be authored by Dorothy Fields and Jimmy McHugh. A second edition of 'Rhapsody in Black' is also contemplated with Ethel Waters. Will open in N. Y. in Aug. There will be another 'Blackbirds' later. 'Sattires', revue, for fall production with a white cast.

New low for concert music is the cent bottom for the concert of the N. Y. Symphony at the Washington high school stadium, starting July 5. Remainder of seats 50c and \$1. New low for a 92-piece band.

Jack Potter will succeed the late W. F. Muenster as manager of the Fulton theatre, N. Y. Had been with Dillingham for 10 years.

Robt. Rossen to start production on his own account instead of staging for others. Has opened an office.

Rosalie Miller, soprano, underwent a major operation last week. Condition satisfactory, but in for a stay of several weeks.

Helen Kane seeks \$250,000 and permanent injunction against 'Betty Boop', Paramount screen cartoon character. Claims a corner on booping.

'Last Chapter', described as a police mystery drama, getting a tryout in Richmond, Va.

Report on estate of late Sydney Rosenfeld, prolific playwright, is limited to possible royalties on plays, cash value of which will run between \$100 and \$1,000.

Local physician of Lucille Chalfont, opera singer who committed suicide in Berlin, reveals that imminecence of a surgical operation rather than destitution was probable cause of her self-destruction.

Circus back in town and under canvas in Brooklyn.

Louis Hallett and Gene Franclos to repeat at the Rip Van Winkle theatre, Haines Falls, N. Y., this summer.

Milton Aborn's G. & S. opera police will close in Pittsburgh May 21.

Peggy Fears has landed Helen Menken, Mary Duncan, Queenie Smith and possibly Ina Claire for her next season productions.

Manhattan Opera House to be torn down and replaced by an annex to New Yorker hotel. Was the first Vitaphone studio.

Lillian Roth arranging for a Mann divorce from Wm. C. Scott.

Revealed that the bequest of the

library of the late Harry Houdini to the Library of Congress has practically bankrupted his estate. Houdini spent years in collecting the most complete magical library ever brought together. It represented the bulk of his fortune.

Letters of administration granted to Hans Taucher, husband of the late Johanna Gadsdill, to enable him to take charge of \$20,000 personal estate of the singer in New York.

'Coast to Coast' radio play, drops that title to pick up 'Heigh Ho, Everybody'.

Martin Johnson, who hunts big game with a camera, to fly to San Diego, Cal. with a gorilla.

Winifred Lenihan picked by Lawrence Langner to help stage plays for his Westport playhouse.

Helen Wehrle, acro dancer, undergoes operation to correct a spinal fault. Expected she will be able to resume her dancing in a few months.

Sidney Howard will dramatize Sinclair Lewis' 'Dodsworth' for Gilbert Miller.

Robt. Wright, of Sea Cliff, L. I., at last finds an excuse for screen credits. Spotted the name of his brother recently as technical director of a pic, wrote him at the studio and established contact after 25 years.

Park Central roof garden opens May 20. Sissle's orch will climb the stairs.

Philip Barry reported to be writing a ballet, with words.

Actors' Dinner club to move to the basement of Loew's State theatre. More room required.

Am. Fed. of Musicians promises 300 players for N. Y. bear parade. Will work in two shifts.

Peter Arno has closed his offices and is out of production for the time being.

The former Hannah Williams, who married Roger Wolfe Kahn, wants to go back to the stage.

Two policemen in evening clothes raided Park ave. penthouse last week and arrested three persons, who were charged with being common gamblers. They were held in \$2,500 bail. Roulette wheels, backgammon boards and dice, tables filled many of the 21 rooms, and chips ran from \$100 to \$1,000 markers. No liquor violations sought.

Ado over 'Merry Go-Round' reveals that the authors tried to get backing from a Seabury aide before production. Fire department pulls 50 seats out of Avon, where show is announced to open tonight.

Philip Moeller probably will direct 'Good Earth' for the Theatre Guild next season.

Ben Stein acquires a musical called 'Ooo Coo Cottage'.

'Merislas', play recently done at Princeton University, to reach Broadway next fall.

Billy Rose's 'Crazy Quilt' closed in Reading, Pa., Saturday night.

'Bridal Wise' again in work. Philadelphia this week and due in New York May 18 with James Ren-

nie new leading man for Madge Kennedy.

Edith Barrett, Eric Dressler, G. P. Huntley, Jr., Dentree Heroford, Dorothy Danda, Roland Drew and Edith Van Cleave among the guest players at Westchester theatre, Mt. Kisco, summer stock.

'High C' play by Gladys Unger which Brock Penberton picked up last year, reviewed and now considered for Lenore Ulric under Ben Roeder's management. 'Burk Symon will stage if deal goes through.

Durr Gould Eells, film executive, suing John B. Hillyer, Jr. for \$500,000 alienation.

Reported that W. A. Brady offered John Barrymore the lead in 'Domino' with the actor not interested. Leslie Howard may do it in London.

Bandits shot one and robbed many in Four Trees, Greenwich Village night club. Captured by police.

Two snakes found roaming around Broadway one in the Haystack street theatre, and the other in a minnie golf course.

Jane Gowl in 'Thousand Nights' must open or roadway until May 23, staying out of fix-timing. Ed Wynne's 'Laugh Parade' closes May 23.

Arthur Payne says he'll produce 'New Faces' revue, in co-operation with the Artists Service Bureau. Frank Passar and Ned Crane wrote the book; A. Norris the score. Jack Evans will stage. May 21 opening but no theatre set.

Some 35 members of Local 306 arrested for picketing theatres of the Esco chain in New York in violation of a permanent injunction previously granted.

Sally Elders, wife of Hoot Gibson, and Mrs. Eddie Cline, injured in auto accident in Hollywood. Neither husband hurt. Cline, film director, was driving.

Philip James, Max Wald, Carl Epert, Florence Grandland, Galaktion, Nicola Berzowsky, winning composers in NBC contest, split \$10,000.

'Hey, Nonny, Nonny', title now given the musical once called 'Words and Music'. To open later this month, probably at the Shubert, New York.

Low Hearn and Eddie Lambert for 'Clowns in Clover', Low Leslie musical.

Robert Reud, p.a. for Gilbert Miller and Chas. Frohman, resigns. Plans a European trip.

Ian Keith, given an interlocutory divorce decree. Will wed Baroness Fern Andra.

Move made by Robert G. Stewart to dismiss the complaint against him, brought by Jacqueline Hunter, for \$250,000 breach of promise lost by Stewart. Stewart, president of the Pan American Petroleum & Transport Co., must defend the action.

Jack Potter, manager of the Fulton New York, succeeding the late William Moenster.

Home that Jack Dempsey built in Hollywood for his former wife Essie Taylor auctioned Monday (9).

Mid-West

With the subscription campaign of the Women's Symphony Committee in St. Louis having clicked right, there will be another drive for support for the orchestra some time next fall.

Chicago Ass'n of Commerce is going to make a check on the visiting population there during the national conventions. A meter for estimating next year's world's fair mob.

Karen Neilson, former stage actress, is contesting the legal efforts of her ex-husband, Dr. Alexander Stephenson, Chicago physician, to reduce his \$300 monthly alimony. Doc claims his income has depreciated.

Playing a return date at the same theatre a boxoffice bandit, identified as Walter Stelling, was nabbed by police when he held up the Grove, Chicago, for the second time in as many weeks. His last try netted him \$25, but the cops got him before he could get away.

Capt. Billy Fawcett, Minneapolis sportsman and film fan mag publisher, is resisting efforts made by his wife to have their divorce case continued.

St. Louis musicians' union has offered to furnish a free band if the proposed beer parade will be held there May 14. Mayor Miller is not opposed to the wet procession.

Vocal tests for males, held by the St. Louis Municipal Opera, brought out 700 men, twice as many as last year. Chorus jobs pay \$30 a week.

Henry N. Benson, attorney general at Minneapolis, filed suit against three former members of the boxing commission charging misappropriation of funds amounting to \$1,050. Complaint names Andrew Silverstein, Ray W. Meehan, Beyer Olson and J. A. O'Gordon.

If Minneapolis will donate the use of the land in the glen at Minnehaha Park, Henry C. Woempner of the Minneapolis Symphony, proposes to erect an open air opera stadium there.

Ed Pohlman, manager of the race track at Exposition Park, Ravenna, O., has obtained an injunction against Portage League restraining interference with the track. He also filed suit for \$50,000 damages, claiming the league ruined his business.

Tony Korechy, East St. Louis dance hall proprietor, got three months in jail and four years' probation from Federal Judge Wham. Found guilty of liquor possession in his place.

Shubert theatre, Minneapolis, goes over to the Peoples Theatre Co., controlled by Al Steffes, Allied leader. House opens May 15 as a foreign film outlet.

Andrew Matsukewich who wrote extortion letters to Rosa Hales, opera diva, demanding \$10,000 on threat of kidnapping her baby, was convicted on a forgery charge and sentenced to two years at Leavenworth.

Mrs. Dorothy Powers granted a divorce from Harry J. Powers, Jr., son of the Chicago theatre owner. Mrs. Powers charged desertion. Alimony waived after custody of the three children given to the mother.

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EVELYN BRENT
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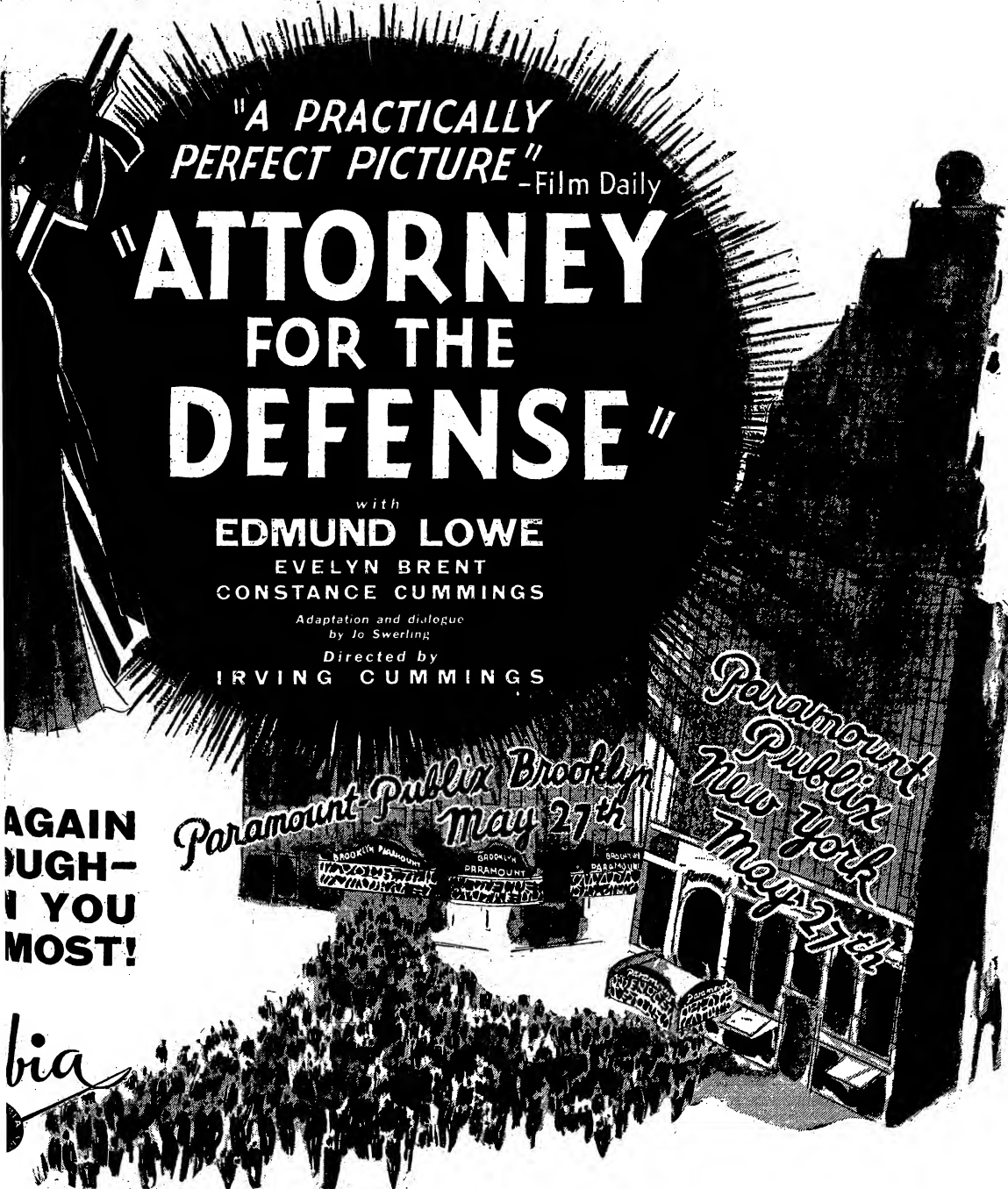
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Hyde's Defeat in Suit Vs. Rosita Brings Out Legal Definition of a 'Production'; Scores 'Minors' Law

In dismissing Johnny Hyde's long pending commission suit against Rosita Moreno in New York Supreme Court Friday (5), Justice Churchill delivered an opinion disapproving of the law on which his decision was based. While relieving a minor of obligation in contract disputes, the court does not permit a managerial party to the same extent.

Hyde, as the manager, was obliged to fulfill the contract requirements, but Miss Moreno, a minor, was not. The court, in its decision, signed, was not responsible for violations on her part, the court declared. The law does not recognize parents' signatures, which were included in the Hyde-Moreno contract.

Suit was for \$32,000 as commission on Miss Moreno's stage and picture bookings for five years. Miss Moreno, a dancer, was 18 years old when she signed the contract.

What is 'Production'? Justice Churchill also ruled that the term production, as used in contracts between actors and agents, applies only to work contracts. In this ruling, in which Equity is very much interested, vaude or presentation flash acts do not qualify as 'production.' Ruling is the first ever made in this connection.

Definition of a 'production' is the second vitally important ruling coming out of Hyde's suit, the first one being that agents need not have a 'production' license. This decision, when Hyde appealed a previous decision when his suit was thrown out of court because he admitted having no license.

A witness in the case was Harry Lane, an Equity employee. Decision may have a repercussion at Equity in connection with contracts which allow agents to work off production guarantees on other forms of entertainment, such as vaude or presentation.

Hyde's managerial contract with the dancer guaranteed her booking in a production before a stated date. Instead, the dancer, who was legally represented by Harry Sand and Joseph P. Richardson, Jr., was put in a production before a stated date. Hyde charged that she was to pay him 25% of her salary, but that in 1927, after reaching the Coast in the act, she went back through and was going into pictures.

MGR. REINSTATES VODE AFTER LAMPING FILMS

Los Angeles, May 9. RKO vaudeville was reinstated at the State, Long Beach, after out 24 hours.

William Fahey, owner, studied the film bookings and reconsidered.

Josephs Bankrupt

Los Angeles, May 9. Jack Josephs, who published the defunct 'Inside Facts,' coast trade weekly, has pushed \$14,998 in bills into a bankruptcy referee's lap. All secured creditors are listed as none. Principal creditor is Harry A. Epstein, who holds notes amounting to \$6,188. Next is Southland Publishing Co., with \$3,937 coming, and West Adams Tribune with \$1,200.

A \$700 court judgment to Francine Grei, \$528 involved in lawsuits, \$500 phone bill and \$381 wage claims are other items.

VET VAUDE DATE OUT

Los Angeles, May 9. State theatre, Long Beach, oldest vaudeville house on the Coast, has gone straight through, using only three acts on Saturdays and Sundays in the future. This is the first time since the house was built that the stage has been dark. RKO office will continue to book the acts.

Only house left in L. B. using stage shows is the Strand booked by the Melidjehoff office.

Mary Nolan's Split Week

Omaha, May 9. Mary Nolan appeared only two days on a week's personal appearance at the Moon Theatre due to illness.

She went on again in a midnight show the end of the week.

An Aching Heart

Meyer (Basil) Gerson, the 47th street restaurateur, says it isn't his eggs that smell—it's his business. Basil's newest squawk is that RKO is tossing 'em out in the order of their billing on his restaurant walls.

40 Eastern Acts Flock West; Find Coast Dates Few and Far Between

Los Angeles, May 9. With no apparent reason for the influx, about 40 vaude acts landed here in the past two weeks and immediately started a round of the booking offices looking for dates of which there are only about four weeks in and around Los Angeles. New acts coming in are all crying about conditions in the East. After they're here a few days the moaning is multiplied.

Closing of several Fanchon & Marco units has also helped to swell the list of acts available locally.

New acts, mostly standard turns, which are making, the rounds are Francis Renault, Freehand Brothers, Alexander and Evelyn, Wiggley and Raymond, Kirk and Lawrence, Hooper and Gatchett, Three Jacks and a Queen, Brown and Lavell and Mack and Borden. Plenty of others have arrived here recently but these are mostly small timers who have traveled by auto and buss from the middle west playing one and two night stands on the way out.

RKO HOUSE MANAGERS STAGE CENSORS AGAIN

'The You Mustn't Say That' thing is up again at RKO, with censorship rights on all stage acts and bits returned to the individual house managers.

Harold B. Franklin, the RKO operating head, expressed himself against stage dirt before leaving for the Coast last week and gave the managers full authority to delete anything that doesn't sound or look right to them.

Dirt was quite a problem some time ago at RKO, with the circuit questioning an issue of it. But the question seemed to lose its importance during the past year or so, principally because the circuit overlooked the Palace, New York, while they were censoring the other theatres. Some of the stuff that got by at the Palace made gags scissored in other houses sound like Sunday school stuff.

State-Lake New Scale

RKO's photo and press department will be reduced to John Pollock, in charge, and his assistant John Dowd and two secretaries, Saturday (13). Bob Nagel, 15 years with RKO, Herman Schaeubert and Dave Travish go out then.

Travish may go into free lance publicity.

Statelake's New Scale

Chicago, May 9. For the first time since its vaude days, the RKO State-Lake is going back to balcony prices of 40c while reducing the 85c top to 60c on the main floor.

Change in scale which becomes effective Thursday (13) followed the visit here of H. B. Franklin and Joseph Plunkett who came through en route to the coast.

4 MORE WKS. FOR CBS DUO

Col. Stoopmeier and Budd, CBS comedy team, have been renewed by Loew for another four weeks with an option for four more.

Original route of the team has been revised. On May 29 they reopens at the State, Jersey City, and the following week comes into the State, New York.

STRATTON AS NBC-RKO CONTACT ON BOOKINGS

Chester Stratton of the booking office will be RKO's contact man with NBC on all matters pertaining to talent, under an arrangement fostered by the NBC-RKO president, M. H. Aylesworth. NBC will appoint a similar representative for contact with the vaudeville circuit.

Stratton will specialize in the exchange of vaudeville and radio talent between the two organizations. His post is newly created and brings RKO and NBC in direct contact for the first time.

In the past all NBC and RKO negotiations over bookings were handled rather haphazardly, although for a time Phil Fonce of the NBC artists' bureau represented the network at RKO through the regular agency franchise held by NBC.

Fonce, who was recently let out by NBC and went into the agency business for himself, was among several applicants last week for an RKO franchise.

RKO Agents Arb. Board Dissents Over Decision

RKO's agents' association's arbitration board was split into two factions in a heated debate at the rehearing of the Morris & Oz vs. Gladys Brown case, but a six-to-three decision by the nine board members gave Miss Brown the verdict.

On the grounds that the decision at the first session was influenced by a previous order from Martin Beck, rather than based on the agents' own judgment. The complaining agency's bid for permission to have counsel present at the second rehearing was turned down. The board also repeated its refusal to accompany its decision with an explanation.

One of the three dissenting voters on the board berated the others for lack of judgment in not voting on the first decision. He was joined by two

Inside Stuff-Vaude

Recent announcement that the bulk of the estate of the late Harry Houdini was represented by his library on magic, which was willed to the Library of Congress, surprised many who did not realize what an ardent collector the late magician was.

Houdini, whose family name was Weiss, adopted his stage name in honor of Robert-Houdin. It was Houdin's book on his own life which had influenced Houdini to adopt magic as a career.

Some years later Houdini discovered that the Houdin book was a tissue of falsehood. He started out to collect material which would supply the facts for a new book which eventually appeared as 'Robert-Houdin Unmasked.' By that time Houdini had become intensely interested in the collecting and is reputed to have spent nearly half a million on his library, already the most complete extant.

Second best library of magic is that donated to the New York Public Library by the late Dr. Saram R. Ellison, amateur, who was chiefly instrumental in forming the Society of American Magicians but who was expelled for revealing magic secrets.

Bands for vaudeville are maintaining their hold despite theatre operating insistence in some quarters that they do not draw business commensurate with cost. One of the big de lusers presents gross sheets to establish the latter contention, pointing out how business slumped away down only week one of the big bands was in.

Of the picture-house chains, Publix has encouraged big orchestras more than any of its competitors, providing much work recently for Cab Calloway, Duke Ellington, Guy Lombardo and others.

Martin Beck turned down the flash act production idea built around Harry Cash.

Soundwriter-vaudivillian and Ballard MacDonald wanted to write it, with RKO booking office production assistance, but Beck wasn't interested.

Dan Fitch, old time tab producer and best known in New England and for Fitch's Minstrels, is producing tabs at present for picture houses in the south. Fitch is handling 12-13 people troupes for \$750-\$800. The shows are reported doing business for the Dixie exhibs.

Adding the RKO Memorial, Boston, to Loew's route for its presentation shows, gives Loew a 15th week for these troupes. Ten of this weeks are full salaried and five cut.

In the new act review of Rosetta Duncan last week the piano accompanist mentioned was Bob Hamill. It should have read Pat Casey. Hamill was formerly with Miss Duncan but is now with Charlie King.

RKO's Amateur Contest Revues Will Lay Off Around 150 Regular Acts

Indie Optimism

Some encouragement for independent vaudeville is drawn from results on half-week acts as played against the other half with straight film. Theatre owners split policy this way in order to study the situation.

In towns that have had no vaude for several years, the net on halves with vaude is above earnings on half week playing film only.

LOEW'S PROVIDES FREE SUPER CLUB QUARTERS

The Actors Super Club, one of the most successful outlets for unemployed players, will move from the Union church, west 48th street, to the basement under Loew's State about May 16. The new quarters are more commodious and better equipped. They were once a cafeteria. The switch was arranged through Nicholas Behnenk and Charles C. Moskowitz. Understood no rent is to be charged.

During the first week of May, 2,500 dinners were served an average of more than 400 nightly. About 1,500 were gratis. Cards may be purchased for 50 cents each but are given free when needed.

Funds are raised by giving concerts in the Lyceum each Sunday.

of the remaining eight arbitrators, but the rest again voted for Miss Brown.

The case concerned commission from the act of Bee and Ray Goman, which Morris & Oz booked. Beck credited the booking and commissions to Miss Brown who hadn't handled the act for a year or more. Talk about dissolving the recently formed association reached larger proportions when the agents' body learned of the result of the rehearing. Sentiment among the RKO act cops was largely in Morris & Oz's favor. The general attitude around the booking floor is that the arbitration board's admitted fear of provoking the booking heads has led to the organization of most of the power that was promised.

Amateur shows will displace regular vaudeville in RKO theatres from coast to coast for two weeks this summer. The move will place 48 of its principal vaudeville theatres, including five in New York to stage local revues for a week's run. It's a contest with the winning talent in each town of its own, to be sent to New York for casting in a final production that will play the circuit as a unit. About 3,500 pure amateurs are expected to participate.

Purpose, as explained to RKO house managers, is to 'increase business, first through the medium of a local revue or vaudeville unit, and then a national revue or unit when it is booked through.'

Managers are ordered to make their local newspaper tie-ups on the basis that RKO's motive is to unearth 'new talent.' The talent search is despite that of the approximately 800 standard acts available weekly. RKO now hasn't room for 200. Between the time the trial acts will consume, and the start of the winning troupe, it will throw around 150 acts out of work: those weeks. Another talent hunt will be launched by Martin Beck when he arrives in New York.

Connolly in Charge

Bobby Connolly, legit star who went on the RKO payroll last week as production advisor for the vaudeville bills, has been placed in charge of the amateur production. Connolly will work with the house managers on the staging, with talent picked by the theatres or newspaper or both. RKO will supply the local incidentals, such as rehearsal hall, etc., but commercial tie-ups will be made by the theatres for shoes, stockings, make-up, etc.

Although the amateur shows are to be held in New York for the winners, they will have to supply their own hotel accommodations, meals and all other expenses during a two or three week rehearsal period in New York. Economy angle also comes in with the prize unit figured a cheap show when it goes out on tour.

Martin Beck and Harold B. Franklin, credited with devising the stunt, are the nominal heads of the committee. The theatres are ordered to start local shows when they think these shows can be played the second week in June. Winners are wanted in New York by July 15 to open the national unit on a route Aug. 1.

Each city will have three week rehearsal period in New York. Economy angle also comes in with the prize unit figured a cheap show when it goes out on tour.

Towns, besides New York, selected to participate in the amateur vaudeville acts are Newark, Cleveland, Minneapolis, St. Paul, Seattle, Tacoma, Portland, Ore.; Portland, Me.; San Francisco, Oakland, Los Angeles, San Diego, Omaha, Lincoln, Youngstown, Kansas City, St. Louis, So. Bend, Lowell, Boston, Chicago (Palace), Tonkays, Albany, Schenectady, Troy, Providence, Cincinnati, Rochester, Dallas, New Orleans, Trenton, Columbus, Dayton, Ft. Wayne, Grand Rapids, Toledo, Madison, Springfield, Ill.; Des Moines, Spokane. The amateur New York stands will be the Hippodrome, Albee, Coliseum, Fordham and Madison.

This will be RKO's first general amateur contest. Other circuits have frequently used this idea.

Sweet-Burke F. & M.

Hollywood, May 9. Blanche Sweet and John Burke, both now in the east, will come here within the next few weeks to be given in separate Fanchon & Marco Ideas.

Also given Fanchon & Marco contracts this week for future spots were Flo Lewis and Roy Rogers.

Tracy vs. Kate Smith

Syracuse, N. Y., May 9. Loew's State has booked in Arthur Tracy (the Street Singer) as an added attraction to oppose Kate Smith at Keith's on May 21.

HALE-CHORUS DEAL OFF

Pittsburgh, May 9. Deal whereby Chester Hale was to have taken the entire Stanley chorus and placed it intact in a Loew unit has been broken. Stanley line gals are all jobless now, due to opening here of F-M units.

\$18,000 Show at Capitol, State

Ups Budget \$1,500 as Palace Goes Grind; Par's \$25,000 Tab

For the double purpose of overcoming any screen handicap and stepping into the big time stage spot which RKO's New York Palace will vacate next week, at least three other Broadway houses will blast forth with the most expensive stage shows any has ever played. Costs will range upward to \$18,000 on the stage alone.

Upon changing to four-a-day grid Saturday (14), the Palace will run up against the strongest opposition yet seen on Broadway. The Capitol will spend \$18,000 on its rostrum talent that the show's management will have another legit musical tab and Loew's State is tilting its vaudeville budget by \$1,500 to play \$5,000 vaudeville bills in addition to its pictures.

The "Bandwagon" as a tab and at the Paramount this week, sets a new high in stage show prices for the picture houses. Its total cost to the theatre approaches \$25,000. The revue is listed at \$17,500 net. Balance goes for extra back stage expenses and payment by Publick of all transportation bills for the show's 250 more to Broadway jump. An added expense was necessitated by enlargement of the Par's own revolving stage to handle the musical's heavy sets. Fred Astaire, of "Wagon," is getting \$5,000 for the Par week, which is the only spot the heavy show can play.

The \$18,000 bill at the Capitol next week (13) will include Edmund Lowe, Victor McLaglen, Charles Judels and Phil Dorsey besides Cab Calloway's band, Burns and Allen and the "Street Singer" (Arthur Tracy).

Loew's State's new budget starts with Smith and Dale, and George K. Sidney topping the bill. Following week (21), the Loew vaudeville will play the Gregory Ratoff "Girl Crazy" tab. This is the show which started the tab cycle at the Oriental, Chicago.

Also opening against the Palace this week will be another tabbed musical, "Everbody's Welcome," at the Times Square Paramount. The Shubert revue will cost the house around \$9,800, with extra stage hands, etc., included. For the week of May 20 this same house will hold Dorothy Mackall, at \$5,000, and Cliff Edwards.

Billing the stage show over the picture, done several times since the Paramount started its heavy stage show policy two months ago, is likely to become common on Broadway. It's occurring at the Palace again this week with "Band Wagon."

Hollywood, May 9. Victor McLaglen left here by plane Saturday (7) for New York, where he opens at the Capitol theatre in the act which he formerly did with Charles Judels, and which has been amplified to include Edmund Lowe and Phil Dorsey.

Edmund Lowe took a train for New York the same day.

LANGDON'S LOST CHANCE

Comeback Film Deal for Present—Beck Denied Favor

Hollywood, May 9. Harry Langdon's failure to obtain permission from RKO to cancel two weeks of vaude dates so he could do a picture for Paramount is being laid at the door of Martin Beck. The RKO vaude head turned down Langdon's request when the actor apparently had it all arranged.

Blast of publicity on Langdon's comeback made Paramount regret that it had not taken the picture. Studio even sent a wire to Sidney R. Kent, who was supposed to use his influence on Beck, but Kent also failed. Studio wanted Langdon for "On Your Mark," but may use him in the picture.

Actor comes to Hollywood as soon as he finishes his RKO engagement.

Betty Compton's Flu

Chicago, May 9. Betty Compton withdrew from the Fanchon & Marco "Doubles" unit after the Chicago date with an attack of flu that landed her in the American hospital for several days.

It's a System!

Al Trahan's announced intention of retiring to study voice is getting farther away, with some RKO time just booked. He opens in Buffalo, May 21.

Immediately on top of the comic's recent retiring statement, he was picked up for another week at the Palace.

WB UNDECIDED OVER B'WAY BIG TIME SPOT

Although it's still possible Warners may step into the big time vaudeville spot on Broadway with the Hollywood, chances were reported slimmer following a meeting on the proposal yesterday (Monday).

The Hollywood had been mulling over reopening some time this month with two-a-day bills for two week runs each. Harry Richman as m. c. and Roger Wolfe Kahn's band for the stage and pit were opening bill possibilities.

Other meetings this week may determine the Hollywood's return to straight vaudeville, with the spot now wide open for the first time in 29 years, unless Warners figure the summer time inopportune for an opening.

Kahl Says 'No'

Sam Kahl reported to have said "No" to two offers made by Martin Beck before the latter sailed for Europe. Kahl could come to New York as RKO's general booking manager or stay in Chicago, his home, and take over the Orpheum circuit bookings.

Kahl is now in the insurance business and will stay there. Kahl was formerly general western booking manager for the Keith-Orpheum circuits.

Two CBS Singers Set For Loew Vaude Tours

Ben Alley, CBS singer, booked for the Loew metropolitan houses opens May 14 at the Gates, Brooklyn.

Alley has eight weeks of Loew time.

Vaughn DeLeath reopens for Loew at the State, Newark, May 21, with seven weeks to follow.

Miss DeLeath is also under a CBS sustaining broadcasting contract.

Cirillo's Broken Jaw

Scranton, Pa., May 9. Mickey Cirillo of the Four Cirillo Brothers, vaudeville act, was taken to State hospital with a broken jaw sustained here.

Act was playing a local engagement at the time.

MARSH'S CREDITORS

Toronto, May 9. Marsh Brothers, who staged the recent "Spring Revue" in which Jean Harlow and others appeared, have made an authorized assignment for benefit of creditors, showing \$15,371 in the red.

Claims are Columbia Artists Bureau, \$5,340; Luigi Romanelli, band-leader, \$3,300; Trans-Canada Broadcasting, \$1,514; Station CRR, \$2,900; "Evening Telegram," \$1,831; "Mail and Empire," \$1,675; Toronto "Globe," \$1,322; Toronto "Daily Star," \$1,768.

\$2,500 FOR RUMSHINSKY

Joseph Rumshinsky of the Yiddish theatre opens May 14 with his International Art Ensemble, 25-people act, at Loew's Pitkin, Brooklyn, at \$2,500 for the week. Rumshinsky has a radio rep via WMCA under commercial sponsorship.

The radio and vaude dates have been the 50-year-old Yiddish composer's first efforts away from his native language stage.

\$250 CUT

Loew's Pays That Much Less Than RKO for Florence Richardson

Loew's has booked the Florence Richardson band for three weeks at \$250 less than the RKO has been paying the same act. Loew dates start May 14 in Newark and include the Metropolitan, Brooklyn, and State, New York.

Miss Richardson, agent by C. F. Zittel, received a raise to \$1,500 from RKO for her recent dates in the George Godfrey-booked New York houses.

Palace Grind to Start With Baker at \$4,500; Lost \$8,000 Last Week

RKO's Palace, New York, grossed \$16,200 for an \$8,000 loss last week, its semi-final in straight vaudeville. The four-a-day grid policy starts Saturday (14) with Phil Baker at \$4,500 net as the probable headliner. Rest of bill not set up to yesterday (Monday). Baker's salary leaves but \$3,500 to spend for the other bills.

Under the grid budget of \$7,000, \$8,000 for the nine and 10-act shows, the Palace can break at \$17,000 with its 25c to \$1 admission scale. Latter will be the night top down stairs.

Having decided on a grind for the Palace, RKO is now reported concerned over what may happen to the Sixth Avenue Hippodrome, which will practically become opposit for the Palace with its eight-act bills and its picture shows. The Hip can be turned back to the Fred French company, property owners, on a month's notice.

Mme. Alda Threatens to Walk; Four Too Tough

Boston, May 9. Mme. Frances Alda, opera singer playing Keith's for RKO this week, was reported ready to leave the bill at night (Monday), due to the strain of four daily over the week end.

Theatre was on the wire with the booking office in New York over whether to let the Mme. blow out or change the policy to three-a-day.

When in Chicago recently for RKO Mme. Alda objected to the four shows at the Palace there, but it was strengthened out and she agreed to stick.

Tommy Reilly, one of the assistant bookers recently let out by RKO, has connected with the Harry Rogers office as an RKO agent.

Loew Becomes Tab Producer for All 5 Circuits; \$5,500 Is Top Budget

Loew becomes the official producer of tabs for Publick, Warners, Fanchon & Marco and RKO, besides itself, under an agreement made by the five circuits. Loew is understood to have devised a means of producing the tabs for a weekly price of around \$5,500. Cost of independent producer's tab, starting the Loew and the other circuits up to now has ranged from \$7,500 to \$18,000.

This does not, however, bar F. & M. from producing independently, this circuit alone being interested in continuing its own tab production. Last week, Mike Marco of the Orchard produced, with Larry Schwab of Schwab & Mandel for a tab "Desert Song" to be played wherever desired. No budget price has been figured. F. & M. gave out \$25,000 from a royalty basis besides the advance payment.

First of the Loew tabs under the \$5,500 budget will be "Rio Rita," the Orchard producer, starting this week. It will play the regular Loew picture house route starting at the Capitol, New York, and then go to the other circuits for non-conflicting dates. "Dead" between the circuits will be worked out on future Loew tabs when they are produced.

Publick is reported to hold the first option on Loew's second tab; not yet settled as to script, with another circuit playing Loew's own shows before Loew plays them under this arrangement.

Indie tab producers were called

Major Circuits Reported Reaching Understanding on Acts' Salaries, Particularly as Regards 'Names'

Bad Takeoff

Hollywood, May 9. "Actor, doing an imitation of a well-known star, was informed that the latter was filing suit against him. "That guy can't sue me for imitating him," he stormed. "Nope," answered someone who had caught the act, "but he has a swell libel case."

DIFFERENCE OVER \$25 CAUSES BERLE TO WALK

RKO's Coliseum and Fordham theatres, New York, lost their heavily billed headliner, Milton Berle, this week over a difference of \$12.50 to each house. George Godfrey refused to part with \$25 extra for Berle's girl foil, Madeline Kileen, as late as Friday night, with Berle walking. The theatres were forced to change their billing overnight after George Joe Penner as substitute headliner.

Both Berle, whose regular salary is \$1,000, and Miss Kileen, who received \$100 at the Palace, agreed to accept cuts for the two New York spots. Miss Kileen sliced to \$75, but Godfrey insisted that she take \$50.

Upon Miss Kileen's refusal to accept the required 50% slash, Godfrey advised Berle to get another girl. Berle had rehearsed his act with Miss Kileen and by Friday night it was too late to make a substitution with safety, he declared. Heavy advance billing at both theatres had engaged him to the theatres in a spot, but Godfrey refused to give in.

CARILLO'S RKO DATES

Leo Carillo will play two RKO weeks: before hopping to the Coast to make pictures for Joe Schmitzer who will release through Radio.

Carillo's vaude dates are the Palace, Chicago, week of May 14, with Cleveland following. It's a direct Coast hop for the performer from the latter spot. Leo Morrison office arranged.

In by the various booking offices during the past week and advised of the Loew price. All were said to have been informed to hold down their production in payments and attempt to reach the same salary level that Loew has set.

Sammy Lee, legit musical dance singer, been added to the Loew production department for tab staging and will work on "Rio Rita." Lee will be associated with the regular Loew unit producer, Frank Caribio, on the latter's shows. Loew's other producer, Arthur Knorr, will work with Chester Hale on the dances.

Louis K. Sidney is taking charge of the tab producing and will place Gene Ford as overseer for all plans. "Rio Rita" will carry a cast of around 60 people, including six show girls, 24 ponies and 12 choros boys.

Loew's biggest saving on production costs and the chief factor in the \$5,500 price is elimination of the tab producer and producer's profit. Additional saving is possible on scenery, costumes and other production costs through Loew's larger facilities as a regular stager of weekly shows for its own picture house route.

Loew, Warners and Publick, most prolific players of the indie tabs thus far, have "The Band Wagon" at \$17,500, "Girl Crazy" 500; "Good News," \$8,000, and "There's a Crowd," \$12,000. "Everybody's Welcome" plays the Paramount, New York, next week, at \$8,000.

An understanding to deflate fancy vaudeville and picture house stage salaries is reported to have been reached by the five principal variety circuits. Purpose is to prevent further payment of so-called "depression salaries" by curtailing bidding. Those concerned are Publick, Loew, Warners, Fanchon & Marco and RKO.

While the agreement is to ostensibly cover the salaries of all acts booked by any of the circuits, it is presumed to be aimed chiefly at the "name" turns.

It is the first such move of its kind ever attempted by the circuits. Pressure brought to bear by the circuit theaters opposing department forces forced the issue and is said to have led to meetings of the booking heads. In the operators' opinion the necessity of playing and paying names on the stages to offset screen weakness has forced bosses to the point where salaries have gone out of control.

Scarcity As Cause

By eliminating the bidding on the present extravagant scale, the circuits are said to believe they can guard against the no limit salaries. But scarcity of real boxoffice draws helped bring about sky high sums for the theaters going broke, with the shortage increasing the spend for their services. Theaters' desperation for anything suggesting "name" value also figured in claimed extortion. "No limit" salaries and non-drawing names, the circuits contend. And that any round-robin understanding on salaries is apt to be broken any time if a theatre has needed an attraction had enough has always been true.

At the crux of the '31-'32 show season it was estimated that 80 acts showed up for names. Many failed to make good as draws or acts. Some didn't draw at all, while others found their salaries going so high they were unable to draw in proportion. That list of 80 has therefore been cut down due to economic pressure.

Salary cutting in vaudeville has been general since the past couple of seasons, but handled individually by the booking offices. All acts, of moderate salary standards, besides names, have been more or less affected.

Whether any circuit understanding will lead to wholesale exchange of salary information on acts isn't known. In all probability such operation would be restricted to "name" bookings, since individuality in buying and booking normal salaries or "buds" or "bit" acts, is held necessary by all booking men.

Coast's Film Names

Los Angeles, May 9. Dubious drawing power of picture names trying vaudeville and personal appearances has made it necessary to delay final settlement of their salaries until after one or two jobs of drawing.

So much film talent is now being offered bookers by agents, and the untitled nature of the acts, has made it difficult for the first week. This occurs in a majority of cases where a name's draw is still a mystery.

There has been some talk of the move for these stars having a fixed first week showing price for all new picture names, salaries to be adjusted later according to the box-office reaction. So far, no steps have been taken in this direction.

Warner's Atlantic City, Name-a-Week Summer

Warner will play one big name week at the Warner, Atlantic City, for the summer. Starts Saturday (14).

Names will augment the regular film shows, with no other stage trimmings.

Named to go up to \$5,500 for big attractions.

Ray Wiley With Ed Morse Chicago, May 9. Ed Morse, local RKO agent, has a new assistant, Ray Wiley, formerly of Wiley and Young.

DOUBLE STAGE BILLS IN MINN.—LOCAL TALENT

Minneapolis, May 9.
Efforts by Publix to stimulate business include the inauguration of double stage shows at the Minnesota.

The extra stage show, augmenting the Fanchon-Marco unit, is staged by the house and comprises talent obtained locally. It will include from two to four acts each week.

Dressmaking Unit

Larry Ceballos is producing "Vanity Fair" idea for Fanchon & Marco, which will be worked around A. Duval's trick dressmaking act. Billing also for Maxine Lewis singer.

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GENERAL MANAGER

MARVIN H. SCHENCK

BOOKING MANAGER

New Palace Rules

Speeches, stolen bows and unwarranted encores will be out for all acts at RKO's Palace, New York, when the last big timer goes four-a-day grind May 14.
Martin Beck wants speed from the nine or 10-act shows, with all acts ordered to hit and run.

Skourases Also Going In for Legit Tabloids

Skouras Brothers will attempt condensed legit plays. First of these goes in May 13 at the Academy, New York, with a one-hour version of Kenyon Nicholson's "The Barker." Fanchon & Marco will book. If successful the Skourases intend to rotate a series of these straight legit tabs in lieu of units or vaude.

"Barker" will include a cast of around 20, headed by Taylor Holmeas, Vafessi, Fritz Schiff, Joe Wagstaff, Priscilla Knowles, Estelle Brody, Phil Huston, and Ruth Langdon. Other dramas being considered for the policy are "Prince of Pilsen" and Maurine Watkins' "Chicago."

Camel Act May Continue

Bookings After Radio
Camel period may continue to be booked in vaudeville despite going off the CBS airwaves May 28. Present vaude dates of the Camel unit terminate May 14 at the Keltie, Baltimore, but CBS is desirous of continuing the use of the group in vaude after they go off the air.
Morton Downey desires to take a month's rest after the broadcast terminate, but it is likely the act will continue in vaude.

Notice Goes Up at

'Ham's Alabama Again
Birmingham, May 9.
Two weeks' notice has been posted backstage at the Alabama. Since March 2 house has been playing Fanchon & Marco units and previous to that had a trial with RKO vaude.

Theatre has been doing poorly enough with stage shows but does worse than that with straight films. Operation is one of the south's toughest problems.

BEACON, N. Y., INDIE'S 5 ACTS

The Apollo at Beacon, N. Y., operated by Louis Barraca, goes vaudeville for the first time May 16, playing five acts on Mondays and Tuesdays and another bill on Fridays and Saturdays.
Jack Linder booking.

Rudy Vallee will settle the \$1,000,000 suit brought against him by Roberta McKey, songwriter, for \$400. Songstress claimed that Rudy swiped her tune, "Vagabond Lover."

VERY TUFF FOR INDIES TO COLLECT COMMISH

Enough money for all the independent vaudeville bookers to retire on for the rest of their lives, as they themselves put it, is owed as commissions by theatres or former operators. Chances of collection are held to be highly doubtful, since many operators, in on shoestrings, blow owing various debts and can't be found, or go into bankruptcy.

In numerous cases the bookers sue in the hope of getting some percentage of the amounts due. A big collection suit owed an indie booker is \$17 which he is attempting to collect from a New Jersey house.

STAGER-MAESTRO

Jerry Mayhall Takes Up Baton Again in Pitts

Pittsburgh, May 9.
With the opening at the Stanley of Fanchon & Marco units, Jerry Mayhall, staff producer here for WB, has been made orchestra conductor, replacing Dave Broudy in the pit. Mayhall will also continue to oversee what production work is necessary.
Broudy has been pit conductor at the Stanley since it opened four years ago and before that served in a similar capacity at the Grand, now the Warner, for several years. He moves back into the orchestra proper as a first violinist.

B. & K. Call Shubert Tab Deal Off Over Price

Chicago, May 9.
Negotiations between Saaban & Katz and the Shuberts for the "Blue Mask" for the Chicago theatre in tab form fell through over price. Musical closed at the Grand Saturday night (7) after six weeks.
Original asking price from the Shuberts for the condensed version of "Mask" was \$5,500, but B. & K. discovered that figure would be augmented by a couple more thousands for stage hands and other extras.

Involuntary Pal

Los Angeles, May 9.
Although his \$50,000 miniature golf course is closed for business, Oscar E. Schmidt, wealthy owner, maintains it as a free park.
He has signs out inviting the public to come and take a sun bath or have a drink from the mineral spring at the 13th hole. If conditions are right Schmidt can change it back into a minnie golf course over night.

Radio Skit as Act

Peter Dixon and his wife, Aline Berry, will go into vaude with their radio skit, "Raising Junior," which three weeks ago went off NBC with Wheatsena.
Dixon and his wife yesterday (Monday) returned from a brief vacation in Bermuda.

INDIE OUSTS RKO ACTS

The Empire, Glens Falls, N. Y., will be booked independently, starting Thursday (12) when a five-act bill, booked by Jack Linder goes in. Policy will continue last halves only.
House has been booked through RKO up to now.

FREDDY MACK'S SCINOZ

Freddy Mack, m. c. and pit leader of the Fox, Brooklyn, was operated on for a nose infection Saturday (7). He will be out two weeks.
George Weigle, first violinist, took over the baton for the fortnight.

MARION HARRIS' REVUE

London, May 9.
Marion Harris, who has been drawing good trade to the Cafe de Paris, is going into "The Jack Pot," new revue, devised by Robin Humphreys.

Henri Thierien With F & M

Hollywood, May 9.
Henri Thierien, tenor, flew in from New York and joined Fanchon & Marco's Raquel Torres unit at the Pantages Thursday unexpectedly on assignment that same day. He probably stays with the unit.

RKO VAUDEVILLE INTACT 82
(Week May 7), Portland
GLORY E. LEE
and **HARRIS TWINS**
Two JACOB AND QUEEN OF PEPS
(Direction of Sam Shannon)
VIC OLIVER
Europe's Gift to America
with **MARGOT CHANGLE**
(Direction of Phil Olin)
CASS, MACK and OWEN
"On the Up and Up"
(Direction of Sam Tishman)

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

RKO VAUDEVILLE INTACT 81
(Week May 14), San Francisco
WALTER (Mouse) POWELL
Benny's Bad Boy and
"RED" PEPPER
The Cayenne Comedian
The Tenny 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 May 7), Los Angeles
CHAPPELLE - CARLTON
"On the Starkey"
(Direction of Marty Fortkins)
KRUGEL - ROBLES
in
"DRUNK ALICE"
(Direction of G. L. O'Brien-Morris & On)

DON RUIZ and BONITA
The South American Dancers
With Sultana and Vivera
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)

RKO VAUDEVILLE INTACT 71
(Week May 21), Denver, Colo.
THE ORANTOS
"Heads Up"
World's Only Double-Perch-Act
(Direction of Jack Weiner)
MASTERS and GRAYCE
in "GESS WHOOTS"
(Dir. Jess Freeman-Chas. Morrison)
An Artistic Idea—Furr Parts
"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 May 14), Denver
VERNON RATHBURN
"The Prince of Rhythm"
and **HIS SAXO-TETTE**
(Dir. Harry Ward—Max Gordon)

EDITH BOW
With Her "MAN TROUBLE"
Songs by Jean Paurel
(Direction of Lee Stewart)

THE ELECTRIC TRIO
Wee and Lisa Adams
Bernice Marston
(Direction of Harry Fitzgerald)

DOCTOR ROCKWELL
QUACK-QUACK-QUACK
(Direction of Harry Fitzgerald)

RKO VAUDEVILLE INTACT 85
(Week May 14), St. Paul
THE GENIAL ROTUND LARRY RICH
with
"CHERI"
"The First of Paris"
TOMMY LONG
South America's Newest Dancer
"The Elongated Legend of Comedy"
AL HODGES
"Oklahoma's Ambassador"
ENGLAND
The Chinese Helen Kane
JOE BELL
"The Voice with a Heart"
GILBERT LAWRENCE
and His Snake Hips
And the
RICH RHYTHM BAND
(Direction of Blondell & Mack)

RKO VAUDEVILLE INTACT 87
(Week May 7), St. Paul
THREE BREDWINS
Athletic Comics
(Direction of Hugo Morris)
GERALDINE and JOE
International Kiddie Stars
(Direction Weeden-Schatts)

NAYAN PEARCE and JAY VELIE
in "RED RHAPSODY"
Bord Davis, Musical Director
(Direction of Ed. S. Keller)

AMERICA'S EGOTIST
Harry J. Conley
In Person
(Direction of Curtis & Allen)

RKO VAUDEVILLE INTACT 86
(Week May 14), Seattle, Wash.
The Dark Cloud of Joy
BILL ROBINSON

IN
"HOT FROM HARLEM"
JOHN-MASON
PUTNEY DANDRIDGE
MYRA JOHNSON
WACCI PRICE
FERDIE LEWIS
JELI SMITH
JACKIE YOUNG
and
"THE BROWN BUDDIES"
Chorus of Eighteen
(Direction of Marty Fortkins)

RKO VAUDEVILLE INTACT 84
(Week May 14), Tacoma, Wash.
The Mirth Provokers
of a Nation!
OLSEN and JOHNSON
and Their
"ATROCITIES OF 1932"
22 Nuts of All Kinds
All With One Idea and One Purpose
—To Make You Laugh—
BATA and BESSIE KAPPE
"Two Dazzling Dancing Singers"
The Eight Miss-Takes
"Nestling in a Bouquet of Idiot"
With Moore and Shy, Geo. Moore,
Gibson, Gibson, Gibson and Gibson
Also "Speedy" Patterson
And Sundry Nuts
Numerous to Mention!

RKO VAUDEVILLE INTACT 83
(Week May 14), Portland, Ore.
ROSETTE and LUTMAN
in "Dance Stories"
With GRACE & BEATRICE WYLLIS
(Dir. of Max Tishman-Frankfort office)

DE VITO and DENNY
with
DOT STEVENS
in "Lady Harrow's Reception"
(Direction of Chas. Wishins)

LITA GREY CHAPLIN
"The Charming Chatter"
Personal Mgt. Nicholas Gyor
(Booked by Weber-Simon)

Burlesque Reviews

MAJESTIC, L. A.

Los Angeles, May 2.

Last year Sam Goldberg, candy butcher at the Hippodrome, decided to go into show business. Hustling prize packages had taught him a lot about what the public wanted. No wonder for Pulitzer honors, Goldberg selected burlesque as best fitting his particular talents.

Now burlesque in Los Angeles has been a closed shop for years, being controlled by the Dalton Boys of Main Street, who operated the Folies. One burlesque was about all L. A. wanted and could stand for several years. Making it the hard way, Goldberg opened his Grand across the street from the Folies. His theatre was an old broken-down Mexican legit house and his customers broken down Mexicans. Nevertheless, he prospered—continuing to hustle candy in his own house and also keeping the Hipp concession. It was all show business. The brand of burlesque offered at the Grand consisted of time worn blue bits and equally time worn performers, including the chorus with the scenery thrown in on the same sentence.

Goldberg, grew ambitious and took over the Liberty, San Diego, rechristening it, as would be expected, the Hollywood. As the base for the Pacific Fleet, San Diego was a lucky break for Goldberg, his house opened on the day the fleet returned from two months at sea. That was six weeks ago and the sailors haven't got enough of Gol-

die's burlesque. But they're due. His latest addition, and three burlesque theatres should be classed as a circuit, is the Majestic, former Broadway legit house and moving burlesque on to L. A.'s main drag makes Goldie a local Minsky.

Majestic's offering is longer, but little better than the Grand's. The bits are old and blue, the performers go through their routines with the stamped meanness of those addicted to a lost cause.

Strip numbers never get near the brasserie and are worked weak enough so that the audience isn't very interested. In fact, most of the girls could do their grinds wearing fur coats. At least it would be a good illusion.

Al Weber and Bert O'Leen are the comics, former sap, latter wop. A third comic, a tramp, Ralph Duby, has little to do. Marion Samuels, Roberta Otto, Virginia Emores and Tauline Glenmar are the strippers. Leo Brothers, tap dancers, work straight. Weber stages what book there is, with Eddie Young staging the chorus. Line has 15 girls, all fair lookers. Goldberg, reticent enough, admits that other people he credits with most of the staging. However, that's usually the way with producers if they have more than one house.

A picture cost money, so Goldberg, a bit of a budget juggler, has made a deal with Al Wager, small time booker, to supply him with enough vaude acts to allow the members of the burlesque troupe a chance to send out for coffee. Currently Wager has 16 semi-amateurs working between shows. Reported that Goldberg gets the job lot for \$100 weekly. A feature would cost him at least \$150 for the week.

Acts work to the music of a piano. First three days of the Majestic as a burlesque house cost \$2,500. With a weekly nut of perhaps \$2,000, Goldberg should make money if the policy continues to hang on.

Feeling his oats, so to speak, Goldberg has gone slightly high on his bit. No candy butchers work the Majestic. Broadway still remains a class street to that extent. However, candy is still sold in his other houses.

CLEVELAND HOUSE QUILTS

Local Mgrs. Stake Girls to Fares—Zeisler Seeks New Spot

Cleveland, May 9.

Despite Dick Zeisler's desperate attempts to keep the Cameo's burlesque stock running on a co-operative basis, the house did a nose-dive after a string of bad breaks put it into bankruptcy. It's closing leaves the town without burlesque for the first time in years.

House is being taken over by Paul Gusandovick, owner of a string of film names, who plans to make it a flicker grind.

Of the 62 troupers the closing threw out of work were chorus girls who didn't have a dime. Several local showmen went into their own pockets for train money for the girls. Zeisler is looking for another spot to open for burlesque with the remaining performers.

MUSICIANS BLOW CO-OP, STAGE HANDS HOLD BAG

Canton, O., May 9.

After weeks of wrangling, union musicians collaborating with stage hands in presenting stock burlesque on a co-operative basis at the Grand opera house walked out this week and let the deck hands go it alone. Now a lone piano player occupies the pit, where 10 musicians had worked.

Musicians said they would rather remain idle than play seven afternoons and as many nights for \$13 a week.

Newspapers are demanding money in advance for the daily advertising.

Loew's Boston Shift

Loew's picture house units, opening for RKO in Boston May 28, will play Keith's theatre and instead of the Memorial. FRKO will shift its vaudeville from Keith's to the Memorial. Latter has been in straight pictures.

Loew's regular vaudeville policy at the State, Boston, continues.

'PEACHES' IN CHI

Chicago, May 9.

'Peaches' Browning goes into the Academy, burlesque, Friday (13), on top of the regular weekly stock show there.

Buffalo Pickets

Buffalo, May 9.

Labor troubles at the Mayfair (burlesque and pictures) formerly the Palace, resulted in union pickets. Stagehands, musicians and operators were called out, house continuing to operate non-union.

Nat Boasberg is handling the site.

Comm. Geraghty Looks at Burlesque, Says He'd Much Rather Play Pinochle

The battle of 42nd Street in which the large property owners and legit theatre interests aim to 'clean up' the block, is still on. Protestors put their case up to James F. Geraghty, license commissioner, with the idea that if the Republic and Eltinge theatre licenses are not renewed, stock burlesque will be forced to quit. The burly people hit back with charges and the jury is still out.

Commissioner visited the two theatres objected to last week, viewing the Billy Minsky outfit (Republic) and that conducted by Max Rudnick at the Eltinge. He said that he personally did not like the type of show and would 'rather stay at home and play pinochle.'

It was known in advance by the theatres that the commissioner and a reviewing staff would be present. Geraghty commented: 'They've had to delete more than 15 Hollywood movie productions.' Performance was so tame half the audience walked. In the party were representatives of the Forty-second Street Realty Owners Association and counsel for the burlesque interests.

Weinstock Sobs

Joseph Weinstock, part owner of the Republic show, shed tears and sobbed when he appeared before the commissioner and charged that Arch Selwyn and the Erlanger interests were in conspiracy to ruin his business. The show of emotion came while Weinstock was being cross examined by Former Assistant District Attorney Ferdinand Pecora, counsel for the reality interests.

After swearing he had attempted to rid the front of the house of steerers for speakeas and 'clip joints,' the witness cried: 'We've been accused of everything except kidnapping the Lindbergh baby. They don't like our companionship on Forty-second street... We are willing to take any of the pictures (strongly objected to)—anything within reason... It broke Billy Minsky's health and its breaking my Cardinal Hayes, Father Burke and Rabbi Goldstein have all complained, but none of them have been to the show.'

All Depends

Herbert Minsky, also interested in the Republic, testified that 'less than half the scenes' have double meaning. Asked if there were vulgar scenes he replied: 'That depends on the mental interpretation of the one who sees them.'

A. H. Woods, who leases the Eltinge to the Rudnick group, testified there was no difference in the people in front of the burly houses

than those around the legit theatres. He also said that the burlesque shows did not harm the legit shows and that patrons would go to a hit even if presented in a garage.

A telegram from Jane Cowd denied she had sent a message of protest against the burly people. Such a telegram was received by the commissioner. He ordered the records of the Western Union branch office be brought to court in an effort to find out who filed the message.

Oxford's Burly-Films

Combo Gets Results

Combination policy of pictures and burlesque is apt to spread in Brooklyn following results obtained by the Oxford, small shotgun type operation in the downtown section. House will close down June 4, reopening in the fall after a successful season.

Picture chain men, familiar with the 'Brooklyn situation, are afraid the film-burlesque policy will gain headway next fall. Oxford has been setting 25, 35 and 50c for its combination shows.

HERB TIMBERG

JIMMY MYRLE CONLIN and GLASS

Enroute RKO

Direction, TOM J. FITZPATRICK
Palace Theatre Bldg.,
New York City

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Written by CHARLIE JORDAN

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Personal Rep.: TOM KENNEDY

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ADA BROWN

THE CHARACTERISTIC BLUES SINGER IN SOUTHERN SYNCOPATION

THIS WEEK (MAY 7), RKO PALACE, NEW YORK

Did You Hear Me on Arthur Barton's New York Amusement Hour Over WMCA Last Night (Monday, May 9) at 5:30?

Direction MARTY FORKINS

PARAMOUNT, N. Y.

('Bandwagon'-Tab)

New York, May 8.

Paramount's Broadway house continues its big stage show push with a probably the most elaborate entertainment yet played in a picture house. Max Gordon's boiled down revue, "Bandwagon," is a big net, with a back stage expenses and Public's payment of the show's transportation from Boston, bringing in a big dose, to \$55,000. Another expense was necessary for enlargement of the necessary stage. Fortunately, the Broadway Par has its own turntable, although it isn't big enough to hold this show.

That revolving stage requirement probably will keep "Bandwagon" out of other film theatres, if the price doesn't. The show, Par, as a vastly different type of entertainment, it makes good as a grand presentation. That it will justify the cost at the box office this week appeared likely from the opening day. House is billing the stage over the picture, "World and the Flesh" (C).

At the opening performance the musical ran almost its full length, 105 minutes, which threw the first schedule out for a week. It took an hour and a half. They finally got it down to 82 minutes at the fourth act. The night show, however, minutes had been allotted. First overture and the Crawford's organology was dropped. Second act, a station of plenty of stage fare, but the house even had to shelve the show at the night performance. The only act that was a tab and picture to slip in was the trailer on next week's bill. Despite the fact that the show is running well past the two and a half hour mark.

"Bandwagon" as a tab for the picture house can be appraised at it. The show in this house only. At the Par a question of taste is the only thing that restricts it from being a tab. The show is an impressive display of the popular type to play a film theatre. The fault is in the failure to distinguish between a sophisticated 45 adult, legit; audience and an 8c picture crowd.

That bathroom fixture sketch, one of the interludes retained from the legit version, was rough enough in its original locale, and nearly too rough here. It is a line each in songs by Helen Broderick and Frank Morgan. Miss Broderick lyrically sings a review of the coming of town relatives up and down the New York skyscrapers—"Those G—d elevators, those G—d skyscrapers, those G—d informants that his mother came home plastered and told him he was a failure. The mother of the child may not be pleased to have their children hear in a theatre or any other place."

Fred Astaire is the trojan of the troupe on this four-a-day grind, working in at least six of the number and giving plenty of show. More than anyone else, he stepped in when some stepping in was needed. Besides Astaire, Morgan and Helen Broderick, the show is on the regular cast are Philip Loeb, Francis Pierlot, John Barker, Mary Jo Lawrence, Lilian, and the chorus. Chumbucos, Helen Carrington, Ed Jerome, Jay Wilson and the Alberts. The show is in the hands of Astaire in Adele Astaire's place as she has been in the show's closing road dates. Little Lillian is in the show, the artist replacing him in "Dancing in the Dark" not identified.

In the running order the scenes are: a little act, a comedy dance sequence. The merry-go-round first act finale from the original is used here as the final number of the show and okay since it's the production's flashiest number.

Although the revolving rostrum permitted speedier backstage making the show regular, it does not simplify things as much as possible by alternating most of the full length full stage effects with the 'one' act.

Probably it was due to staging limitations but it seemed a shame that the show's regular one act satirist on all revues was dropped for this date. Instead the audience saw stage items in the merry-go-round and the bathroom skit, other full stage items retained are the geography match, beggar-baiter, one act, the circus number. Astaire-Marsh, a and d, and the mystery play burlesque. Later also tells in the show, a class, but not so offensive and sufficiently humorous to pass most anywhere. Morgan's playing is the 'one' act.

The 'one' spot is occupied at various times by Morgan, John Barker, the old-fashioned comedy quartet.

In the three times the revolving stage is used, a double effect, of staging that's uncommon in a pop priced theatre.

Lighting satisfactory all the way,

while the Par's new mike system has not yet been tried. The backstage boys were still having trouble with the heavy pieces at the night show, the vocalists made for a lumpy performance.

Should anyone, upon seeing this show, inquire as to what the Paramount show is all about, the following probably be advised not to worry about next week or next month, but to worry about the current week. And usually that's the worst enough.

ROXY, N. Y.

New York, May 8.

Another import from the operatic stage fronts the show at the Roxy this week, and again it is demonstrated that opera singers are not what picture audiences want. They might stand for the opera, but the pops can be looked after by radio singers, who generally are just as good as the opera singers. The audience is merely politely tolerant.

Mme. Matzenauer does a sort of lyrical shoot the chutes, starting with "The Girl Who Came to the Voice" from "Samson and Delilah," going to an Indian love lyric, "Semi-tender," and encoir with "A Cottage Small."

Only one number, but four letters to the current stage offering, all have been played. The show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo. The show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

After that's over the last number, "May Morning," with a pretty girl, and a solo. The show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Followed by Miss Bowman with a large hoop which took her mind too much of her feet. The show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

This is Waring's last week, and either he made a poor selection of it held down to make Dr. Eisenfeld's return next week the more so. The show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Waring has made an excellent record here, but something seems to have slipped for the fadeout. He is a chippy mixture of band and vocal music, and an awkward moment in the show, the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Tom McLaughlin, who had just finished tenoring, could be taken down to the H. He could only stand and look foolish while his successor was right on top of him.

OLYMPIA, PARIS

Paris, April 30.

Olympia is striving hard to catch up with the new musical and stage numbers.

Show this week starts with a mixed new and old. The show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

This is followed by the aviation picture "Under the Leather Helm," produced by the United Artists release, starring Gita Mares, who has quite a following. The show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

IMPERIAL, TORONTO

Toronto, May 6.

Imperial reeks socks home this week with a flash finale that is one of the night show's spectacular bits seen here in many moons. Fourteen-girl lineup does a disappearing diving act in full-stage set, the look like a soap opera. This is Little Mayer's old, with the daughter of the aquatic club, and the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Three of the girls were originally with the old look like a soap opera. This is Little Mayer's old, with the daughter of the aquatic club, and the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Smugly built show is strong on comedy and the dance. Travelers parts on station set in 'two' with a girl, and the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Ballet eases on before a black and pink duo, and the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Whole stage bill was also thrown into the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Full-stage bill runs 87 minutes, and the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

WILSHIRE, L. A.

Los Angeles, May 2.

Mrs. Whatzname of the W. C. T. U. spoke on Fox Movietone newsreel, and the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Make no mistake about the ritz part. They put it on here. Beauties in evening gowns of smart tailoring and the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

For that 'at home' effect the lobby was decked around backstage and the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

NEW YORK

(Embassy-Trans-Lux)

Watching a parade from the curb and from a perch in a newswear theatre are vastly different. Too much of the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

More and more are the newswear theatre people to keep it up with the dailies. Enterprise, however, shown when they take a subject like the assassination of France's President and give their leading reporters newscasts to bring old views up to the minute. Both houses led off with the assassination.

Scoop score for the week finds the Luxer in the lead with five to the Embassy's four. Main events to the newswear people, however, are covered, although for a change there is a certain variety of camera angles.

The Coolidge "kissing" assignment registered laughs at the Embassy, mainly because the unseen reporter pulled out his camera and stepped right into the smoke and close enough to scorch, unless they with the assignment.

Other coverages found in both houses, except South Bend, Indiana, where the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Clips rated as scoops at the Trans-Lux included Representative Crisp explaining why he recommended pardoning of the Maggies, army testing gun velocity in Vir-

STATE, L. A.

Los Angeles, May 3.

Mae Murray unit seen in Los Angeles is not the unit that will go on to the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Leon Leonidoff's flair for rich color combinations, and with his modern notions on staging number, and the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Leonidoff again was rampant in the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Arnauts and Michons filling out the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

House orchestra made the Metro trailer on the coming "Tarzan," a dramatic interlude. They made the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Eddie Peabody in his second week was heartily welcomed and unservedly ended. Land.

NEWSREELS

grind, two killed in Chicago when plane hit building, British aviator killed in crash, and the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Silver Springs, Fla., must have an under-water boxing and now golfing is the new screens. Other can-Lux exclusives include explanation of rocket expected to travel the Atlantic in two hours (U), and the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

At the Embassy, Fox-Hen showed first views of the Davis Cup trophy, and the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Any time been talked about approvingly on the Embassy, there is applause. So, one of the founders of the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Representatives of France, Germany and England at Geneva do the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

PARAMOUNT, PARIS

Paris, April 30.

"Kitchen Pirates," adagio act, drawing considerable attention at the Paramount this week, many to the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Show opened with a mixed new-reel and an animated cartoon. These are now a regular feature on the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Then came "Kitchen Pirates," who are the biggest one-act smash for a long time on the Paris stage, and the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

With a production of its own, "Cocoanut Grove Revue," and an art director, Raymond Temple, who has a long time on the Paris stage, this house achieves some staggering this week. West coast at the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

MASTBAUM

Philadelphia, May 2.

With a production of its own, "Cocoanut Grove Revue," and an art director, Raymond Temple, who has a long time on the Paris stage, this house achieves some staggering this week. West coast at the show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Radios are spotted on both ends of stage and a voice announces the "Cocoanut Grove" in Los Angeles playground of the movie stars. Curtains rises on a beautiful setting, which looks like the entire show, with a bubble dance, with Patricia Bowman at the rear waiting to do her solo. Opening day the girls seemed to be singing and dancing. Setting is a waterfall with a soap opera, but not properly lighted for the ballet or the solo. De Haven and Niece went over better with the solo.

Couples dance onto stage while music is playing and the radio (Continued on page 40)

Re

I'm Telling You'

By Jack Osterman

FOURTH MONTH AND STILL WRITING. (By special permission of the copyright owner.)

Over the Gangplank

Lou Holtz sailed for Europe last week. The ship is headed for Bremen but if Holtz gives his care routine to the pilot they'll probably land in Singapore.

Just a Gigli—oh!

It happened at the N. Y. A. benefit at the Met. Gigli was shaking the rafters with an operatic aria. Hundreds of artists were waiting to go on.

In the middle of the tenor's second number, Herman Timberg rushed in back stage, fought his way through to Louis Sidney and yelled, "Tell that guy out there, whoever he is, to do another number—my kid's not ready to go on yet."

He Found Out

A staff radio announcer was called into the office of vice-president No. 8. Noticing an old-dollar bill framed and hanging on the wall, he asked:

"What's that?"

"That's the best we've been passing around the last two years," answered the v.p.

Hard Hearted Columnist

Some one asked the one week old father, Sid Skolsky, why he didn't break the news of the arrival of his hearse first. "Listen," said Skolsky, "I'm bringing my kid up right. She's got to give me a gas before she gets in my column."

Knight of the Bath

"Did it ever occur to you that the Lint Bath Club is on the air every night except Saturday?"

A Squelch

Reading of Wilson. Mizner's many remarks reminds of an evening in the Brown Derby. Mizner was seated in a booth when a young man entered who gets on his nerves.

Mizner suggested moving to the end of the room, but it didn't phase the intruder. He followed all the way and joined the table uninvited. Which prompted Mizner to say, "Look, I'm green as in."

Overheard

"Do you know Walter Winchell?" "I knew him before he made his debris."

Broadway Note

Burns and Allen are at the Capitol next week... they must be remodeling the Paramount.

Good Idea

Lou Irwin informs that Dr. Charles Steinberg desires to produce a review. He wants Noel Cow-

ard, Bee Lillie, Gertrude Lawrence and Alfred Lunt. As actors or patients?

The Polite Answer

At Russ Columbo's Woodmanstein Inn opening a girl kept annoying Harold Arien with the question, "Don't you remember me?"

"Your face is familiar, but I don't recognize your drinking," cracked Arien.

Ostermania

Many stories about the sign to replace Carroll's over his former stage door, but how about worrying about a sign of a good show in front... One dame thinks "Truth About Blady" is sponsored by the American Safety Razor Co.... Guy Lombardo starts holding his violin on the road next week.... We asked Gracie Allen if she were superstitious.... "I should say not, knock knock," she said.... "Patty Arbuckle states he is fully recovered from Hays fever.... ARE YOU READING?"

OLYMPIC TEAMS IN DANGER OF STRANDING

New Version

Pittsburgh, May 9. Joseph Murphy is a stage-hand at the Stanley. As he was emerging from the theatre alley he was accosted by a seedy looking gent.

"Can you let me have seven cents?" asked the a. l. g. "Seven cents?" ejaculated Joseph, surprised at the unusual sum.

"Yeh, just seven cents. I only need that much more to join my family."

"Where can your family be?" asked Joseph.

"In a picture show," was the reply.

Los Angeles, May 9.

It will cost committees of foreign born persons in the United States between \$500,000 and three quarters of a million to take care of the estimated 1,500 overseas athletes expected here for the Olympic games.

So far but few of the committees have promises of anything like the quotas they are expected to raise for the entertainment and upkeep of their particular native lands.

As the expenses of the competitors fall on these groups from the time the contestants land in New York, it is figured that it will cost \$500 a man to bring the athletes here, feed them and return them to New York at the close of the games.

Danes in Clear

One of the few national groups that sees itself in the clear for its co-patriots' expense is the Danish contingent, but it has taken three years of organization to put it across.

Under the chairmanship of Jean Hersholt, the Danish-American committee formed 10 sub groups, among Danish expatriates in various cities throughout the country, who during the three years have been collecting the funds by putting the bee on wealthy citizens of that nationality—card parties, amateur entertainments and the like.

Other units, not starting the cash raising so soon, are still way below the figure that they will be called upon to meet and are worrying over a probability of seeing some of their co-patriots left at the post—in New York.

'Round the Square

Westchester Cuts Down

Westchester, considered the richest county for suburbia in the U. S., will see its three parkways and the elaborate public beach resort, at Rye, undermined this summer.

Westchester let out 174 parkway employees, last week, including several executives. Virtually all others, taking in some of the departmental heads, were notified that during the summer months they will have to take a day off weekly without pay.

Catskill Runouts

Fence jumping, and the giving of gutta-percha checks by the proprietors of summer hotels, especially in the Catskills, were responsible for a large share of the claims made to, and collected by, the Bureau of Aliens, N. Y. State Labor Department, during 1931. Bureau collected \$12,756, all but approximately \$1,000 of which represented salary claims.

Each year the Bureau of Aliens is called upon to camp on the trail of summer hotel operators who run out after Labor Day leaving employees with salaries unpaid or partly paid. These men are haled into court under a provision of the labor law if all other methods of enforcing collection fail. Managers and entertainers get "burned" on engagements in the Catskills. The smaller hotels usually are the ones at fault.

Reversal

Hollywood, May 9. Through Hollywood's palmist Dave Peter the Hermit, Jung to four-piece costume, two of them sandals.

Now, with a considerable part of Hollywood unwillingly studying the simple life, the sun-tanned old prophet is reported adopting a bright beret and sport sweater. Also he owns real estate.

Throwback

Huntington Park, May 9. This suburb of Los Angeles is so far behind the times a miniature golf course is being operated at a profit.

NO DECISION

San Francisco, May 9. Nearly two years of Merced has been without a mayor since last January. Five city councilmen have had a dozen meetings and some 300 ballots have been taken, but there's always a deadlock. The boys vote for themselves.

BIRTHS

Mr. and Mrs. Philip Klein, daughter, May 4, in Hollywood. Father is a writer at Fox studios.

Mr. and Mrs. Peter Higgins, son, May 6, in New York. Father is the stage tenor.

Kahn's Walkout Bride

In Demand for Jobs

Roger Wolfe Kahn and Harry Richman have been in a huddle about the prospect of Kahn and his band going into the pit of Warner's Hollywood when and if Richman takes over that house for a two-day vaudeville spot.

Meantime, the estranged Kahns (Hannah Williams) are becoming active professionally and separately, with the news of their marital breach. Miss Williams was being sought yesterday by radio and other producers. At the same time, Otto Kahn's son published a legal notice disclaiming responsibility for any debts contracted by the wife who had walked out on him.

MARRIAGES

James Andrus to Catherine Custer in Seattle, May 1. Groom is manager of the Orpheum, Spokane. Bride is an organist.

Cammie Cameron to Dr. E. E. Madden, secretly, in Kansas City, March 2. Bride is the daughter of Pop Cameron, old-time trouper.

W. Frank Delmaine and Katherine Elliott Simon, non-pro, in Chicago, May 7. Bridegroom is assistant business manager of Chicago Actors' Equity office.

NEW YORK THEATRES

EDNA BEST HERBERT MARSHALL
THERE'S ALWAYS JULIET
A Comedy by John van Druten
"A sure and honest and whetting and very amusing..."
—George Jean Nathan, *Juliet*
HENRY MILLER'S Theatre, 124 W. 4th St.
Eps. 8:40. Matines Thurs. and Sat., 2:30.

LESLIE HOWARD
PHILIP BARRY'S New Comedy
THE ANIMAL KINGDOM
"The season's most gratifying adventure."
—Vernon Thompson, *Harold Tribune*.
Staged by Gilbert Miller
EMPIRE THEATRE, 49th and 40th St.
Eves. 8:40. Mats. Wed. and Sat., 2:30.

LOEW'S 52nd ST. 25th MON-FRI.
STATE 10:40-11:00
BARBARA STANWYCK
in "SHOPWORN"
Benay Rubin, Graziella, & Theodore
Steve Freda & Johnny Palace—Oths.

ROXY SEVENTH AVENUE
AT 10th STREET
"YOUNG AMERICA"
On Stage: "MAYTIME" with MARGARET MATZENAUER and Ray Ensham.
FRED WARING'S FAREWELL WEEK
Beginning Friday, "No Greater Love," with Alexander Carr, Beryl Mercer and Dickey Moore

TODAY JOE CRAWFORD
AT 10th STREET
Revue—Orchestra
FRIDAY, 6 STARS IN PERSON
Edmund Lowe, Garry Allen, Gus Cully, Victor McLaglen, Fred Singer, "Fin" Davis

PRKO Broadway and 47th Street
MAYFAIR
JOHN BARRYMORE
in "STATE'S ATTORNEY"
RKO-Radio Picture with
HELEN TWELVETREES

PALACE 47th St. 47th St.
Mat. Daily 2:30
Personality Premier Vaudeville
DAVE APOLLON—HENRY SANTREY
LILLIAN MITCHELL & DUANE
ADA BROWN—ALICE BRIDGES
JORDAN & WOODS—ROSEYTA DUNCAN
Midnight Show Every Saturday

86th ST. 86th St. 86th St.
Continuous Show
EDNA MAE OLIVER
in
"LADIES OF THE JURY"
with KEN MURRAY
Rocco Ales—Kato Price

81st ST. On Broadway
Continuous Shows
Wed. to Friday, May 11 to 13
EDNA MAE OLIVER
in
"LADIES OF THE JURY"
with KEN MURRAY
Rocco Ales—Kato Price

Who Lives at The Park Central?

AMONG guests at The Park Central are prominent leaders in every phase of human endeavor. Stars of the screen, musical comedy, vaudeville and drama, select it because of its quiet serenity, excellent service and proximity to all theatres and railroads terminals.

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56 St. at 7th Ave., New York City

H. A. LANZNER, General Manager

Diary of a Stooze

By Claude Binyon

Seattle—Friday.

We are famous all at once and the theatre was jammed with people every show on account of us. It's because of our stooze. The fellows fighting go us in the act. It finally got around to the newspapers and they had our pictures in the paper and all the while it sure felt funny seeing my picture in the paper.

Moe Bowers has a black eye, it's a honey, and he pulls a joke about it and the college fellows and everybody laughs. They still didn't arrest anybody and Mr. Bowers says he doesn't care if they never do because for one show he had the greatest act he ever saw in his life.

Things change awful fast in this business. One week you are going to act in a certain theatre and before you can get there it is closed or something. Now, Mr. Bowers says the way to Los Angeles after we finish here instead of going to Tacoma and some other cities.

That was the way to go to Los Angeles next week are going some place else. What a business. I got a letter from Tillie and she told me to tell Tillie that Cora Wilkerson, who was just married to some salesman, is all right. I'm a baby. They don't know whether it is right or not.

How can I tell Tillie when I don't even talk to her?

Seattle—Saturday.

We're still pretty famous, but not quite so much as yesterday. I guess people haven't got such very good memories.

I was looking in my bank that I carry in my suitcase and I saw I had saved up a little money. I would have had more if I wasn't so hungry all the time. When I got up I saved up \$11. I was so fat and start my own one because I have enough riddles memorized to make people laugh. All I need is to be better on my banjo. When I play "Carolina's Calling Me" I have to stop when I make a jump from a low note to a high one so I can't keep very good time.

If Tillie hadn't butted in and fooled Moe Bowers I would have been that she was a stooze maybe I would be a star already because the answers I used to say were certainly funny. But that is the way everything goes.

Seattle—Sunday.

We are through here now and I have to pack so we can leave for Los Angeles. Somebody told me it rains there but I don't make no difference to me because I haven't got a rain coat even if it did rain. I've got to hurry.

Los Angeles—Wednesday.

Here we are in Los Angeles after me missing a couple of days in my diary, but little things are coming up and I wasn't hardly ever alone to write.

It is nice and warm here and not much rain. Kind of foggy at night, but they call it fog and dew. We start playing at the Hilltop tomorrow but I don't know if Moe Bowers took us up to meet a friend of his named Bern Bernard, who books the acts for RKO out here. There are any theatres that need any acts. Not a bad guy. Kind of young and fat.

Things have been so quiet for a couple of days that I have a feeling something is going to happen. I get that feeling every now and then.

Los Angeles—Thursday.

I knew something was going to happen. It is a honey. After the last show tonight Moe Bowers called us into his dressing room and shut the door. He looked at us a while without saying anything and then he patted Tillie on the back because she was nearest to him.

"Gang," he said to us, "I'm sorry in a way to have to tell you this but the act will be through in a week."

We were so shocked that we just stood there.

I have made a settlement on my contract," Mr. Bowers said, "because I have a chance to make more money in pictures and I won't have to be smashed up several times a day. Are you going to be an actor in the movies?" Tillie asked him and Mr. Bowers nodded yes. "I'll give each of you \$100 extra when we finish this date he said, and whoever wants to go home will get his fare too."

None of us could think of anything to say, we felt so bad.

"Well," said Mr. Bowers and he looked embarrassed.

We still could not think of anything. Then all at once there was

Want Show Signatures

League for the Modification of the Volstead Act, which has several Congressmen on its advisory council, is making a drive upon show business for signatures to a petition that will be presented in Washington, if obtaining enough names it will be stressed as evidence that the theatrical industry in all its branches, itself heavily taxed, is, for a change, League's New York representatives are soliciting the stars in an attempt to start off its show biz petition. Later it will probably tackle Hollywood.

Er. Hurley, vet. film press agent, is acting as public relations counsel for the League in its New York drive. No money angles to the petition.

BURNS FROM CLEANSING FLUID FATAL TO DANCER

Pittsburgh, May 9.

When the ballet dress she was cleaning caught fire, Gladys Cooke, 17-year-old night club and vaudeville dancer, here, was burned to death last week before help could reach her. She was reading her wardrobe for a resumption of her stage work in Clarksburg, W. Va., ten days later.

Miss Cooke had been dancing in local night spots for several years, including engagements at the Flotino Club, the Nixon Cafe and the Mayfair.

The spray of liquid fire from a kettle that caused her death also encompassed her mother, Mrs. Margaret Cooke, who was removed to a hospital with serious burns.

Files Alienation Suit With Rice in His Hair

Los Angeles, May 9.

Al Dido, Paris Inn entertainer who married Virginia Parenti, actress, April 6, last week filed a \$75,000 alienation of affections suit against her.

Dido claims that he hadn't been married three weeks when Lewyn gained his wife's affections.

Lewyn directs the Hollywood-on-Parade shorts series.

Nellie Shuken Asks For Divorce in Chi

Chicago, May 9.

Charging desertion, Nellie Solomon, known on the Yiddish stage as Nellie Shuken, is suing Oscar Solomon, also a performer, for divorce. Papers were filed in Superior Court here last week by Attorney Irving Eisman.

Couple married in Cleveland in 1927 and separated in 1928. Mrs. Solomon has two children from a previous marriage, one son, Phil Shuken, being a local radio warbler.

Noble Experiment?

Flushing, L. I., May 9.

Nassau towns are now getting ready for the first of a series of fireworks forbidden in Greater New York. Most of the towns allow sale under strict supervision.

About a week before the holiday season is created on the roads in the towns that border the city and residents of New York city may buy all the fireworks they crave.

The street stands are erected within a few feet of the city line near Jamaica and Little Neck.

a blubbery nose. Scaramouche was crying. It was the first time I had ever seen him cry in my life and he was a sight.

Mr. Bowers looked away and we all looked after him. I took hold of Scaramouche's arm and led him to the hotel. When we got in there I sat him on the bed and patted his back and told him to buck up.

Then all at once I was crying, too, just like I am now.

I can't write any more tonight.

A. C's 1927 Picture Pageant Still Unpaid

Los Angeles, May 9.

Floppo motion picture electrical pageant at Atlantic City in 1927 has an echo in a suit against Harry D. Brown, prime mover of the idea, for \$10,000 notes given at the time to Charles D. Ross and his Motion Picture Service Co. in New York. Venture broke Brown and hit his Chicago Studios Supply Company in Hollywood. Ross says Brown has been pleading for time to get on his feet and pointed out that "no one involved in the Atlantic City affair has received any money."

Puppet Show Revival Brings Seven to L. A.

Los Angeles, May 9.

Glorified Punch and Judy shows in the form of marionettes are getting a new play here. Local interest in the midget, dummies has been at high tide for the past two weeks with Tony Sarg in town, though Sarg is here for pictures and not displaying his marionettes. Currently there are six puppet shows operating in Hollywood and one downtown. Ace is the Yale Puppeteer in the Mexican ballroom at Olive street. Puppeteers are also operating a school for those ambitious to be bigtime Judy operators.

Others showing their jumping dolls are Will H. Smith, Albrigh's Marionettes, Monroe's Marionettes, Henry Arian's Hollywood Puppets, Frank Sills' Marionettes and the Hollywood Puppeteer. All are set up in former stores or barns with no overhead. Capacity of each is about 100.

Puppet trade was covered by the Y. A. Club for about two years. In the past two months there have realized that there might be a living in the string pulling and have opened up.

Boy's Powder Burns Bring Hughes Suit

Los Angeles, May 9.

'Scarface' casualty that doesn't show in the picture is the subject of a \$25,000 damage suit brought against the Caring and Caring-Lloyd Corp. in behalf of 12-year old Roland Offord.

Boy was burned playing with powder found on the Metropolitan lot. Powder had been in use for machine-gun effects in the picture, and Offord's father charges that the supply remaining wasn't locked up as required by city ordinance.

Wife Who Sued Frances Williams Wants Divorce

Pittsburgh, May 9.

Two years ago, two women were fighting for the love of Alan Jones, Pittsburgh ex-banjo player and pianist, last with the California Collegians—his wife and Frances Williams. At that time, Mrs. Jones sued Miss Williams for \$100,000 for alienation of affections after the singer had announced she would marry Jones when he was free.

In the meantime Miss Williams married another and Mrs. Jones was given an unnamed amount for settling her damage, case out of court.

The final echo came last week in Common Pleas court, when Mrs. Jones filed for divorce from her piano-playing husband, charging desertion. The Joneses were married in December, 1922.

Beauty Salon Side Line

Minneapolis, May 9.

Court records here reveal that a local beauty salon operator is doing a courtship of a chimney sweep business from her salon on the side.

She just has been made defendant in a suit by her brother-in-law, a chimney sweep, who seeks to restrain her from accepting orders for chimney sweep jobs believed intended for the brother-in-law. The latter operates under the same name.

Sues for Injured Face

Cleveland, May 9.

Blanche Carns, night club entertainer, has filed suit for \$10,000 damages against William Sporko, a bouncer, who she says suffered an auto accident while riding with him.

Smash-up, she charges, caused injuries to her face.

Petty Gypsy Rampant Among Once Reliable Penurious L. A. Merchants

Home Folks

Hollywood, May 9.

Hollywood Boulevard, the social Broadway of the city, continues to belie the billing with a sheepish grin.

Typical is the street car conductor who wagged his puzzled head at an individual who had plopped into a seat without depositing fare in the coin box.

"That fellow," said the conductor, "Always says he'll pay me tomorrow. But I'll be dog-goned if he ever does!"

FED'L MEN SWOOP DOWN ON TWO RENO PLACES

Reno, May 9.

Showing utter disregard for priceless relics of old days of Virginia City, which decorated the walls, prohibition officers completely wrecked one of Reno's bright night spots last week and moved everything out of the place and the other of course, during the same evening wrecking crew also visited a less elaborate place and cleaned it of everything except wall paper.

The Comstock Club, built to resemble the interior of a mine, and decorated with pictures and relics gleaned from Comstock mining district, famous in Nevada's ancient history, was the first resort to be clipped. Place cost some \$30,000 to equip and it had only been running for four months. Never been raided before.

Other establishments to be put out of business was the Green Frog, an upstairs speakeasy patronized by tired business men who wanted a quiet spot to sip an afternoon bracer.

Dry officials explained, when they were moving fixtures, that they were operating under the revenue stamp order in storage now and will be sold later at government auction.

Mrs. Weitzenkorn Sues Novelist for Divorce

Los Angeles, May 9.

Mrs. Irma Weitzenkorn, wife of Louis Weitzenkorn, novelist, filed suit for divorce, here, charging cruelty.

She claims there is \$100,000 of community property and asks for a share of that amount, \$10,000 monthly alimony.

Misconduct Charge Is Changed to Desertion

Chicago, May 9.

Looks like the domestic difficulties of the Billy Glasons will be ironed out with the vaude couple reconsidering their divorce tiff. Glason, through his attorney, Phil R. Davis, is withdrawing a lot of his original charges and amending his complaint to charge desertion instead of misconduct.

But the \$100,000 alienation of affections suit Glason filed against Albert Glason, partner, who named as co-respondent, is still pending. Mrs. Glason, too, has done a bit of reconsidering and has reduced her demands to \$25 a week for herself and \$10 a month for their baby daughter.

Court has indicated it would sign a decree if both sides are agreeable and give them joint custody of the child.

Lillian Roth's Divorce

Pittsburgh, May 9.

Parents of William C. Scott, husband of Lillian Roth, admitted here last week that it's a singer had filed suit for divorce in Mexico. Action, they said, was not contested and was brought on the grounds of incompatibility.

The Scotts were married in Atlanta in April, 1931, just three months after the death of Miss Roth's fiance, Herbert Ocholsky. Scott is now in the east.

Hollywood, May 9.

Gypsy with trimmings is being practiced these days by Hollywood's greaser newsmen in their petti-little attempts to tease the nickels and dimes out of the customer's pockets. Stopping as low as to chisel a half-cent on sales is only one of the tricks that goes for regular trade ethics in the merchants' attempts at appearing to undersell his competitor.

Bread sells at a cent a loaf on sales from as many grocers, but one must buy three cents of somebody's pepper to get it.

Dairy advertising buttermilk at a nickel a quart fails to mention that an additional three cents is charged for the one and only container in which it can be carried off.

Drugstore Racket

Plenty of cut-rate drug stores, with nationally advertised products in the window at low prices but once inside every effort is made to switch to the store's individual and unknown brand of goods.

Many serve yourself groceries take plenty of space in the papers to blast forth with their specials, making a trip sound financially attractive, but once in the store try and find the advertised items, which are hidden in corners, without price tags or other signs.

Cheapest Gyp Yet

Pettiest of all the minor rackets is the advertising of standard products selling for 15 cents at 14 1/2 cents. Catch the cut-rate ad. It is made, for only one article is allowed per customer.

Any car parked on a business street is at once cluttered with cards for cut-rate auto repair parlors, offering tune-ups and valve grinding at very low figures. Plenty of complaints from car owners who have bitten, since the final bill amounts up to \$75 or \$100 worth of unauthorized repairs.

Cleaning business, rife with racketeering "protection" associations, is plentiful as angels, as it is, among which is the practice of charging as much for an extra pair of pants as for a suit.

Shoppers in some of the markets here are solicited by pickpockets and runners for other groceries, telling them of better bargains to be obtained across the street or around the corner.

As a dime a dozen are not uncommon hereabouts, but one must buy a quarter's worth of lemons to get them.

Rodeo Cowboy Has His Canadian Troubles

St. Johns, N. B., May 9.

Being mistaken for a notorious gangster, a cowboy and singer, the Lindbergh baby is only one of the difficulties of Almost Lafontaine, a performer in rodeos, fairs, and in the cowboy show.

Lafontaine was trying to get from Prince Edward Island to Boston when "hugged" by a "squad of Royal Mounted at Yarmouth, N. S. He spent some time in the hospital before the mounties came to the conclusion he wasn't the gangster they were after.

After being released the cowboy performer was counted down going across the international line by U. S. Immigration inspectors on the ground he was minus visible means of support. Lafontaine is undetermined as to future.

Water Taxi Pinch

Los Angeles, May 9.

Group of water-taxi men convicted in a county court of transporting passengers from the beach of Long Beach to the gambling ship Johanna Smith had all figured out they would escape because the county has no jurisdiction over a city, and Long Beach's boundaries extend three miles from shore.

Appeal court just killed that idea with a lengthy decision showing that what the county line is only three miles out, it extends further than the city's three miles and the taxi man had to cross a strip of county water.

But the county line follows the in-curve of the bay, while the county's line follows the general coast contour and jumps bay.

Minneapolis

By Les Rees

Hi-Lo machines getting big play. Mort Singer back to Chi after several weeks here.

Reform Mayor Anderson says a man can live on \$5 a day.

Bob La Plante of local Public office planning to go to Europe.

Joe Floyd of Public art department abandoning cigars for pipe.

Gene Hundingsburg singing Sundays at his Lake Minnetonka home.

Leo Morton, chief of Minnesota theatre service, writing book of poems.

Excelsior Amusement park started off pre-season with Sunday operations.

Falsely report sent out over country that here agent Bill Robinson being shot.

Helen Hillman, Minnesota cashier, flashing new style admired permanent waves.

Tracy Barham of Public home office booking department returns to New York.

Sister of Mike Kelly, president of Minneapolis baseball club, burned to death in flood in 10 years.

A number of local churches, unable to meet bond interest payments, are in receivership.

Elmer Peterson of Tribune reporter, goes to Stockholm as Associated Press correspondent.

Florence Reed committed from St. Paul when "Mourning Becomes Electra" played here.

Roger Simon, former Pioneer Press film critic, back from European honeymoon trip.

F. E. Murphy of Minneapolis Tribune one of four Associated Press directors re-elected.

New local society of professional and amateur musicians being organized. Third of kind here.

Petition before city council asking that Gays (stock burlesque) license not be renewed.

John Knapp, former member of Journal staff, now admiral for Standard Oil.

Tom Macdonald of Tribune editorial staff created sensation with new hat, his first in 10 years.

Helen Barron, veteran RKO Orpheum secretary, doubling as box office cashier half-days. Economy measure.

Ben Ferris, formerly F. & R. and Public publicity head, local Civic and Commerce association public relations head.

W. A. Steffen, Allied States president and local independent exhibitor, and Buzz Baldridge to try foreign films at Shubert.

Under new arrangement, Public press agents return to their respective theatre offices instead of being quartered at main offices.

Two shows short of advertised number, Metropolitan theatre must make refunds to New York Theatre Guild season subscribers.

Tiende, oldest Norwegian language newspaper in America, consolidated daily and weekly editions, and just published latter one.

Heron Lake, Minn., near here, sent delegation of leading citizens to honor Walter in honor of boy, in "Mourning Becomes Electra."

Minneapolis winner of American Association baseball trophy, opening day paid attendance, initial crowd numbering more than 10,000.

"Stew" Johnson, former Minnesota theatre orchestra leader, died the past year on account of illness, back in harness, singing over the air.

Jacob Ben-Ami remaining over additional week to appear with Mainbridge stock company, deferred, winding up Shubert theatre season.

Local department store, using showmanship methods, staged parade and entertainment called "Cotton Wedding" to advertise cotton goods.

Suit of W. H. Taylor, former Fawcett Publications employee, against Capt. Bill Fawcett, filed latter with filing fraudulent income tax return, to be tried in fall.

Report that the former Fawcett resigned as Public division director here, is negotiating to buy back former F. & R. Northwest.

William Hamm, Jr., L. J. Ludwig and Harold Pinkelstein.

Charles Winchell and Don Chambers trading places, former returning from Public New York office to handle Northwest circuit out-of-town advertising.

Local advertising agency going to Gotham to supervise all Mullins' division publicity and exploitation.

Portland, Ore.

Bill McCurdy back.

Floyd Maxwell in from Spokane to run Hamrick's local.

Bill McCurdy managing road shows at the auditorium for Calvin Heilig.

Another "walkathon" at Lotus lake park, a little "and sleep walkers know no deposit."

Charlie Couche has an animal net yet. Fied-up with the state game commission to put cold fish in the Paramount lobby. Now he has bear cubs there. Bring your own sawdust.

Tusko, burg's civic elephant, to go barnstorming. His trainer,

"Sleepy" Gray, will take him in a special truck trailer to Chi for the exposition, giving Elmo exhibits en route. Bachmeyer is reputedly the biggest in America.

Two amusement parks scheduled to open this month, but no free act looking so far. One park started a civic campaign against the mosquito menace. Idea is to get funds to eliminate pests, which bother the park's patrons. One director is running for the state legislature on an anti-mosquito ticket.

Dallas

By Rudy Donat

Salary cut howls everywhere.

R. B. Robb healing broken leg.

RKO boys back to their old cages.

Kidd Springs, summer: playground, open.

Ed Blumenthal back from health resort.

Even Lions club soliciting for members.

C. E. Keshanik around to line up 'Hotel' dates.

One cowboy riding those long Texas stretches.

Roy Starling shifts from films to trailer peddling.

Tom Mix stills.

Maurice Barr and W. E. Paschall travel.

Civic music ass'n closed second successful season.

Paul Short got three wires in one day.

S. R. Simpson delegate to P-P convention in L. A.

City, dated the zoo insured against monkey bites.

Revised census figures give town population of 35,658.

Charlie Little, little theatre manager, keeps his job another year.

Hank Lishin leaves Adolphus.

Dance director of the Red.

Ruth Roland spent most of her week here chumming with Jean Darnell.

Hollywood

Sam Ash here for the summer.

Joe E. Brown being treated for a sprained back.

Ben Piazza back and hunting new eating places.

Plenty of vacations being called off by studio employees.

Junior Leonardo spent two days in bed last week with the flu.

Lord and Lady Byng visiting the studio as Henry Moore's guests.

Charles Miller, Equity representative, back at work after a flu battle.

Danay leaves the Red without a nearby refreshment spot.

Clarence Freed, youngest brother of Arthur, plugging Kelt-Engle tunes.

Joe Boyle back from London, where he was working at the Paramount British studio.

All Paramounters here for convention put up at the Ambassador.

Gene Fowler will return to his Fire Island home June 15 on a five days' leave of absence from Radio.

Gene Fowler and family return to New York in June, when his Radio contract is up by way of the Panama Canal.

H. N. Swanson, searching for collector's agent, has turned up swamped with marked copies of hit-radio periodicals.

W. H. Fox, Bill Fawcett, Fox director, recovering from an appendix operation performed last week at St. Vincent's hospital.

Go-Round's director of westerns, hobbling around on crutches.

He went to sleep on a warm night with his head and neck up with snow covering his knees.

Manny Wolfe, former Warner editor, has turned impudently.

He is presenting Benjamin Zennach, Moscow Habima dancer, at the Hollywood Playhouse May 26.

In addition to their regular high wages, the Paramount and Radio motion picture commission, sellers of the English Radio sweetstakes tickets are making a neat profit on the current rate of exchange.

Production of a Laurel and Hardy comedy was held up several hours at Roach while a bevy of noisy swallows were chased from their nests in the roof of the sound stage.

It took a fire hose and smoke pots to eliminate the birds.

Producers agreement for fewer names on credit titles, Radio changed the story credit on "Hollywood Merry-Go-Round" from Adela Rogers.

John Hyland to Adela Rogers Hyland. Just like that other four-

McPherson Hutton, recently bowed to a penitentiary.

Connecticut

Indoor circus at Meriden draws well.

Palace shows jumps business at Danbury.

Playhouse, Sharon, being enlarged for summer stock.

Coleman Bros. carnival opens season at Middletown.

Public theatres celebrate second anniversary at Stamford.

Strand, Waterbury, to continue stage shows through summer.

Palace, Danbury, still away 10 pairs of shoes every Thursday.

Greenwich Graphic-News changing from bi-weekly into daily.

Norwalk theatres discontinuing policy of continuous Saturday shows.

Waterbury using slot machines to collect funds for undernourished children.

Lawrence C. Besette and Mary Yeager, file marriage intentions at Stamford.

Steve E. Pandora of the 'Star,' New Milford, sustained fractured leg in auto accident.

Danbury not expected to be bothered with carnivals this summer.

Doct. St. John, Public, buying lodge site on Candlewood Isle, Lake Candlewood, near Danbury.

Lincoln, Neb.

By Barney Oldfield

Barber shops two-bitting.

Capital Beach to open shortly.

Ad. Lyngbom, a big business.

New Jai goes a big flop business.

Foss Jenkins new light promoter.

Del Bonner hides for the milk now.

Papers squawk on screen advertising.

Dance Kelson gone down where it's warm.

Capital hotel special rating the strictest.

Have a Helen Hayes and not affect Cooper houses.

Three holes-in-one on local course already.

Coca Cola truck driver here looks like Paul Whiteman.

Ad. Lyngbom's efforts get him offer to Columbus for vaude.

Moving Pub art shop into Lincoln theatre to save rental.

Celebration of U. of N. Kosmet Klub show put three in jail.

Dance Kreiger shows locals he has right to light-heavy neck knotting time.

Grain elevator in southeast Neb. has sign: Birthplace of Harold Lloyd.

Joe Cooper and Pat Magee, it and sign for Cooper-Pat, surveying the local situation.

Wally Marrow and Freddie Roman, boxing star, scored a match had marks of 115 and 113.

Pittsburgh

By Hal Cohen

Eddie Peyton's new two-bit site spot open.

Mo. Glanz was rushed to the hospital by a notepad and pen.

Howard Adelsberger, Stanley treasurer, never wears underwear.

Ralph Harris, director of U. of N. and Pat Haley are rummy addicts.

Everybody mistook Mildred Bailey's Packard for Johnny Harris' car.

George Seibel and Harvey Gaud staying home this summer for first time in 10 years.

Clarence Grundish, 'Sun-Tele' movie critic, let out last week in economy man's suit.

The editorial employees of 'Sun-Tele' got their notices right on the heels of a 10% slash.

Champagne and whiskey prices way down, but gin's the big seller around here these days.

First time in 47 years that three years that this burg has been without a regular theatre m.c.

At least a dozen different brands of pipe tobacco sold at random about Jerry Mayhall's office.

Jimmy Balmer and Bill Scott together hit the scales at 47 pounds.

Bernie Armstrong has a miniature theatre rigged up in his cellar and a Dozed went down at the Stanley for a week.

George Kaufman's 'Of Thee I

Sing second Pulitzer prize in a row for Pittsburgh authors, Marc Connelly getting it last year.

Maggie Cline gave Charlie Denver a column on what kinds of posies theatrical big shots order every morning for their lapels.

Local ad committee known for his Garbo consciousness is being kidded by fake telephone callers who imitate the Swedish nightingale's voice and give him the works.

San Francisco

By Harold Beck

Night golf soon at Ingleside.

Pearl Buck expected in July.

Jess Norman sneezes when peeping into this out.

Craig Smith off on flying jump to City of Angels.

Lloyd Yoder polishing up his spurs for the Salinas rodeo.

Max Bradfield with the wife and baby, visiting his mother.

Peter Bauck, veteran member Musicians' Union, passed away.

Vic Rodman neris about photographing the evergreen.

Jennings Pierce away in new private office as NEC chief announced.

Alma Robbins, KFCF songstress, marches up aisle with Charley Risko, fighter.

Harry Smith, vocalist with Lofner band, married to Evelyn de Clairemont, non-pro.

Williamoughly in personals at local dept. store and autographing her books.

Malaini, magician, pulled a fair crowd to \$1.50 magic show at Hotel St. Francis.

Sam Pechner, asst. mgr. Fox, called on by a big business.

Summer season opens soon on Russian Hill.

Bill Givrin orchestra.

Int. Guerrero Park, Bunny Burson into Guerneville.

New England

Five cents will pay a sandwich most anywhere.

'Peaches' Browning plays Worcester and Providence.

Orchestra leader got a request to play 'Minnie the Butcher.'

Man has been played benefit dance for Worcester musician union.

More work for Harry Zeltz. Now he's got to book films for the Empire, New Bedford.

Film theatres with the biggest shows for smallest price continue to drop out of business.

Reading, Mass., selectmen denied a petition from the Reading theatre for a Sunday license.

Man has been playing in harness, directing the Worcester Players' club in 'The High Road.'

Local school band engaged for Sunday concert this summer in Quincy, Mass.

Dictated theland, stock leading Mass., considering opening a summer company in New Bedford, Mass.

Harry Smith's got shows on Warner's Capitol stage in Springfield, playing 'Darktown Scandals' this week for Robble.

Dwight Gilmore not taking any chances on summer stock this year as the Court Square, Springfield, Mass.

In Webster, Mass., cops—or maybe there were, only one there—nabbed a guy stealing electric bulbs from a theatre sign.

Eighteen-year-old high school girl laughed so hard at a comedy in a Salem, Mass., theatre that it caused heart attack and death.

Barber price war in Pittsfield, Mass., now one way or another with every haircut. Another says he thinks he will give a lollipop.

Mass. v. ending machine to shed profit in rental of Municipal Auditorium after boosting charge 20%.

Revenue in April amounted to \$1,100.

'Glad it wasn't the box office,' said Louis Coriarty after he disappeared.

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Jersey Shore

By Wes Nolte

Frank Ward O'Malley at Briella, Hollywood Casino, Red Bank, closed.

Player's Club, Fair Haven, re-decorated.

Maggie Cline does Fair Haven with a cane.

Fritz Lieber says Fritz, Jr., will be a actor.

Charles Wesson in taxi his at Fair Haven.

Joe H. Hays opens his Fair Haven cottage.

Beale Clayton now lives at Long Branch all year.

Tom Hunting, closing his Auditorium theatre, Highlands.

Roger Pryor of 'Blessed Event,' week ends at Long Branch.

A floating nudist colony. Changes location daily to avoid arrest.

Rebuilding the Bradley Beach Casino, which burned recently.

Seventy members resigned from the Newark Country Club.

Eddie Baker points to his friends, Beck's Elberon place to his friends.

Jack Sanborn, once of the big leaves, wants to buy a roadhouse.

Several hardy souls trying to ride the driving rains and minnie golf.

Lydia Barry at Rumson after a Hollywood winter as guest of Polly Moran.

Don't mention vaude to Herb Shusterman.

Norman Thomas, Socialist, dicker for 'The Standard,' Red Bank Week.

The Parent-Teachers' Association at Red Bank reviews the films.

Syndicate of shore sportsmen take over Max Phillips' Sunnyside Country Club.

Tommy Phelan, Long Branch Paramount manager, scats sings.

Tommy Phelan, to sleep.

Robert J. Miller the Shippee Johnson Peruvian Expedition, to lecture tour with films and stills.

Booze prices sinking. Gin 45¢ a quart, while good Lincoln Inn rye is \$1.50 a pint. Beer \$2.48 half barrel.

Broadway

White axes on the Square.
Jerry Lesau had glim fixed.
Kussels folding for the summer.
Seymour Felix back from the Coast.

Ann Connolly due back this week.

Annual Equity meeting May 31 at the Astor.

A. O. Dillenbeck looks the life philosopher.

Black Chickie back to the Coast for Net Dorfman to the Coast for Metro May 15.

Bookies getting a good play from the fumes this spring.

Eddie Kook had a shiner and standard alibi last week.

Colby Hartman, former Loew manager, writing air stuff.

Frank Vreeland keeps pretty much to himself these days.

Lee Ochs permits smoking all over the house at his Uptown.

Josephine Day, former vaude single, running a modiste shop.

Schneebrenner, club with Bill Maughon and Bert Salsberg.

Mounting building a morgue with everyone away at the convention.

Victor Fuller cracks that NYU is now offering a course in receptivity.

Pomer giving serious thought to his tonella in the Morrisania hosp.

Milton Aborn says he's going to march up this summer after a long season.

Dave Apollon and his Russes reappear probably into the new Billy Ross musical.

Robert Reud resigned as Gilbert Frank Frohman's A. G. going to Europe for vacation.

John Hutchins sitting as dramatic editor of the Times while John Byram is abroad.

Kent Thurber got held up, knocked out and robbed clean, all in the same night.

Add inveterate ribbers: Nate Kramer, owner of the Hotels Eldorado, and having a card.

Buddy Rogers and band moves from the Pennsylvania grill to that back roof May 20.

Arman Kaliz back to the Coast by motor with a WB pic set upon again in Hollywood.

First picture part for Harriet Hagman, 'Vanities' beaut, is in 'Is My Face Red?' for Radio.

Spindler, cop having tough time chasing the Bond building and Palace beach stender-arounders.

The Doves have a card and a card table and checker board for indie agents waiting for their turn.

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John Byram, 'Times' drama ed, and bride on belated honeymoon to Europe Wednesday (11) via S.S. New York.

Carroll's name in marble block in theatre front and changed it to Carino.

Charles L. Kimball, Radio studio film editor, brought neg east of 'Acting' and will stick around.

Bennie Holzman, in Chicago ahead of 'Scandals,' says his New York office not closing temporarily or otherwise.

Sid Spindler deservating Broadway for mercantile enterprise. Phil His father will operate the Spindler tonorial party.

The Fred Melascoe coastward via a small mail steamer, the Avon, to take in the lesser South American towns.

Abraham Abe Lyman, a New York expatriate for a year, and Addie McPhail, here with Roscoe Arbuckle, homelost for the Coast.

Marc Lachmann plans a summer revue or a coast trip during the hot spell, probably the latter.

The Missus hails from Santa Barbara.

Gus Edwards, with 15 years, is the 'champ' carnation wearer. Jack O'Sullivan, Arthur, and Arthur Caesar are other inveterate addicts.

Job of selling or renting the Par Adiano studio and houses from the real estate department of Lord Dismond of the short subject sales.

Charles Heyton recuperating at White Plains after five months in hospital, hopes to be back in New York this week. Underwent eye operations.

Purettia Puck, daughter of Eva Puck (Puck) and her mother, Mrs. Ralph B. Randall after a private family ceremony May 13.

Brook is an attorney.

Eddie Leonard, spent a lotta dough for daily ads to herald his agent at the Metropolitan. O. H. Sunday night (8), but failed to mention it was in connection with the show.

Water Winchell has gained six pounds on the coast and averts it a break that the new Sid Skolky is here, otherwise it would be too tough battling against the Skolky.

Ed Harris type of beads when the kid shows up.

Epidemic of telephone slot-hits around the Square. Racket, whereby paper stuffing blocks up the return nickels and is justified by the fact he is zoned off territorially. It explains why returned nickels don't drop down the phone box chute all the way.

Borrah Minevitch called on 24 hours' notice with the Roxy-Buck party on the Bremen. Left sans passport on plane, which had to be straightened out for him by the Morris office while he is en route. His wife, who has a mother a fortnight ago, joins him in a week or so.

Mexico City

By D. L. Grahame

Vicente S. P. acios, former sales manager for Mexican Fox Films, died at his home here after a brief illness. He was 45 and married.

War Department has warned army officers that they must not use their uniforms to elicit interest in theatres. Violators of edict are subject to discipline.

Girl cops still on the job. Civic government changed its mind about eliminating them. Corps has been reduced in number to 28. All know in-lieu and several speaking English.

First school for the teaching of modern mechanical arts, craft, costumeing, etc., inaugurated by the Ministry of Public Education. Instruction will take three years.

Local gypsies bringing into Mexico picture negatives which they develop, charge, and sell for non-Spanish positives and discs which don't mention negatives.

Local press running a beauty contest to select 'Miss Mexico of 1932' to compete in European contest for the world lookee. Free trip to Europe and back with expenses and a gold loving cup are inducements. Rules provide only girls of artistic accomplishments as well as looks may compete.

Argentina

By Harry E. Goldfiam

Hermoso here. Victor Schochet, Fox, still swears by Spanish.

Work visited Mortimer C. Budton, Columbia rep at Rosario, Bay.

Katon's 'Sideways of New York' SRO at Broadway for opening Tuesday.

Monroe Isen, Universal chief, returning from Brazil for opening of 'Paradise' in Buenos Aires.

Rosita Forbes, English novelist, here giving lectures at so much per hour. Mostly of adventures in Arabian deserts.

Economy drive by film firms results in much smaller ads in local papers. One day's work for a week's paper in notes to press and ungums envelopes.

John Day, Paramount chief this territory, across the Andes by plane for New York via Chile.

Langley, Paner Argentine head, accompanying.

Film critic of 'El Mundo' says work is 'Mexican tax in Secret of Secretary' (Far) out against Argentine.

Colbert. Mexican papers here describe recent volcano eruption as tremendous—death dealing. One paper gives it credit from front page.

Government employees getting their back pay, at last, so business picking up somewhat. The hot spell papers say hottest April 70 years; no good for trade, but cold spell due shortly.

New style release here gives most films day and date in up and down town. Film men all same advertising—boosts picture in both places and net result better at b. o.

Previously only hottest went a picture in notes to press and ungums envelopes.

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Paris

By Maxime Levy

Noel Coward a week late. Kathleen Kay on a milk diet. Argentina taking a long rest.

The Feidelsbaums at the races. Henry Festour's father dead. Agnes Petersen visiting Rhine.

Acile Astaire in for troupe. Joe Zell reopening the Royal Box. Irvin Asher in the American hospital.

Dorothy Thompson getting a welcome. Walter M. Krauss doing Montparnasse.

Rivalry to get Sinclair Lewis to speak. Hona Karolewicz back from the Riviera.

Erskine Gwynne went English in flannels. Marcel Achard to Prague to see his play.

Jeff Dickson bringing 70 lions up from Italy. Desha here from London to dance at Basella Kautner.

Eight houses now showing talkers in English. Lew Dickson in hospital with sinus trouble.

Elizabeth Arden looking over her business here. Lucien Levasseur getting in on the Arthe publicty.

Stowaways and suicides driving long distance and levies for non-Gaumont stage producing for Gaumont.

D. La Tourette Fran with an Algerian coat of tan. Tobacco making exhibition at new Maison de France.

Alex Woolcott declined to speak at American Club. Margaret Severn going back to America in the fall.

Phillips Kautner back, but not eating it up spots. Bank clerks going in for back-gammon at Ritz bar.

Friedrich Kautner taking her dinner guests to a preview. Dave Souhami to Brussels on his redoubt.

Arthur Moss' stuff no longer appears in the local 'Herald'.

Princeton sick and unable to attend a function in his honor.

Herre Brasseur staying on in Berlin to London for 12 weeks.

Richard Tauber leaving the Riviera to London for a week.

Serge Eisenstein has a few sharp things to say about U. S. laws.

Joanne Hildebrandt making a travelog on her own yacht.

Electoral meetings as well as fine weather hurting the show business.

Maxine Erwin now includes picture among the ritzier social notes.

Nights clubs are going to be mildly champagne-less this summer.

Wanda de Muth out of hospital and doing tests for White Horse Inn.

Lewis Mumford and George Cammer came over together on 'Euro-

Wilhelm van Loon up to Holland for a week at his father's place at the Ritz.

Nadja refusing to make an after-dinner speech on love and the stars.

Robert Wyler, directing for Paramount, is changing his name to Villiers.

Yvonne Vallee (Mrs. Maurice Chevalier) waiting in Paris for her husband.

Homecoming look of the Huxwitts, who have a three months' old baby.

Maxine Erwin back from New York on first trip of overhauled 'Leviathan'.

Lacy's 'Lover' bought Maurice Barrow's ear and is planning some Sunday pictures.

Steve Fitzgeralds over from London for week-end and riding around in a Rolls.

Walter Polner, with Mrs. Elsie Forster and Maurice Polner, arriving from Egypt.

Lincoln Bar, popular with film men, is picture and chasing restaurant to basement.

Newsboys report an increase in the number of Americans in France, but not the money ones.

Margaret Severn nearly losing a slipper to an enthusiastic amateur of Pirandello dinner.

Julian Harvey heating it to Cap d'Antibes to her villa as soon as she can.

Max Deary got 6,000 frs. per performance for his work in last Mogador.

Baron George Wrangel writes from New York that he is now 'Bill' and in the 'Journal'.

Haining Borgers, the author of 'Woods Crosses,' coming out with a book about Montmartre as was.

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ing the Banker's Trust with a beard.

George Kram brought back a suit case full of German records from Berlin, and they are all Hollywood bound.

Leontine Melchior, Sigrid Onegin, Sir Thomas Becham and Sokoloff all on same boat, bringing music from Europe.

Host of new cabarets open in Montmartre, one built like a dirigible, Z-44. Albert Volterra is reopening the Abbaye.

Saul Colin obtaining a scenario from Queen Marie in Bucharest and off to the opening of Shakespeare's theatre at Stratford-on-Avon.

Montreal

Lily Pons sell out at St. Denis. Howard Conover trying to learn French.

Jerry Shea helping out local musicians. Stan Day still holding out at Ste. Agathe.

Sam Shane ducking depression for tennis.

Judge Morrison all set for the 'Judge' case.

Jimmy Adams losing weight under pressure of biz.

Domination park, badly in red last year, reopens May 14.

Boatload of tourists crowd to St. Faustine for the fishing.

Hard stuff being charged 10% under new provincial government tax regulation.

President Montreal Theatre Managers' Association, Hatzner Mayor Rinfret, economizing.

Theodore Morgan says this is to be Montreal's biggest U. S. tourist year and prices keeping down of prices.

Biggest hole in the ground in Canada, Montreal's terminal site, in centre of city, to be turned into sunken garden. C. N. R. saying it with flowers.

Newark

By C. R. Austin

Edna Schlanger just bought herself a car.

Jimmie Shearer's radio revue taking a week at the Mosque.

Spitz Kohnen, Regent, Elizabeth, left for Phila for mother's funeral.

Arnold Elsen appointed special deputy on local secret service police.

Gennie Fairbanks holding auditions at Brantford for his own show there.

Charlie Bechtold returns to Sanford, Irvington, after nine weeks' illness.

Boys week bringing free shows for the kids in the downtown houses.

Warner Club holds first meeting and dance for Mosque ballroom shortly.

East Orange holding a referendum on dance for Mosque. Petitions are out in South Orange.

George Kelley, district manager for WB, promoting basketball games for movie of Ritz, Elizabeth.

William Faversham stock closed at Montclair. He looked for angels in Montclair, but town not close enough to heaven.

John Turcotte offers tie for illegitimate inquiries front of WB stores, offices. Harry Kalmine won the first neckpiece.

Police have reformed song writer, now house manager Stanley, Jersey City, is slipping and has a song.

William Kristall of Ritz, Jersey City, once assistant to Tex Rickard, holding two lights' performances of high school revue of 74 people.

Harry Goldberg, who theoretically lives in Philly, grown tired of white lies, returned home to let his wife see if she can recognize him.

Clayton Hamilton in town ahead of C. N. R. M. A. K. in giving speeches in high schools and elsewhere. As usual still tells his age in every speech.

Police have warrants out for Max Olmiger, chief of staff, and Henry Dill and Martin Kran, ushers at C. N. R. M. A. K. in giving week-end receipts from safe of house.

Winnipeg

By Matt Corbett

H. E. Spencer, dramatic 'Free Press,' in hospital.

J. C. McNeil filling in as dramatic editor of 'Free Press'.

Gyro club permits all-Canadian rodeo at Amphitheatre, 2-7.

Weather still cold and unpredictable, but 'Hot Rat' open again.

Mike Goldman and Welner, mrs. Ritz, Winnipeg and Capitol, switch jobs.

Berlin

By Max Magnus

Luna Park open. Agnes Stark on tour.

Faul Kohnen expected. Sophie Pflanz is 15 years old.

George Kram to Paris by plane. Kaethe von Nagy back from Paris.

Circus Busch to go films during summer.

Willy Wigman to guest play at the Globe, London, in May.

Charles Chaplin on tour through Holland and Switzerland.

'Viktor Barnowsky's private home and library sold by auction.

Miles Monday, foreign production manager of Pittsburg, in town.

Martha Eggerth quarreled with her imperial, Graf Colloredo.

Robert Lieberman recuperating at Duerhohne, near Baden-Baden.

Gustaf Kling and Lucy Engel guesting at Aussig, Czechoslovakia.

Erich Maria Remarque and Emil Ludwig applying for Swiss nationality.

Robert Wilschke, who a few weeks ago left 'Parasche,' returned to his job there.

German Exhibitors' Syndicate refused to make a second picture with Lily Pons.

Glitta Alpar to play 'Madame Recamier' next season, with Roter Beyer.

The forger, Salaban, has written in prison a film manuscript titled 'The Prosecutor.'

Groch Beckhold, to resume his vaudeville career and will appear at the Scala in the fall.

Josef Kain, only German woman film director, in Paris for opening of her 'Girls in Uniform.'

Three seniors among Berlin theatre critics from 'Vienna' become life: Fritz Enger, 'Berliner Tageblatt'; Emil Faktor, 'Borsen-Courier'; Fritz Servaes, 'Berliner Lokal-Anzeiger.'

London

Henry Barker on flying trip to Berlin and Paris.

Sir A. Lindsay-Hogg, Frances Doble's title, in legal trouble.

Anny Ahlers hostessing for cabaret reopening at the Carlton Hotel.

Dickie Collins throwing birthday party for Glenn Elynn at the Cafe Royal.

George Shurley will do presentations at London Pavilion when house goes vaudeville.

Admirals, American singing duo in Europe for the last four years.

Now that 'White Horse Inn' is off, 'Walters' from 'Vienna' become life: West End's longest run musical.

Paramount stunt at a provincial level, to give away Jewish prayerbook to Hebrew countries Passover.

Ord Hamilton, who used a London paper for suggesting he sang blue songs, settled out of court for about \$5,000.

Castor Mac Hershman coming for a recital.

Rates to West Indies out for honeymooners.

Ted Reeve will turn down that Queen's O coaching job.

With depression as season, city council refused watches to Stanley Cup winners, world's hockey champs.

Thrasher of the Royal York, known as 'Dal' to the help, becomes mgr. of the Lord Nelson at Halls.

Local rags don't know it yet, but Young Stripling and 'The Doctor' will play a decision match here in a fortnight.

Those four-in-hand coaches on the downtown drags are being driven by Harry Stirling and Eddington Eaton as an Exlington Hunt Club.

Duluth

By James Watts

Epidemic of blackface plays at local churches.

Robert E. Donaldson, new police chief, known as the post-co.

Fortune teller opened quarters at 'haunted' house as a ballyhoo.

Free chapeau with every permanent wage at local hairdresser.

Manager P. F. Schwilke of Orpheum has booked 'Vautlets' for May 29-30.

Roy Prytz, manager of Granada, boasts of four months' old baby that roasts herself to sleep.

Dogs observe 'Battle Day,' Ancient dogwagon of poundmaster sold under the hammer.

Frank Sayles, former stock fav, got hand at screen bow in 'Destry Rides Again' as bartender.

Concert series in Superior, Wis., beginning Oct. 7 under auspices of the Superior Choral society.

Superiorites protest state law authorizing fine and imprisonment for practice of daylight saving.

George D. Milligan, prominent actor and Swedish dialect entertainer, moving to Portland, Ore.

Twenty-three years ago this May Duluthians enjoyed sleighrides with 7 inches of snow on the ground.

Duluth's halcyon rowing days will be revived. Chamber named group to change for rowing regatta.

Margaret Culkin Banning of Duluth, novelist and mag writer, chairman of G. O. P. national committee.

Everett Nelson, native Duluthian and assistant pro at Westwoodland Club, Chicago, made pro at Enger mill links.

One shipments from the Lake Superior area for the month of 44,444 tons; less than one-third of the total for the same period last year.

Frank Ahlgren, Duluth's first editor and now m. e. Memphis' Commercial Appeal, in Superior and Duluth on account of mother's illness.

It was off and on as in for Dr. Seibel's farewell party. After being slated for transfer by Public at p. a., he was promoted to pilot Garck theatre.

District court dismissed action of Duluth Holding company to obtain funds deposited by Amphitheatre company. Company had judgments from 1927 against defendants.

Patrolman Ralph E. Lutz, entertainer for Duluth's finest, facing criminal for repeated arrests and excused action on grounds of his being booze collector and dispenser for the force.

Reno

Rodeo and wild west show here during July.

Jack Dempsey says no 'reconciliation' contemplated.

Al G. Barnes' circus packed 'em for two good shows.

Samuel Barry Band, orchestra and circus midgets exchanged greetings in side show.

Leonard Sacks still trying to secure light here July 4 for Dempsey with Carrera or Levenski.

Republican state convention decided discussion of prohibition law by declining to adopt state platform.

Mayor E. E. Roberts, militant wet, is liberal for repeated arrests and never mentions dry law in talk.

Judith Vossell divorced here by Judge E. H. Lamm. The divorce, never answered complaint and Lloyd was not present when decree was granted.

Two days later he married Mrs. Nancy Hooten Penrose Gifford of New York in San Francisco.

Louisville

By M. W. Hall

Edwin Frank Goldman, native of Louisville, visiting friends and relatives.

Wells Murta, local girl with Ziegfeld 'Follies,' visited parents last week.

Louisville Board of Trade using National Stock company in list of civic assets.

Churchill Downs reported considering admish cut to \$1 in face of poor attendance.

Night clubs springing up like mushrooms during racing season. Latest is City of Memphis, steaming, making runs on Ohio River, with floor shows.

Haden Read's organon, at Loe's since opening, will cease after May 13 under new budget.

High School girls petitioned for his reinstatement.

St. Louis

Missouri theatre first local pick house to offer free parking.

'Chick' Evans doubling as manager of Loe's State and Grand Central.

Hume B. Duval, 'Globe-Democrat' music critic, weds Marie Louise Dickson of Dillon, Mo.

Forest Park Highlands opening with new policy of local entertainment by dancing.



Denver

Universal exchange to remodel. George Baker on a world tour.

Bob, Cain, Fox salesman, in hospital.

Denham stock's low prices making a hit.

Carolyn Buchanan sails for France.

R. Morrison leaving for Fox meet in N. Y.

Elitch amusement park opening event of the week.

A. M. Oberfelder closing office for summer earlier than usual.

Barney Rose and rest of gang band from Price sales comb.

W. K. Summers bought the Denver Slide Co. from Chas. Gillen.

Tarzan of the Apes held eight days at Colorado Springs, where three and four day runs are the rule.

Jack O'Bryan, who has been directing the Gothic Grotto orchestra, has joined the selling staff at U. S.

Gertrude Farber, German actress, under two-year contract with Metro, stopped en route to Hollywood to visit her sister.

G. C. Jones, gen. mgr. Consolidated Productions, has taken over management of the Denver office, succeeding Erice Loveless.

Marriage license business is off. Over 300 in last three days.

Sam Feinstein has changed his mind and is moving headquarters for 'Passion Play' to Seattle.

The Montana and Wyoming rights to mine and its moving headquarters.

Down at Colorado Springs they let everyone ride the street cars free the other day, and for the first time in 1932.

It was the cars' last day, buses taking their places.

Our town to exhibit in buying films and supplies: Ed Schulte and Clarence Chidley, Casper, Wyo.

Salvador, Pueblo, Colo.; E. Preuss, Golden, Colo.; Al Kerr, Ogallala, Neb.; Everett Cole, Alamosa, Colo.; W. B. Cook, Central City, Colo.; A. F. Allen, Leadville, Springs, Colo.; Jas. Pace, Chadron, Neb.

Toledo

By Dick McGeorge

Ray Allison looks fit enough. Ken Benson quit Allied Theatres.

Club Mirador to be open Sundays.

Tommy Geoghegan bound for Los Angeles.

Frans Florke booked in by Flora Ward Hiline.

Harry Winter's kibitzing on the show.

Joe Ferris is working as steward on a liner running from Frisco to the Gulf.

Doc McNeil, one of the leading theatrical physicians here, in race for Toledo.

Princess, 15c house, played 'Grand Hotel' at \$1.50 top. Lasted four days and then out.

Beach, Clark's Lake, Luna Pier and other dancettes booking big orchestras.

Carlwell borrowed Spike Hennessy's gun for display in connection with 'Scarface.'

Rogers, business injured in a fall in Los Angeles.

Royal stock opens May 6 at Auditorium. Leone Webber will head the company.

Dutch Groschoff and Norma Thue have taken season's lease on Libbey's.

Mrs. C. B. Gasman, wealthy real estate holder, has taken over Bayview on Lake Erie.

Frank Kellogg will conduct weekend dances at the Garden during summer.

George Armstrong, under Kellogg's direction, also closed April 30 for season.

Henrietta Anderson, Los Angeles real estate, awarded the \$100,000 estate of Dr. Charles O. Linde, who died last year.

Claim won on grounds that she was the daughter of a common law marriage. Her mother, Elizabeth Anderson, testified for her.

Trenton

political victory in municipal election.

Free ride home if paying to travel to the theatre, inaugurated as 'Test' plug, kept as steady feature by Riviera and cab firm.

Michigan bakers boosted biz at hotels with convention and stole papers one day with 80-pound cake.

Replica of new city hall, dedicated to Granada sale of farewells shindig for Joe Rosenfield and Dave Sonofsky, with about 80 showing up from Public houses.

New Haven

By H. M. Bone

Pete Conti—apats now sell for 85c. Dan Cummings to the hills for rest.

Joe Diettle is town's busiest gill-in.

Eddie Lush town's newest tin-pan alley.

Harry Cram shoots back here for week-ends.

Yale Drama School elging toward season's fadeout.

Beacon Lighter state up all the goulash in town.

A. R. Teta in his glory at head of military band.

Roll strike got boys a free ride around town.

Harry Cram morning to rah-rah since shift to College.

Town's nite life all crowded into one session—Saturdays.

Henry Benson takes up baton swinging again May 15.

One local 100-room hotel had two guests this week.

Earl Sturtz won New England drumming championship.

Elizabeth Scofield spend a lot of time with a tennis racket.

Elizbeth Elton, Yale Drama School, turned lecturer for a night.

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Beacon Lighter takes up baton swinging again May 15.

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Earl Sturtz won New England drumming championship.

Washington

Mr. and Mrs. Harry Rapley going to Europe.

Jewell Downs staged song recital at Willard.

Michael Flynn back to his old post, managing editor of the Herald.

Jason Peters bows as a theatrical entertainer the ballplayers at night performances.

M. A. Bell Jennings, introducing to take singing lessons.

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Syracuse

By Chester B. Bahn

Cus W. Lampe, managing director of the Eckel, doing a bit of misanthropy work for the Skouras Brothers to the west of Syracuse.

Sanford Skinner, impresario of the Dewitt's stock, tossed a birthday party for the Skouras Brothers troupe and house attaches; he passed another milestone.

Funeral services in Watertown for Mrs. Hilda Kathryn Flower, once diva with the Bostonians. Her death took place in Miami Beach, Fla.

Ben Scovell, nephew of Sir Henry Irving and veteran of the old Salisbury stock, was the guest of honor for a series of dramatic readings, first set for First Baptist Church.

Seattle

By Dave Trepp

Nick Perong circulating about town.

Mrs. Terry McDaniel goes with Terry to Spokane.

Hops Harper lost fight for part of dad's \$60,000 estate.

Sammy arrives from Dubuque, Ia., joining hubby.

Floyd Maxwell back to Portland to run John Hamrick's new Oriental.

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Montgomery, Ala.

By Tom Hall

Cherokee Bill at Strand.

Baseball interest not good.

Jerry Walker leaving staff at Strand.

Leon of Rubin & Cherry shows departures to and from Chicago.

John Rettig, artist and scenic designer, deceased.

Party at home hosted by Jack Horgan, Willis Howard doing m. c.

Harold Russell, 'Enquirer' cartoonist, left appendix at Good Samaritan.

Eddie Doster holding down baseball ticker job.

Walling, Keith named assistant editor 'The Advertiser.'

Cincinnati

By Joe Kolling

Leggers drinking their own.

Leggers drinking their own.

Leggers drinking their own.

Leggers drinking their own.

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Inside Stuff—Pictures

Among the men who formerly held executive posts with major picture companies and are becoming independent producers and distributors are the brothers Julius and Abe Stern. For years they contributed to Universal's short subject program.

Another is Marnie Goldstein, former general manager for U, who has also been with numerous other companies.

The Sterns and Goldstein happened to meet as competitors last week when they found each other bidding for rights to an independent feature. Both the Sterns and Goldstein also have production plans.

Greta Garbo was rather badly pummeled by Metrottes at the opening of 'Grand Hotel' on the Coast. Most publicized incident was Wallace Beery's impersonation of Miss Garbo in a hoax that offended the entire film colony. It had such a recoil that Will Rogers publicly assumed the blame. Because of his connection with theatrical practical jokes, Sid Grauman was pointed to at first, but apparently was quite innocent in this case.

Polly Moran, in radiating during the courtyard arrival ceremonies, said: 'Are you listening, Miss Garbo? These shoes hurt me. I wish I had yours on.'

Another studio secret is 'The Eighth Wonder,' which Merian C. Cooper is directing for Radio. Set has been barred to studio personnel not directly concerned. Joel McCrea and Josef von Seyffertitz, thought to be in the cast, are scratched. Ray Wray is the only player officially admitted to be in it in the fifth week of production.

In view of the documentary tendencies of Cooper's past work, and that the film's based on an Edgar Wallace story, guesses on the lot on what it's about range from a super-Ingati to another 'Lost World.'

Coast studio executive has his own peculiar method of standing in line with the boss, turns down most invariably the first treatments of stories and tells the writer to do another treatment.

When the writer turns in his second treatment, the exec turns that down too, and in the presence of the boss tells the writer how to handle the story. The way he is asked to handle it is usually similar to his first treatment.

Of course, the boss doesn't know and the exec gets credit for having swell ideas in developing stories.

Attempt by exhibitors to revive some of the first talkers—to cash in on either the novelty, or any sentimental attachment, has never been successful. Some theatre managers feel it would be a source of revenue to the distributors and themselves if such films as 'Broadway Melody,' 'Jazz Singer,' 'Lights of New York' and 'In Old Arizona' were offered as reissues. Efforts to obtain such prints only bring the story from the exchanges that they have been destroyed or worn out, since the life of talker prints is much shorter than the old silents.

Harry Gribbon, under contract to Mack Sennett for pictures, was discovered by KHX, Los Angeles, to have a fine baritone voice and was engaged for a weekly program. Mack Sennett then made the same discovery through the ether and began to spot songs in Gribbon's pictures. Adding songs elongated Gribbon's picture schedule and caused him to slip up a couple of times on his radio engagements. He is now off the air as a result.

No official verification yet on the appointment of Maurice Goodman as general counsel for RKO-Radio. However, he is acting in that capacity.

Also understood that Harold B. Franklin has received confirmation of his \$75,000 annual RKO salary but without percentage terms or contract. Franklin is president of Keith-Albee-Orpheum and the Orpheum Circuit; RKO subsidiaries.

RKO and Radio advertising account will stay with Lord, Thomas & Logan agency despite that Paramount-Public is also to be handled in future by L. T. & L. With the switch of the P-P account from Hanft-Metzger question was raised as to whether there would be a confliction. In its 16 years' association with H-M, Paramount desired that it be the stock account of that agency. A report around was that RKO-Radio might switch to Hanft-Metzger.

Dialog and situation details of Columbia's inside-pictures picture, 'Hollywood Speaks,' is being kept as quiet as possible around the studio. Only five copies of the script are said to be in existence, a fundational precaution against leaking of preparing pictures marked 'not to be taken from the studio' can often be picked up at two-bits a copy in second-hand bookstores in Los Angeles.

John Gilbert was vetoed by the Metro New York office for the part of 'The Baron in 'Grand Hotel' according to information on the Coast. Gilbert's eagerness to get this plum assignment was reputedly regarded with favor by Irving Thalberg.

Matter was again commented upon in Hollywood after the opening of the picture there.

What is considered the first manifestation of England's re-enforced censor laws is the shearing 'Tarzan' (M-G) underwent before it was considered satisfactory for British eyes.

Eliminations, according to advices last week to American quarters, include: crocodile eating native, Tarzan killing lion, lion devouring zebra, Tarzan fighting gorilla, dead and wounded elephants.

With 138 roadshow dates booked across the country, Metro is counting on grossing \$1,000,000 with 'Grand Hotel' at the \$1.50 tap. Picture is going into minor towns on the twice daily basis and in many spots where Loew can't make a deal for a theatre, the circuit is changing policy in some of its own houses to accommodate.

Miriam Hopkins blew a distinct chill over the New York newspaper bunch during her visit in the east.

Not only did she dodge the Paramount press department but Miss Hopkins also said to have told the daily press, who finally caught up with her, what she thought of them in general and the press in particular.

Exhibits in certain Texas keys framed up to beat the home town censor. For each scene the clipper snipped they ran some blank celluloid informing customers 'This scene eliminated by order of the censor.' And that settled it.

Metro-Hearst alliance on the Metrotron newsreel presents a delicate problem in partisan politics.

Metro's studio boss, Louis B. Mayer, is staunchly pro-Hoover. Hearst is plugging Democrat Garner.

Paramount has never been able to cash in on Marlene Dietrich in Germany. Actress will not allow the company to make dubbed versions of her films, with the result that all Dietrich Paramount pictures have been released in Germany with super-imposed titles.

Miss Dietrich has indicated that she would mind speaking her name.

(Continued on page 52)

Inside Stuff—Legit

Players in 'Another Language,' low hit at the Booth, New York, will continue their percentage sharing arrangement in the show's grosses as long as the attraction runs, on Broadway or on the road. It is the first instance of a semi-co-operative production coming in as a hit and carrying on indef on a profit-sharing basis.

Entire cast of 'Language,' including the principals Glenn Anders, Margaret Wrencher and Dorothy Stickney, are guaranteed minimums, plus percentage. Later vary, according to the standing of the player and his or her usual salary. Previously 'Street Scene,' opening on the percentage basis, when developing into a hit was put back on straight salaries. This will not be done with 'Language.' 'Scene' the only other similar hit.

'Language' basis worked out by Arthur Beckhard, new producer of 'Language' has cost getting their regular salaries when the show grosses \$5,000. If it goes above that mark then more than the regular salaries are forthcoming, with the sharing limit as far as the actors go being \$10,000. Show has gone above this mark in both its first two weeks.

Reason for the continuation of the semi-co-op system is that the producer, coming from the concert field, worked on a similar basis in that line and is continuing.

First week of the show nabbed \$11,700 at the b.o. the actors sharing in to the \$10,000 mark and thus collecting more than their customary salaries. Arthur Beckhard, producer of 'Language,' has 'Tilate,' satire by H. Campbell-Duncan, as a possible production for next season.

Al Jolson and Equity's San Francisco representative had an altercation on the closing night of 'Wonder Bar.' Curtin was delayed and Jolson went as far as discussing with the stagehands and musicians the possibilities of his doing a one-man concert if the Equity agent held up the curtain.

Matter involved \$13. Demand for its payment was made a few minutes before the show was to start. Jolson's statement that he would look into the matter and send a check if he found he owed the \$13 was rejected as unsatisfactory by Equity's man, who wanted it then and there.

Jolson steamed, feeling that having given 70 Equity members a 30-week road route the organization was treating him like a common dead-beat. Stagehands and musicians, refusing to see the matter as important, evidently gave the Equity rep cold feet. The show was given. Jolson hasn't paid the \$13 yet.

'Animal Kingdom,' one of the season's outstanding successes is principally owned by the author, Philip Barry, who has 50%. Leslie Howard, the show's star, has 25%, and Gilbert Miller, for the Frohman company, has the other quarter.

Miller originally held the larger share but disposed of part of it to Barry on the eve of the Broadway premiere. No other attraction known where the author has the preponderant share. Nearest concerns 'Of Thee I Sing' of which George S. Kaufman is said to have 35%, with the Gerahwins in for 15%. The authors mentioned are cashing in two ways—profits and royalties.

Because of the three-way split on 'Kingdom,' Freddie McKay is company manager while John Donnelly is house manager (Empire) but is away on vacation.

Several Times Square theatres are in the same box as the Avon, which recently was temporarily refused a license ostensibly because of failure to conform to the fire laws.

The houses were mostly built from plans approved by the building department, but found not to conform to the more rigid requirements of the fire department. Where the infractions are minor a temporary permit may be issued from year to year without correction of the technical violations, whereas this is impractical, but the condition always hangs over the house and can be made a source of trouble at any time.

Non-payment of stock royalties has been lessened to as near a minimum as possible through the stock committee of the Incorporated Society of Authors' Representatives. Particular committee is about the only one that actually functions to any extent in the ISAR. Practically all New Legats, however, are unimpaired.

Stock market closes in on non-pryers quickly, the latter getting no more shows. Frank Miller, Eddie Hart and Gus Diehl, formed the stock committee.

A matter of \$20,000 or so, which it will cost to re-light the exterior of the Earl Carroll theatre, New York may create annoying complications for Ziegfeld who finds that the previous incumbent of the Carroll theatre had his name profusely all over the theatre. Ziegfeld's lease for the Carroll overrode the matter of who's to pay for the lights, and both sides are balking.

'Earl Carroll's' plastered on the theatre that the estimate for switching the name to the Casino is being placed at \$20,000. After four weeks with 'Blue Mask,' the May Wirth family and Equity finally got together in Chicago. Equity persuaded the six people in the act to join the organization, but made certain concessions considering the unusual circumstances of the matter.

Concessions were due since the Wirth group is strictly a circus turn, handle no dialog in the play, and because this is apt to be the act's only legk date.

A distinct growth in the popularity of puppet shows throughout the country. When Tony Sarg first came to America from England, he was the only professional puppet-master here. Now there are about 36 in the profession.

Courses in puppet making and producing have been offered at Columbia University in New York and Detroit and Cleveland. Eight books on puppets were published last fall.

Just \$150 stopped the 'Round Up' from reopening in New York under the aegis of its would be backer, C. N. Holman, cowboy. That much was needed before the approval of Equity could be obtained. Show didn't re-open.

Cast was to have been paid nightly and in advance. Actually more than \$150 was needed, but this was the minimum amount before an Equity okay could be gained.

Majestic theatre, Brooklyn, bought off S. Hurok's 'Blue Bird' revue to allow the booking of 'Grand Hotel' (play) week beginning May 16. 'Hotel' was slated to fold, but lays off a week instead. It then opens in Brooklyn. Cast's run of the play contracts expire June 1.

At a recent meeting of the League of New York Theatres to consider the proposed federal tax on tickets of admission, the method of raising funds to reimburse the League for its expenditure in protesting the tax in Washington was discussed. It was recommended that Broadway's legit theatres collect 10% on all free passes. Very little such money has been turned over to the League, whose expenses amount to \$1,700. The box office collection was made a matter of judgment on the part of the theatres. Pass money has been collected in Shubert theatres right

(Continued on page 53)

15 YEARS AGO

(From 'Variety' and 'Clipper')

V.M.P.A. was rolling 'p' its shirt sleeves preparatory to cleaning up the Chicago booking situation. N.Y.A. members had kicked.

Harry Jordan, manager of Keiths, Philadelphia, was preparing a local talent review. Previous year the idea ran four weeks.

Al Reeves' cut burlesque management, his franchise going to Dave Lewis.

William Fox gave up the idea of building a big house on the site of the Dewey theatre. To put up a temporary house, instead. Now the Academy of Music is there.

Shuberts had a standing contract with Reginald DeKoven for the use of his operas. For several years they had paid royalties without using any of the material. They revived 'The Highwayman' and were sorry.

South American managers were in N. Y. looking for musical shows to take back with them. Wanted players as well as plays.

Vaudeville managers, brought together by the White Rat strike, got up a combine to book pictures. Could give 20 days including Loew, 68; Poli, 63; Fox, 39; U.B.O., 73 and Moss, 24.

The war was being used as an excuse for cutting picture players' salaries. 'Vitaphone' was first with a 35% slash.

Hawaii was paying more for films than all of Australia.

Chicago authorities looking into theatre bombings by an outlaw opera company's union. They used dynamite instead of odor in those days.

Even vaude houses were going in for stock companies through the summer.

Luna Park, Coney Island, had the Pawnee Bill Wild West as its main attraction. Luna had a new entrance due to the elevated taking over the front for its new loop scheme.

50 YEARS AGO

(From 'Clipper')

Boston Ideas were attached in Cleveland by E. S. Martin, former manager of the troupe, who plastered the costumes claiming a two-year contract. Wanted \$3,000 for the period, which on a 40-week session does not rate very high.

Andrew, Blumstein, was offering a 'Frankenstein' mystery, beating Universal to it by half a century.

Anthony Comstock, of the vice society, lectured in Philadelphia and declared that city to be the fountain head of obscene literature. Philadelphia no like.

Music festival in N. Y. had an orchestra of 302 pieces with 40 double basses. Many of the competing choruses numbered 500 or more voices. Theodore Thomas was the general musical director. He went to Chicago when Walter Damrosch took the musical leadership here.

Minnie Maddern (the late Mrs. Pike) was starring in 'Foggy Ferry,' melodrama.

John R. Rogers got a verdict of \$300 against J. K. Emmett for getting \$40 a week. Rogers is still alive and husky.

Miner's 8th Ave. theatre, variety house, cut out the service circle in the auditorium, but had two 10-minute intermissions and a bar in the theatre. 'Was planning a summer garden for the hot weather.

Erlanger's Dumping Theatres As Estate Reports Big Shrinkage

Erlanger's is apparently following the plan of the Shubert receivers by relinquishing theatres, especially out-of-town. That the proposed booking deal between the two circuits has taken a step further is also indicated. At the same time the formation of an independent legit circuit with plenty of houses on Broadway as a basis is more likely. Regardless, both Erlanger's and the Shuberts still claim more or less hold on bookings on the strength of out-of-town control.

Last week a meeting of New York and Philadelphia interests in the Erlanger string was held in Jersey City. The reason was that the Broad Street and Garrick in Philly were turned back to the owners or mortgagees. That leaves Erlanger's with only the Erlanger over there, latter house being something of a white elephant because of heavy fixed charges. However, the Sam S. Shubert (memorial) theatre in Philly has been turned back to the owners by the Shubert receivers. Peculiar feature is that the house was bought by Erlanger's who may also book attractions in that city into Shubert houses, if no deal is made with the owners of the Broad and Garrick. Theatre deals by Erlanger's are also reported for Boston and Chicago.

Baron's Accounting
That Erlanger's is financially in bad shape was revealed last week when Saul J. Baron, temporary administrator for the estate, filed an accounting purporting to show the estate's present value to be \$124,200. Estimates when A. L. Erlanger died ranged from \$10,000,000 to \$75,000,000.

Baron statement is calculated to discourage any but the most realistic of bidders for the estate. Erlanger's theatre, Bonds to the value of about \$750,000 are outstanding, owned mostly by Southerners. Estate itself has \$300,000 in these lines which interest has not been paid this season. Bonds were guaranteed by the deceased and Joe Topitzky of Los Angeles. That the house may revert to Vincent Astor is possible. Ground rent is \$45,000 annually. Like the Phillips-Erbe's the fixed charges are regarded as high for a legit theatre in the present situation.

With no decision from the surgeons on the Charlotte Pitt claim of having been Erlanger's common law wife, the estate remains in litigation. Judge Mitchell L. Erlanger, brother of the deceased, is said to disagree with Isidor Kresin in his handling of the estate's case. The attorney would not comment on the report that he would retire as counsel for the estate.

There are indications* that the estateman gave considerable interest in the estate away to relatives prior to his death. Baron states that none of the heirs named in the will has been paid.

Debts and Credits
The accounting shows that \$22,223,479 in assets panderable interest in the estate away to relatives prior to his death. Baron states that none of the heirs named in the will has been paid.

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CHURCH CHOIR NO LURE

Syracuse Baptists Unmoved by Singers as Stock Entrance

Syracuse, May 9. Appearance of the First Baptist Church choir as a between-the-church attraction at the Dewitt last week during the run of 'Death Takes a Holiday,' presented by the Sanford Skinner Players, Inc., proved more of a liability than an asset.

The choir was depended on by the management to build up interest in the church's large congregation. Result was disappointing, while the religious atmosphere is believed to have had a detrimental effect at the box office.

'MERRY-GO ROUND' SET TO PROMISING ADVANCE

'Merry Go Round,' a political play which was delayed a week in opening on Broadway because of what was alleged to be political interference, paid salaries for the seventh lay-off.

Show is definitely slated to open tonight (Tuesday) at the Avon, New York, after much fixing up of the theatre to meet license bureau demands. Understood the script also has been subjected to changes. The license commissioner stated that the Avon management was late in making application for a renewal. He added that he could not grant the license without reports from the fire, building and water departments. After those reports were made changes were ordered. Principal alteration was replacing the orchestra pit, which necessitated the removal of several rows of seats, cutting the lower floor capacity by about 50 seats. License was granted Monday.

Mayor Walker was asked whether political influence entered into the matter, since the show is supposed to deal with New York political figures, although located in another city. The mayor replied it all looked like a publicity stunt to him and he did not care whether the show resumed. Also he said, friends in show business told him 'it was a rotten show.'

Ticket brokers are of the opinion 'Merry Go Round' will do real business for a time at least, because of the unlooked-for ballyhoo. Calls for tickets were in enough quantity to indicate that.

R. M. Feustel, Backer Of Many Shows, Dies

St. Wayne, May 9. Robert M. Feustel, president of the Indiana Service Corporation and executive in charge of Ineull properties in Indiana, died in St. Wayne, Ind., Sunday (8). He had been ill for about a week.

Mr. Feustel was successful in the theatre having given financial backing to 'The Poor Nut,' a revival of Eben's 'Ghosts,' 'Kibitzer,' 'Seventh Heaven,' 'This Thing Called Love' and 'Cloudy with Showers.' He numbered many theatre folk among his close friends, including the Nugent family and Patterson McNutt.

He was a member of the Lotos Club of New York, Players Club, New York and many other organizations.

SCHWAB-DESYLVA BUSY

Los Angeles, May 9. Larry Schwab and Buddy De Sylva are battling out a musical together.

Schwab is a guest at De Sylva's Malibu shack during the process. The Shubert receivership appears to be a state quiet. The certificates for \$300,000 which J. J. Shubert are expected to take personally have not yet been issued. It was explained the money was not needed at this time.

Mamouljan for Guild

Hollywood, May 9. Rouben Mamouljan, Paramount director, has been given six months' leave of absence from the studio to return to New York and direct a stage production for the Theatre Guild.

Following completion of this job, Mamouljan will take a short vacation in Europe before returning to direct Chevalier in 'Love Me Tonight.'

Kath Cornell Burns at Chi Shubert Handling Of 'Barretts' Ducats

Chicago, May 9. Loss by the Shuberts of the booking of Katharine Cornell's next road tour may develop, from the peeve harbored by the star toward the local Shubert operation. 'It's over the way they handled tickets for 'The Barretts.' Play is now on its fourth and final week at the Harrie.

Although the show's contract contained a clause giving it exclusive authority over broker distribution here, it turned the privilege over to the circuit's Chicago management with the understanding that the agencies were to be cautioned against collecting more than a 75c premium on any ticket. Miss Cornell stated that the agencies hang signs over their counter carrying an announcement to that effect.

But despite these precautions, complained Miss Cornell, she was flooded with letters from theatre-goers calling her to task for allowing the agencies to charge \$5.45 and \$6.00 for tickets. In reply to this was that the kick-back required of them would leave an insignificant margin if the added charges were limited to the 75c. Another angle of the Cornell burn is that the Shubert group here ignored answering mail orders until she learned of the attitude and signed her own company manager to the task. Latter stayed up two nights the middle of last week taking care of applications from this source.

Trio of Belasco Aids Join in Play Venture

A sort of Belasco reunion next season will find the United States trio of the late Benjamin Roeder which Buryn Symon will stage. Roeder is a former Belasco star; Roeder was a Belasco manager, and Symon his general stage director, both for years.

Play is 'High C,' by Gladys Unger, originally written for the lead to be singer but being changed to a dancer to fit Miss Ullrich. Dwight Wiman and Brock Pemberton previously owned the place.

Lamont Kin on Stage

Denver, May 9. The daughter-in-law of the United States Secretary of Commerce and the wife of a stock raiser, Frances Kent Lamont, otherwise Mrs. Robert Lamont, Jr., made her stage debut as Sadie Thompson in 'Rain,' with the Denham stock company. She had appeared in three amateur plays. Mrs. Lamont is a sculptress. She has a place in the Denham cast.

Her husband is in Russia conferring with the Russian government concerning the development of their livestock industry.

Free Legit Issue Oked

Frank Gilmore's proposal to have Broadway legit issue free shows for white collar idle is now up to the labor unions. Equity's council has approved the idea.

National Theatre Alliance, composed of representatives of all the legit ends of labor and management, approved the suggestion at a meeting last week. Before the suggestion can be carried out, however, the unions must sanction no pay work without which the performances can't be given.

Two Play Options Die

Ethel Barrymore, going into 'Encores' next season for Arthur Hopkins, has released a deal to return back to its author, Sam Warshawsky.

Same writer also has 'Pagan Fury' back after Herman Gantvoort's option expired.

Stage Best Source of Picture Stories, Lawrence Weber's View

FROHMAN ACTIVE AT 83

Retired 20 Years, Fund Head Will Produce in Autumn

Daniel Frohman, retired from production for 20 years, is planning a return to producing next season. He is 83 and has devoted his time and energies to the Actors' Fund for many years.

Veteran manager is understood to have one play already lined up.

GONG SOUNDS END OF 'BULLS, BEARS, ASSES'

After a premiere Friday night and one matinee, on Saturday, 'Bulls, Bears and Asses' failed to show Sunday night and called it a season with these two performances.

Show was written and produced by Milton Hennen. Gropper, after reading the Hennen notice decided there was no use 'prolonging the agony.' Word to that effect was sent the stage manager who was instructed to tell the cast to get their salaries at Equity.

Gropper and a newsmen named Frank Shevit, said to be a certified public accountant, who was associated with the author, were so sure they had a winner that unheard of sharing terms were demanded from theatres. Shevit asked an \$5-15 split in favor of the show. Another proposition called for a payment of \$750 a week to the theatre for two weeks after which the show proposed to talk about sharing terms.

Actors were engaged 'for the lifetime of the play' the run of the contract clause stipulating a season being stricken out. One actor who was replaced could have collected as long as the play lasted, were it a hit. Booking of the Playhouse was on a rental basis. Understood W. A. Brady has some claims against Gropper and Shevit with stage hands' wages to be accounted for.

'Zombie' Injunction Suit Continued in Chicago

Chicago, May 9.

Hearing on the petition for an injunction against Public-Balaban and Katz, to prevent that circuit from continuing the presentation of the version of 'Zombie,' scheduled for last week was postponed until tomorrow (10). Case was shifted out of the Superior Court to the Federal Court. Move was made because one of the participating companies in the suit is a Delaware corporation.

Petition was filed by Ralph Kettering, manager of the Adelphi, at which house the show had a few weeks' legit run. Claim of Kettering is primarily based on the legit protection clause in the contract which restrains a legit show from playing the same town within eight weeks after completing its stay at the house. Kettering also maintains that the tab version is harming his legit business, present and future.

'Zombie,' as a tab, has just completed a week at the Oriental and is booked for three additional weeks at the Tivoli, Paradise and Uptown, neighborhood spots, being at present at the Tivoli. Pauline Starke, former film player, heads the cast.

'Hilton Woman' Ends

After six weeks of rehearsals 'Hilton Woman' by Edward Conard, management of which Grace Huff had taken over, closed without reaching Broadway.

Joe Daly originally put the show in rehearsal, but dropped out and Miss Huff, starring, assumed management, having a financial interest in the production.

Two weeks' salary for the cast paid from an Equity bond.

Biau Flies West

Los Angeles, May 9. Bela Biau arrived here Wednesday (4) from New York by plane and is booked for a Mad Hopper new Billie Burke show at the Belasco.

Biau has the eastern rights to the play and will produce it there in the fall.

Lack of progress in show business, thinks L. Lawrence Weber, has brought about the downfall of the industry.

Weber points to the condition of pictures, vaude and the legit as self explanatory. Only here and there can be seen more than anything else, plays. Men who can handle actors alone, or stories alone, full short of the requisites Weber deems necessary.

The producer is of the opinion that plays should be the main source film material. A play, when ready for film production, he argues, has been tested as proved on Broadway after a finishing process guided by public reaction on the road.

Looking at the legit, Weber feels an extreme state of static exists head and legs has none of the organization prevalent in filmdom. The entire stage system is to Weber, antiquated. The system of selling plays, has not changed with the times, and the system in booking or selling plays.

Weber opines that shows on the road should employ, not one p.a. as now, but four advance people. First the sales agent, or his routine, then a lecturer to work on civic groups and chambers of commerce; third, billing agent, and finally a subscription agent to organize audiences.

For a circuit to succeed, together with the three seasoned managers, Weber has faith in one legit circuit. For the best results, he thinks road shows should play a fixed tour on a standardized system of approach and booking. More than that, a standardized booking contract for the preservation of the business, coupled with the elimination of the theatres that are superfluous. None of these things can be obtained without managerial organization and co-operation.

Weber holds that a wise writer would work for pictures, for a successful play gives to its author, not alone the Broadway profits, but 'rock, film, serialization, novelization and foreign rights. All of these are lost in writing for pictures.

Looking at the vaude situation, Weber thinks variety can come back. But it will take a new regime to accomplish that return. He thinks variety will return mainly by its sameness and lack of the variety it should supply. He comments that the best criticism of vaude was made by a cynic who he overheard say 'The bill was the same as last week, only there were different names.'

Maude Adams Her Own Producer Next Season?

Maude Adams is reported leaving Erlanger's and going into production of her own next season. Maude Adams' revival of 'Merchant of Venice' which she owned in partnership with Erlanger's closed Saturday (7) in Lansing, Mich.

Star is looking for a show which she can bring to Broadway next fall. This season she ducked New York in 'Merchant.'

'Merchant' was the first show to use Miss Adams' own invention of the new 30-00-watt incandescent lamp, largest ever brought into stage work. Reported General Electric, which built the bulbs on the actress' patents, was financially interested in 'Merchant' and will be again next season.

'Blue' Is Right

Players in 'Blue Monday' which Dr. Burnett Warren, a dentist, is producing, have been asked to rehearse when a call was put in by the management for rehearsals. No bond arrangements had been made. Call for the cast had been regarded as being a reading, and, technically, the actors having their parts, classified it as a rehearsal.

Medico's Revue Venture
Charles Steinberg, a local dentist, N. J. medico, is promoting a summer revue.

Vernon Duke will do the music. Steinberg says he has approached 'names' but none set yet.

Carnegie Foundation Bureau Aims At U. S. Little Theatre Federation

An organization of and for little theatres throughout the country is understood to be in the making again. Little theatre bureau recently formed and subsidized by the Carnegie Foundation is sponsoring the move.

Principal trouble with the small legit is not depression but, according to those knowing the situation, loss of personnel suffered by the groups, plus the general adoption on the part of colleges throughout the country of dramatic courses and resultant presentation of plays at schools.

Organization to be formed will not be closely knit group, but more in the nature of a federation, it being difficult to bind the many differing dramatic exponents into any other kind of organization.

Questionnaire Out
Carnegie Bureau is mailing out questionnaires to get at a basis for the group. First batch will be sent to colleges to obtain info concerning schools' dramatic courses and productions. While the regular little presents a problem, due to change of management or removal, in the way of organization, similar trouble crops up in the colleges due to the annual changes in students and those working in the theatre groups. Nevertheless, colleges are regarded as the best bet in the first steps of organization.

Other plans of the Carnegie bureau include the appointment of a committee of stage technicians. Purpose here will be to standardize equipment used in the little theatres. Problem of lost personnel will be attacked by the bureau's employment bureau for registration of directors, technicians, etc.

General condition in the little theatres is reflected in the fact there was no annual meeting in New York this year. Principal cause was the refusal of labor to lower the cost for the little operators. At the same time the entries came in at an exceptionally slow rate.

Understood that the Carnegie bureau will run a tournament annually, but will put it on a different basis. Name will probably be changed from a tournament to a 'festival'. Tournament non-winners often lose interest in the movement. Under a festival, this won't happen. Tournaments usually held in New York and managed by Walter Hartwig, but missed this year, will go on next year but possibly not in New York.

'Sing' for Loop?

Chicago company of Sam Harris' smash musical, 'Of Thee I Sing', is a highly summered and popular one. Harris is weighing the proposition to send a No. 2 to Chi during the Republican and Democratic conventions.

Should a 'Sing' play the Loop, it would present a novel situation, since the piece is a satire on politicians and politics.

L. I. Circuit Quits

Circuit scout in Long Island film theatres started by Prudential Theatre recently has closed, a distinct failure.

Lasted two weeks, playing 'Church Mouse' and Glenn Hunter in 'Woodley'. Collapse of the circuit leaves no opposition for the company organized at Southampton by George Haight and Henry Potter.

DENNY IN 'EVENT'

San Francisco, May 9. Reginald Denny in 'Blessed Event' into Alcazar for Henry Duffley May 19. House dark for 11 days prior to opening, after four weeks of good business with Charlotte Greenwood in 'Alarm Clock'.

Finis in Pittsburgh

Pittsburgh, May 9. Local legit season, shortest on record, comes to a close next week with appearance at Nixon of Civic Light Opera company in Gilbert and Sullivan repertoire.

Alvin winding up this week with 'Hay Fever'.

'Casanova' Back Home
Dennis King has dropped his option on 'Casanova', the musical he intended producing. King is rehearsing in the 'Showboat' revival. Bernard Bercovic, author of 'Casa', has it back again.

Bainbridge Protests

'Pre-Slump' Royalties

Minneapolis, May 9. Grossing average \$2,000 weekly at his dramatic stock house, 'Buzz' Bainbridge charges that New York play brokers are still thinking in terms of pre-depression depression. For 'Grand Hotel' royalty, a flat guarantee of \$1,000 per week with the option of taking 15% of the gross was demanded of Bainbridge. With the picture being advertised for the Century 'Buzz' turned the piece down.

The royalty charged the local stock house for New York successes have run from \$500 to \$700 per week. Bainbridge says he has had to pay from \$300 to \$600 for plays that have been flops on Broadway.

Pulitzer Award Must

Be Right, Plagiarism Claim on 'Thee I Sing'

Claimant has appeared for idea upon which he alleges the book of 'Of Thee I Sing' is based. He has not started suit against the hit which won the Pulitzer prize, but is seeking financial backing for such a proceeding.

The claim is put forth by Arthur Lowenfels, a poet who wrote a play called 'U. S. A.' about five years ago when in Paris on Guggenheim scholarship. About 100 copies, minus authorship credit, were distributed privately and later several hundred more were printed. Probably teamed with Lowenfels if action takes place is George Antiel, a composer who proposed to do the score for the 'U. S. A.' show.

George S. Kaufman, author of 'Sing', declares he never read the Lowenfels play until a week ago. It is contended there is little similarity in the two except the background of politics. The first named work dealt with the Herrin mine disturbances and proposed a political candidate run on a platform of companionship. However, in the statements issued to the press the claimants outline the writing of Kaufman and Ryskind, indicating that material was in the Lowenfels play.

Among those approached to finance the suit was Otto H. Kahn who is said to have answered that he was not interested and that the authors of 'Sing' were friends of his.

Kaufman is reported having waived he might finance the plagiarism matter against his play and should the other fellow win, he'd be in both ways.

Engagements

Jeannette Fox-Lee, Alice Cavanaugh, Ruth Fallows, Diana Grove, Norval Keedwell, Harry Shoy, Worthington L. Romaine, Chas. Hammond, Geo. Sweet, Jerome Daly, Claude Vaux, Wm. Barrows, 'On the Male' (complete cast).

Dorothy McNulty, 'Words and Music'.

Clara Carleton, John Bohn, Fredk. Tozer, 'Blue Monday'.

Harry Rosenthal, Edna Hibbard, 'Coast Coast'.

Katherine Alexander, Edith Barrett, Ruth Gordon, Ruth Hammond, Earle Larimore, Donald MacDonald, Cape Playhouse.

Larry Ellinger, Sammy Weston, Toni 'Sorel', Jerri Lugo, Hilda Gordon, 'French Fries'.

Henry Compenson, 'Firebird' (full production).

Dennis King, 'Showboat'.

Clara Carleton, John Bohn, Fredk. Tozer, 'Blue Monday'.

John R. Homan, Walter Fenner, Ethel Allen, Helga-Ho, Everybody.

Walter Wolf, Yvonne Teasdale, 'Clowns in Clover'.

Jas. B. Carson, Walter Kingstford, 'Christopher Comes Across'.

Comedie Rue Amended

The Comedie Francaise by-law, prohibiting two of the theatres actors to work together in the same film, has been abrogated.

Idea was to prevent any film becoming competition for the theatre. There is too much money in film for actors to be able to it.

Shows in Rehearsal

'Sea Gull' (Bulgakov) Union Church.
'Hey, Nanny, Nanny' (Del-Bondio & Haring), Elliott.
'Clowns in Clover' (Leslie), 223 W. 42d.
'Hired Husband' (Sterling) Bijou.
'Show Boat' (Ziegfeld) Ziegfeld.
'Bridal Wiser' (Thayer) Cort.
'Christopher Comes Across' (Pemberton) Hudson.

RUBBER TIRE STOCK TROUPES

A flock of so-called stock companies on wheels is busy with operating this summer. While there were a number of these troupes last year, the ranks are expected to increase this season. One cause is the same stock men can't operate otherwise because of the stringency. Another is that actors are willing to work 'this way because there's not much else. Indication of the increase in the bus outfits is that casters who ordinarily have a number of regular companies to cast at this time, are devoid of placements.

Switch of Roles

Jeann Arthur, former film actress, who started rehearsing in Brook Pemberton's 'Christopher Comes Across' is no longer in that production. Actress will probably go into 'The Man Who Reclaimed His Head' which Arthur Hammerstein and Lawrence Weber are preparing. Miss Arthur also has had an offer from Metro to return to pictures. She last worked in talkers for Paramount.

Claude Rains will probably play the lead in 'Reclaimed'. Producers tried to get Emil Jennings and John Barrymore. Fred Perry and Louis Calhern are set for the show. Rains is in 'Too True To Be Good'.

CORBETT FILES CLAIM

'There You Are' opened last night (Mon.) at the Majestic, Brooklyn, with Hyman Adler starring.

Eddie Corbett filed a claim to a 2% book royalty when the advertisement appeared crediting another author, and is said to have received overtures for a settlement. Former title was 'The Blue Gove'.

Falling an agreement, Corbett said he had no objection to the other author, and is said to have retained Rudolph Eisenberg, attorney, for the purpose. Advance notices on the production credit the book to Carl Bartel, Adler's father-in-law.

LEVENTHAL'S STOCK

Jules Leventhal is installing a stock company in his Hudson theatre in Union City, N. J. Meanwhile his musical is quiescent.

If the production can get his cast straightened out, opening date will be Monday (16).

Teatro Carrillo's \$3

Los Angeles, May 9. Teatro Carrillo, 1000 Olive street, will have a \$3 opening May 16 with Nance O'Neill in 'The Passion Flower', Spanish melo. Junior League has the first night house and will turn profits over to the Los Angeles Home for Convalescent Children.

Company is posting an Equity bond.

Coast's Traveling Stocks

Los Angeles, May 9. Two more coast stock troupes are active. Howard Ralston players are playing a circuit that stops Tuesday at Norwalk, Cal., Wednesdays at Santa Monica, and Saturdays at Redondo Beach.

Horace Murphy is reported working again, splitting time between Belvedere and Riverside.

Another Venturer

Mrs. Richard Greer, wife of the Negro who backed 'Bloodstream', is entering legit production herself next fall. So far she has bought one show, 'Joe Blow', play by Fred Schick.

'Blow' is Schick's second production set for next season, Al Woods doing the set.

Concert

By Sallie

Down East Stock Spots

Preparing for Summer

New Bedford, Mass., May 9. Indications point to no death of stock companies in the summer resort towns. Cape Cod will have a string of them, located in the most populous communities. Among these are the Cape Cod Playhouse at Dennis, the Provincetown Playhouse and the University Players, the latter at West Palm Beach.

Leighton Rollins is planning for another season at Surry, Me., as is the Skowhegan, Me. group.

The Newport, R. I., Casino Theatre again will present plays of proved success with guest stars having the support of the regular company.

The Court Square, Springfield, Mass., which has had summer outfits for many years past, won't open this summer.

SEEK INFO ON BROWN'S PERSONAL REP. DEALS

Equity's council is preparing an inquiry into Chamberlain Brown's personal representation permit. Brown holds the three Equity type permits for 'employment, special rep and personal'.

Action against Brown would come about a month after the 'Theatrical Artists' Representatives Association' expects the agent, growing out of his allegedly large number of personal representation contracts and no pay-off mentioned in connection therewith. Agent has been charged with having over 100 such contracts representing liabilities of \$200,000 annually.

Three other agents were dropped last week from the T. A. R. A. Will O'Connell, Charles Lyons and Collins & Adams.

Personal rep thing has been criticized as a prime source of agent sypping, with Equity said to be unfavorably inclined toward this type contract.

Future Plays

'Your Home Town', by Earl Simmons and Tom Swift, vaude actor, for a summer tryout by Rosalie Stewart.

'Four Cherries', tentative title for play by Jean Green, will be produced by Edward Edwards.

'Hired Husband', by A. L. Stern, will have Terry Carroll, star of Nancy Carroll, as lead. Piece started rehearsal last week. A star production corporation is to be behind it. Alfred White is staging, to open cold on Broadway May 30. Tentative cast includes Paul Everett, Wm. Edwards, Flavia Arcaro, Isidore Marvil.

'Lily', by Sam J. Parks, is on Shuberts' production list, possibly for the fall end of this season or the fore part of next. Shuberts have had the show three years.

'The Play's the Thing' revival in prospect for Guy Bates Post for a fall production. Probably a Chicago convention date.

'Nightshade' for production by Scott Moore.

'Babe in Dead', German play on Al Woods' production list. Play has been tried out several times out of town.

'Hullabaloo', revue for the Pasadena, Calif., Community theatre, opens May 28, directed by Harold Hecht and supervised by Gilmore Brown. Book by Paul Gerard Smith and music by Ralph Ralston.

Lyrics by Don Hartman and others. Cast includes Frank Eastman, Barry Oliver, Phyllis Jo Barry, Sterling Holloway, Teddy Hart, Frank Atkinson, Jerry, David Milton, Charles Teske, Eddie Novis. Choir of 56 voices, Katja Sergelva, Collette ballet and eight girl specialty line. Settings by Corliss McGee and costumes by Sogata.

'Still Life', by Lester Cole, planned for fall production by Rosalie Stewart, Jean Dixon slated for lead. Already intended for spring showing.

'Americana', by J. P. McEwey, revue. With Clark and McCullough, and a possible Shubert summer venture. Last 'Americana' was in 1928.

Outdoor concerts are scheduled to start in New York this week. As usual, Edwin Franko Goldman will be first, resuming in Central Park. A special concert will be given in advance of the regular summer schedule.

June 15 opens the usual ten weeks season, which will alternate between the Mall in Central Park and the campus of New York University. These will be a gift from the Daniel and Florence Guggenheim Foundation.

Pons as 'Lakme'

The season's final grand opera performance at the Met, was one of its most attractive revivals. 'Lakme' with Lily Pons in the star role, was the bill. She wore many picturesque costumes and altogether was a delight to the eye and ear. Gladys Swarthout was vocally at the head of the vocalists, Yagel as Gerald, sang effectively.

Back Mass As Oratorio

The Oratorio Society presented Bach's Mass in B. Minor at Carnegie Hall, with Mr. Stoessel conducting. The grouping of the singers, the men wearing tuxedos and the women white satin, was most effective.

The vocal soloists were Jeanette Vreeland, soprano, who looked very pretty in a black decollete gown; Rose Bampton, contralto, in white; Arthur Hackett, tenor; Robert Crawford, baritone, and Julius Huelsen, bass baritone. Stoessel conducted.

N. Y. U. Recital

A chorus of 340 voices gave Verdi's 'Requiem' at Carnegie Hall to an appreciative audience. The concert was under the auspices of the University Centennial Department of Music Education. Hollis Deant occupied the director's desk. American soloists were in the work. The soprano soloists were sung by Ruth Rodgers, Fred Patton was the basso and Paul Altounian, the tenor. Contralto solos were sung by Margaret Matzenauer.

Verdi Club Recital

A bevy of singers gathered in Town Hall for the joint recital of Edward Ransome, tenor of the Met. Opera, and Christine Goff, contralto, under the auspices of the Verdi club. A long, varied and interesting program was given.

Mr. Ransome began the program with a group that included Paul Orledge, under the auspices of his interpretations satisfied the ear. Miss Goff sang the aria 'O don Fausto' of Verdi, among others. In the audience were Mme. Ellen Dancy, contralto, and the soprano black face, Herta Menth in black taffeta and Mme. Madeline Runyan in black velvet and lace.

Judson Guild Benefit

For the Judson Guild benefit in Madison Square Garden, Monday night, the lobby was a bower of growing plants and flowers, and the guests on arrival were greeted with music by the 7th Regiment Band. A stage in the form of a yacht, in silver and gold served as a Venetian background where nobility representing every country arrived to pay homage to the King and Queen of the Gods. The program ran in price from \$3.00 down were seen in a big parade.

Following the pageant, Flo Ziegfeld put on a silver and dance followed. Mayor Walker made the opening address and Grover Whalen served on the entertainment committee.

Judge As Sponsor

Municipal Court Judge Leopold Prince and his orchestra are to give a concert during May at the auditorium of Wadleigh High School for the benefit of the Food Relief Committee of the Godmother's League. Mme. Frances Alda and Rafaela Diaz will sing groups of songs.

Colonial Music

John Tasker Howard, pianist, composer and author of 'Our American Music' has been given a lecture recital in the Wanamaker Auditorium. His talk will deal with the music of George Washington's epoch. He will be assisted by William Ryder, baritone.

Bway Entries Duds or Doubtfuls, Grosses Slip in Season Fag End

Broadway is in annual end of the season box office decline. Grosses have been slipping steadily if slowly for the past month. There are 21 attractions on the list in addition to two shows outside Times Square in little theatres. There were 10 more shows same week a year ago.

Scheduled closings this month appear to be balanced by new productions, with indications the list will be held to the score mark by May 30, the technical high point of 1931-32 season. After that what Broadway will offer is speculative. Weather and how shows look at tryouts are the determining factors of the summer card.

'Another Language' stood out from the fold, with a week ending again indicating a click by grossing \$14,000; not far from actual capacity. Last week, however, it slipped. 'The Man Who Changed His Name' had a starting pace around \$5,000 at the Broadhurst. 'Bulls, Bulls, Bulls' stopped at \$4,000 for two performances at the Playhouse; 'Broadway Boy' was in doubt at \$3,000 at the present. 'One Thousand Summers' due at the Selwyn this week, postponed.

Dudbury (first called 'Coast to Coast') Fulton; 'There You Are, Probably at the Court; 'Selling the Boat' Casino, named from the Carroll. Last two weeks for 'The Laugh Parade' and Whistling in the Dark.

Estimates for Last Week
'Another Language,' Booth (3rd wk) (C-708-43). Acts like hit with gross jumping \$1,000; can't get much more; standees in some performances.

'Blessed Event,' Longacre (10th wk) (C-1,019-43). Business about \$7,000; should stay doubtful.

'Broadway Boy,' 48th St. Did not go on Monday night; after week seven performance; backers trying to dig bankroll.

'Bulls, Bears and Asens,' Playhouse, opened Friday; panned; closed after Saturday matinee; two performances.

'Fiddle,' 63rd (31st wk) (M-1,146-43). Loved admission scale found immediate response at box office; grossed \$17,000 about same as previous week at \$4,400; still some profit.

'Child of Manhattan,' Coloss (10th wk) (C-1,400-43). Business about same at around \$4,000; 'Here You Are' due next week, may go to C.

'Counselor-at-Law,' Plymouth (25th wk) (C-1,041-43). Trend has been downward; grossed \$14,000 lowest since opening; however, quite satisfactory.

'The Man Who Changed His Name,' 13th (13th wk) (M-1,720-43). Dipped under \$31,000; may be able to figure out next week expected of highly regarded review.

'Hot Chai,' Ziegfeld (10th wk) (M-1,181-43). Grossed \$14,000; too, but easily leads at \$40,000, which should be plenty.

'The Man Who Changed His Name,' Broadhurst (2nd wk) (D-1,118-43). Notices fair; pace rather light with approximated initial week ending at \$5,000.

'Marry-Go-Round,' Avon (1st wk) (D-830-43). Never got started last week when moved to 30th; village; tangle over house license charged to politics; matter squared this week to date.

'Of Thee I Sing,' Music Box (30th wk) (M-1,000-43). Monday last week first performance; clean sell-out; Pulitzer prize announced and back to standees bid; Saturday week first performance; clean sell-out.

'One Thousand Summers,' Selwyn. Postponed; with some cast changes; expected to arrive May 23.

'Ration in Vienna,' (26th wk) (C-1,168-43). Engagement is now at \$10,000; through June; still making good profit; estimated at \$15,000 last week.

'Mella Me Thia,' John Golden (12th wk) (C-1,000-43). Mystery comedy did rather well for a time; of lately to \$7,000 estimated; house and show same money; \$10,000.

'Springtime for Henry,' Shubert (2nd wk) (F-1,350-43). Trade card for show; \$10,000; last week; house may feel musical, 'Nanny Nanny,' which was 'The Man Who Changed His Name.'

'The Animal Kingdom,' Empire (13th wk) (C-1,020-43). Dipped below \$10,000 the week before; \$15,500, nothing in the non-musical group any higher last week.

'Laugh,' 48th St. (10th wk) (C-1,235-44). Announced closing after another week; featured for summer holiday; again around \$10,000 for two performances (no Tuesdays).

'Warrior's Husband,' Morosco (10th wk) (C-881-43). Last week bettering even break at about \$7,500; has improved steadily lately.

'There's Always Juliet,' Miller (13th wk) (C-946-43). Holds to very good business; last week's pace more than held its own at \$13,500. 'Too True to Be Good,' Guild (6th wk) (C-914-43). With subscription and one week ahead expected, but figured to play into June; about \$15,000 last week.

'Whistling in the Dark,' Barrymore (13th wk) (CD-1,097-43). Slated to close after another week; then to coast; last week about \$6,000.

Other Attractions
'Mourning Becomes Electra,' Alvin; repeat with road company; started Monday; good advance sale.

'Lenin's Downy,' Chamin auditorium; written by David Vardi; opened Wednesday.

'The Lady Remembers,' Provincetown; opens tonight.

CIRCUS TAKES \$160,000 IN BOSTON, LEGIT GOOD

Boston, May 9. The Ringling-Barnum circus took the lion's share of the town's amusement business last week. Though booked for only six weeks, instead of nine at the big Boston Garden, it has estimated gross business over \$160,000. Circus has claimed the daily average business best in years and turned them away on Saturday morning and Friday evening. The circus failed to hurt the legit attractions in the town much, however. It played to capacity with 'Mourning Becomes Electra' in its final week. The Boston Garden's season at the Opera House with 'Desert Song' and were forced to turn away people on Saturday night. The undertaking will be resumed next season. Six weeks of light opera grosses have convinced the backers that Boston will support a well-staged production.

Helene Hayes in 'The Good Fairy' was up with the leaders.

Estimates for Last Week
'Mourning Becomes Electra,' Colonial, final week, \$20,000, capacity.

'Desert Song,' Opera House, \$12,000 final week. Dollar fifty is top.

'The Man Who Changed His Name,' Rialto, Wilbur, final week, brought \$14,000.

'A Church Mouse,' Hollis, second week, \$5,000 and continues.

'Ringing the Changes,' Boston Garden, \$160,000 estimated.

Simon-Sircom Cast
Bernard Simon and Arthur Sircom, operating twin summer stocks in Veechwood, Conn. and Brook, N. Y., starting June 13, have set the principals of their troupe.

Osgood Perkins, Edith Barrett, Bessie, and Ronald. The new recruits included, Drew is from pictures. Miss Barrett goes to Cape Cod stock later this summer.

S. and S. have bought two new shows for production, 'New Kind of Love,' by A. Koch, and 'Sad Words to Gay Music,' by Alvin Kerr.

Air Shows Snubs Dailies or Radio Names Flop; Forbes \$12,000 Start

Los Angeles, May 9. Despite the inclusion of two dozen well-known local radio stars, the air show, which opened last night, was a series of play offerings. Ross Hobart and Ralph Forbes, Miss Chatterton and her troupe, were featured. Opening night had all Hollywood's socialites in attendance and was almost sold out.

'Church Mouse' on its third week started to slip but got \$6,100, which is good business in any language at \$150 top.

Estimates for Last Week
'Church Mouse,' El Capitán (30th wk) (C-1,371-43). Colleen Moore again is about up, but business is still brisk at \$6,100, and piece will likely stay on for at least two weeks in the making.

'Alarm Clock,' Alcazar (4th and 5th wk) (C-1,600-43). First fair business, as less than \$5,000 in.

'Vanities,' Columbia (1st wk) (M-1,200-43). First week fair enough at \$14,000.

'Copperhead,' Geary (1st week) (D-1,100-43). Little interest here and about \$7,000.

'Pacific Opera Co., Curran (1st and only week) (C-1,000-43). Only fair business, as less than \$5,000 in.

'Vanities,' Columbia (1st wk) (M-1,200-43). First week fair enough at \$14,000.

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'Vanities,' Columbia (1st wk) (M-1,200-43). First week fair enough at \$14,000.

Adams-Skinner Visit Best in Minn., \$6,000 Minneapolis, May 9.

Playing a one-day stand, with a matinee and evening performance, Maude Adams and Otis Skinner grossed around \$6,000 at the Metropolitan last week. Both performances were sellouts.

Critics and patrons waxed enthusiastic over Jacob Ben-Ami, Balmberg dramatic stock guest star, but 'He Who Gets Slapped,' like its predecessor, 'Samson and Delilah,' failed to click at the box office. At \$150 top takings were about a poor offering is 'Payment Deferred,' now current.

With the aid of a wrestling match one night, the stock burlesque at the Gayety did about a week \$2,700.

PHONY'S SOLO SHOW 'ELECTRA'

Philadelphia, May 9. Only one legit in town now, 'Student Prince,' booked for two weeks at the Forrest, having folded quietly and suddenly Saturday, after grossing approximately a little \$7,000, most of it upstairs.

Solitary entry is 'Mourning Becomes Electra,' opening to-day (Monday) at the Garrick for at least three and possibly four weeks.

'Mourning Becomes Electra' has bookings carrying it up to the middle of July; then after two dark weeks, Miss Chatterton's new review is expected.

'Green Pastures' scheduled for Labor Day.

'The Brand,' which gets a surprise booking in 'Real World' next Monday is also reported having a couple more late spring and early summer bookings on the other hand.

The Shubert houses have nothing announced and nothing likely save for 'Grand Hotel' (film), which ought to go through to the really hot weather at the Chestnut.

'Chocolate Soldier' is due nearly as well in its second week at the Garrick as its first, probably due to its four-hour announcement of its contents, which was made, and the estimated \$14,000, balcony and gallery being strongest.

'Pastures' Sets Seattle Year's Mark at \$23,000

Seattle, May 9. In six nights and closing out at the Metropolitan (Erlanger) 'Green Pastures' clocked to top gross in this burg in a long while, doing around \$23,000.

Next, Earl Carroll's 'Vanities.' Manager E. G. Cooke reports big mar order sale.

CAST CHANGES
Romney Brent out of 'The Warrior's Husband,' Morosco, replaced by Day Maude.

Alexander Campbell out of 'Child of Manhattan,' Cohan, replaced by George Dobbins.

Estimates for Last Week
'Alarm Clock,' Alcazar (4th and 5th wk) (C-1,600-43). \$1,200.

'Copperhead,' Geary (1st week) (D-1,100-43). Little interest here and about \$7,000.

'Pacific Opera Co., Curran (1st and only week) (C-1,000-43). Only fair business, as less than \$5,000 in.

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Loop Spotty, 'Mask' Folds on \$6,500; \$250 Top Helps Advance for 'Devil'

'SCANDALS' GROSS DOWN With \$22,000 in Cincy, All Take Cut but Values

Cincinnati, May 9. George White's 'Scandals' did disappointing \$22,000 here last week at Taft Auditorium.

Noticed postscript backstage that unless everybody took 25% cut show would close May 14 in Detroit, where two weeks' engagement is scheduled before Chicago opening.

Everybody but Rudy Vallee took a 25% cut on the road with 'Scandals.' George White, after tilting the cast's salaries when hitting the road, and doing business at first, expected a tough road, but Vallee and induced all but Vallee to accept their Broadway figure while touring. The crooner refused.

'Vanities' at \$14,000 In Frisco Just Fair

San Francisco, May 9. It was no trouble for the 'Vanities' to make a record in the field, with Charlotte Greenwood in her fourth and final week at the Alcazar and little spiced competition from Ian Keith in 'Copperhead' at the Geary, or the Pacific Opera Co. at the Curran.

In Erlanger's Columbia on first of two weeks, 'Vanities' took \$14,000, which is good, but not brilliant. Its predecessor, 'Crazy,' quit.

'Wonder Bar' got the road-show gravy, and 'Vanities' is apt to run into trouble when final week. Critics were lukewarm, most of them writing around the show.

'The Brand,' which gets a surprise booking in 'Real World' next Monday is also reported having a couple more late spring and early summer bookings on the other hand.

The Shubert houses have nothing announced and nothing likely save for 'Grand Hotel' (film), which ought to go through to the really hot weather at the Chestnut.

'Chocolate Soldier' is due nearly as well in its second week at the Garrick as its first, probably due to its four-hour announcement of its contents, which was made, and the estimated \$14,000, balcony and gallery being strongest.

'Pastures' Sets Seattle Year's Mark at \$23,000

Seattle, May 9. In six nights and closing out at the Metropolitan (Erlanger) 'Green Pastures' clocked to top gross in this burg in a long while, doing around \$23,000.

Next, Earl Carroll's 'Vanities.' Manager E. G. Cooke reports big mar order sale.

CAST CHANGES
Romney Brent out of 'The Warrior's Husband,' Morosco, replaced by Day Maude.

Alexander Campbell out of 'Child of Manhattan,' Cohan, replaced by George Dobbins.

Estimates for Last Week
'Alarm Clock,' Alcazar (4th and 5th wk) (C-1,600-43). \$1,200.

'Copperhead,' Geary (1st week) (D-1,100-43). Little interest here and about \$7,000.

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Chicago, May 9. Sharp setbacks, felt at two of the four legit stands last week. Reaction from the previous spirited stunner came as a surprise all around and was brightening enough to send 'Blue Mask' into a complete foldup and the 'Devils' of 'Church Mouse' at the Adelphi, scurrying to look for another and cheaper termed house.

Advance sale promises a healthy week at the front. Outlook for the last night (8). George Cohan's 'Confidential Service,' Grand, and 'The Devil Passes,' Selwyn, Grand, and mail call for the latter, a hard-earned affair indicates it will play for at least two weeks.

Drama's \$250 top seems to be acting much in its favor. Katherine Cornell's 'Barrett' maintained its capacity pace for the third week, ringing near a \$25,000 tally. Fire department forced the removal of the extra chairs spotted down front and around the sides, this accounting for the difference between the previous week's gross of \$500. Practically all the cheaper seats for the current and final week were already sold.

Blowout gross of at least \$22,000 eyes to anticipate.

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Plays Abroad

JOY STREET

Moscow, April 15.
A new playwright and a new theatrical director both made their bows to the Russian public with the opening of 'Joy Street,' at the Theatre of Revolution. Both of them had ample cause to be satisfied, too. The play and its production are topnotch, and the public is showing its appreciation, though some of the more pious critics are

The author, N. Zarchi, should be known to Americans as the scenarist of films 'Last Days of St. Petersburg' and 'Mother.' This, however, is his first legit play. The director is I. Shleplanov.

London in the backyard of a tenement. A strike is under way, and the humanity crowded around that backyard reacts to the event. Typical English working class types are depicted so effectively that even English spectators find them convincing. There are, of course, a good many absurdities, as always when Russians try to impersonate foreigners, but on the whole the thing rings true, a fact that is the more remarkable because the author has been in England, all told, exactly three weeks.

Unlike more experienced dramatists here, M. Zarchi contented himself with drawing pictures of human beings. They are living people, not heroes and villains making speeches to the censors. The customary symbols of capitalist degeneration—top hats, fox-trots, etc.—

The strike wakes that courtyard into consciousness. All the brands of radical working class thought are represented among the tenants and are tested by the bloody events of the strike. In the end, of course, the Communist viewpoint prevails; the sluggish workers awake to an awareness of their class function. The awakening is made credible by good writing and good acting.

The "exploiting" class is represented, too, by a number of well-drawn characters. There are the typical lower middle-class types, Mr. and Mrs. Hawker, who own a dyers' shop, mistreat their employees on weekdays and pray hard on the Sabbath. The role of Mrs. Hawker is beautifully portrayed by one of the best Russian actresses, Olga Glizer. Both she and her husband, however, are not the only characters played appropriately in an exaggerated satirical vein. There is also the owner of a pawn shop, a Mr. Maxon, who is not very popular on Joy street, and thrives most villainously on them.

strike. Dolly, a factory hand, and her sweetheart, a fascist, provide low interest and heartache complicated by politics. The Italian anarchist Spaventa and his little boy Luigi, the Communist Norris, workmen, and women and children—all act and interact to make a play that is almost plotless but dramatic, not without a flavor.

One minor character is so well filled out by the talent of M. Strauch that it becomes a lead. It is the old Jewish tailor Rubinchik, who has worked and saved all his life to provide for his old age. His sacrifices don't save his old age from suffering and want. He is invited by his son in Russia to come to the proletarian fatherland; the passport is in his pocket, but he is killed by police during a strike demonstration.

GOLD DUST

Budapest, April 30.

A play in three acts, seven scenes, by Erno Anday, first presented by the Belvarosi Theatre in Budapest. In the cast: Margit Deyka, Ella Gombaszegi, Mrs. Vago, Louise Szekely, Teres Kovacs, Imre Raday, Albert Gyergyai, Gyula Gozon, Lajos Varady, etc.

A play that makes you feel ridiculously sentimental and romantic while you are looking on, and ashamed of having enjoyed it when it's over. But it will probably make audiences feel that way everywhere.

The plot has to do with a little actress and a struggling journalist in a little country town. They love each other, sup on marshmallows, and look out upon dreary Main Street and dream of Paris. In the second act, they are in the big city.

The boy fails to get his great play accepted, but the girl becomes a great dramatic star. Though they still love each other, the boy can't accept the situation of being just the great actress' husband, and the girl can't help despising him a little. They divorce, the boy goes back to scissors-and-paste on the local rag and marries a little goose who

adores him, while the girl realizes that the career of a great actress demands sacrifices and with a bleeding heart goes to Biarritz with the famous dramatist.

Margit Dayka and Imre Raday gave a capital performance. The minor parts were also excellently cast. This largely accounts for the success of the play, but a large share of it is due to the fact that

the public, with plenty, worries a

LA PROCHAINE?

[illegible]

Play shows the older men banding together to bamboozle the younger generation into permitting them to run public affairs to their own advantage. The younger generation politicians get themselves jobs by forming an independent country. In order to remain in power, the politicians are resorting to such manoeuvres as money inflation, and also exploit a border incident to declare a moratorium. A new character automatically produced by the machine is a young man who is put in jail in their attempt to prevent him from exposing them but who nevertheless convinces the young men that they are being betrayed.

Eventually war is declared, but the pacifists, convinced by the anarchist, offer no resistance to invasion, which only results in forming one big country out of several, thus threatening everywhere the jobs of the old politicians. Latter take fright and prefer to re-establish the several countries, each reigning over his own, so that by fostering the jingoism of youth they make their

The femme part, nicely done by Suzet Mals, is comparatively unimportant, most of the business going to the president, very well done by Lluis, and to the banker, made exceedingly funny by Raoul Marco. Maurice Escande, just out of 'Hector,' does the anarchist in a highly fanciful way. All others are good.

[illegible]

highbrows don't like the part many calling it childish, but its effect on the masses is tremendous show being subject of frequent ovations. Show, if it passes the censor, can hardly fail to be a hit in any country where the masses do not find political conditions ideal. It is comparatively easy to produce, and cast, though numerous, doesn't call for starring names. Contrary to legit possibilities, screen chances are of the slimmest, due to lack of Marx.

LET US DIVORCE

Los Angeles, May 3.
Ruth Chatterton-Ralph Forbes production, directed by Miss Chatterton. Co-starring Rose Hobart and Forbes. Written by Gilbert Wakefield. Three acts by Rita Glover and Carl Cooper. At Belasco, Los Angeles, at \$2.50.

Logan	Ralph Forbes
John	Robert Corbett
Willcock	Leslie Palmer
James	Hugh Huntley
Slade	Norman Ainslie
Manager	Lowdon Adams
Waiter	Pierre d'Enery
Lea	Constance
Saunders	Mary Gordon
Leslie	Rose Hobart

Ralph Forbes, husband of Ruth Chatterton, is taking the legit route to re-sell himself to the studios. For no particular reason he has been somewhat out of the Hollywood swim. 'Let Us Divorce' was designed to demonstrate his acting ability and picture-availability. It's a London play, somewhat English in its moments, but good entertainment.

things and staged by Miss Chatterton with a nice appreciation of stage tricks. It shows off Forbes to fine advantage. It so happens that the script is well-suited for the adaptation, being made to order for a starring or co-starring vehicle. Hence Miss Chatterton's one-third production cost of the stage production, which is well ahead of coast standards. London producer and Author Gilbert Wakefield own the other two-thirds.

Rose Hobart, a competent trouper, performs a scene concerning whom the only criticism is that she isn't quite the soft female. It is nine mix of the play but a rather nice little thing. The actress has a good deal of ability must bridge the gap between what she suggests personally and what she acts professionally.

Plot concerns the pert English girl who is sent to the United States by her father to find a bedroom in crowded hotel full of fog-bound guests. Mistaken identity story. It involves the lawyer, who specializes in divorce, in a case of imaginary troubles that light the fuse of a very cleverly planned little cream puff known in London as 'Counsel's Opinion.'

Cast of character actors in support of the main players is good.

The Priars, for its annual Frolic, returned to the Metropolitan Opera House Sunday night (8), and the theatre looked close to capacity, with standees fringing the orchestra circle. George M. Cohan did not show, due to his stage appearance in Chicago, but his former partner, Sam H. Harris, was in the entrance directing the performance. Gross was over \$16,000, with \$10,000 its in-

Show was the best dressed ever put on by the Friars, for the reason that it is framed for the road, where it will play a long string of one-nighters under the management of Irving Tishman and Jimmy O'Neal. Newburgh, N. Y., was the first stand, Monday night (9). Those appearing are said to be in on a percentage of the receipts, with the club also participating.

No secret was made of the club's need of money. Opening chorus of the minstrel first part ended with the lines: 'We might as well be frank; we're here because the treasury is low and there is little in the bank.'

Jimmy Walker was present and, as a few seasons back, he appeared on the stage in a scene picturing the Saturday night affairs so popular with the club. This was the

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The boy fails to get his great play, but is accepted, but the girl becomes a prostitute. He still love each other, the boy can't take it, accept the situation of being unjustly treated by the great actress's husband, and then he divorces. They divorce, the boy goes back to his scissors-and-paste on the local rag, and marries a little goose who is a waitress in a restaurant. He is so happy that the career of a great actress demands sacrifices and with a bleeding heart goes to Biarritz with her last.

Margit Dayka and Ilari, Raday, gave a capital performance. The minor parts were also excellently played. The costumes and sets were of great success of the play, but a larger share of it is due to the fact that the

**TO OUR
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Gulliver Sure of Moss-Empire Vote for Vaude; Pavilion Clicks

London, May 9.
Moss Empires' directors meeting May 6 ended with all the participants pledged to silence on company decisions and plans. Understood, however, that a special meeting will be held by the managing directors on May 12 and another directors meeting is scheduled for May 20.
Position thus far is that a big majority favors a straight vaude policy for the chain and William Evans is practically alone in his desire for straight pictures.
Success of the Pavillon vaude policy will be cited as an example at the next meeting and Charles Gulliver is now practically certain of getting 100% support. Pavillon's continuous vaude policy, under the management of John Southern, West End personality, opened today (8) to capacity. Four shows daily will be played with the first part acts and the second half a stage cabaret. It's an entirely new sort of policy for England and looks like a good novel idea.
Outstanding hits on the bill are Billy and Elsie Newell, Berlinoff and Charlot, Felovis, Naunton Wayne, Randolph Sutton, Ann Penn and Harry Roy band.
Palladium is exercising a barring clause against the Pavillon.

'Jazz Singer' Probable With Jessel-Talmadge

London, May 9.
Unverified reports here of the possibility of George Jessel and Norma Talmadge doing a stage version of "The Jazz Singer," which Jessel originally played as a show and which later was made into the first talking picture for Warners by Al Jolson.
Jessel and Miss Talmadge are now over here. No intimation of who will produce is given.

Actor Faces Penalties For Socking Dramatist

Paris, May 1.
Michel Simon, actor, may be restrained from appearing on the Paris stage for some time for striking Marcel Achard, playwright, during an argument at rehearsal.
Achard's play "Jean De La Lune" is to be revived at the Gymnase, with Simon in his original part. A trivial dispute gave rise to a violent argument, Simon finally striking the playwright. Latter complained to the Authors' Society as well as the local Equity, meaning that Simon may be out for some time from stage and screen for unprofessional conduct.
Simon will probably argue that his former professional training as a boxing master overcame his current actor's behavior.

'Language' for London

Edna Best, English star now in "There's Always Juliet" wants "Another Language," currently at the Grand New York for the West End. Best wants the play as a co-starring vehicle for herself and her husband Herbert Marshall.
Miss Best has asked Herbert Miller to try and get "Language" for the West End.

Adele Astaire Wed

London, May 9.
Adele Astaire was married to Lord Charles Cavendish, younger son of the Duke of Devonshire today.
Marriage took place at Chatsworth Derbyshire, the bridegroom's home.

DOUMER FUNERAL

Paris, May 9.
All theaters will close Thursday (12) as a tribute to the late President Doumer.
Funeral will be held on that day.

3 Palladium Holdovers

London, May 9.
Palladium (vaude) has three holdovers this week, with the only new-comer Eddie Hanley and three Monies.
Hanley did indifferently today (Mon.).

London Shows

London, April 30.
The following is a short survey of the legit field in London:
Adelphi: "Helen, Good, but not capacity."
Apollo: "Pleasure Cruise," New play. Looks very good.
Aldwych: "Dirty Work," Practically exhausted.
Alhambra: "Waltzes from Vienna," Spectacular musical, revived strongly after closing of "White Horse Inn" and big.
Criterion: "Musical Chairs," Good.
Drury Lane: "Cavalcade," Still good, although matinees off.
Gaiety: "Hold My Hand," Continues to moderate profit.
Globe: "Wings Over Europe," New in; mixed verdict.
Hippodrome: "Bow Bells," Revue still getting small profit.
His Majesty's Theatre: "The DuBarry," Big, especially in stalls.
Little: "See Naples and Die," Librarians buy holds the comedy to-gether.
Lyric: "The Heart Line," Rumored would close on first week, but still holding out.
Lyceum: "The Miracle," Very good.

News: "Napoleon; the 100 Days," Management denying Mussolini financing venture, which, despite good notices, not drawing money.
Playhouse: "Dr. Pygmalion," Nice.

Palace: "Cat and the Fiddle," Big.
Prince of Wales: "I Lived With You," Now in stalls.
Queens: "Heartbreak House," Show open (revival); nothing doing.
Royalty: "White Parents Sleep," Still getting steady profit.
Yvonneville: "Vile Bodies," Terrible business.

Westminster: "Tobias and the Angels," One never hears of it.
Kynardine: "Green Pack," Wallace's last. Uncomfortable success.
Whitehall: "Gay Adventure," Medium steady business.

10 MORE WEEKS Nan Blackstone Will Have Stayed Abroad 26 Weeks

Nan Blackstone, upon completion of her 10 weeks at the Cafe Algon, London, commencing May 11, returns to the U. S. She will have been abroad 26 weeks.

Miss Blackstone was in Paris the past two weeks, previous to which she appeared at the Barclay hotel, London.

RUSSIAN BALLET LIVES IN CLASSIC TRADITION

Moscow, April 20.
The red-and-gilt grandeur of the Bolshoi theatre, every seat filled, and the director's box crowded with government leaders from Stalin down, witnessed the proofs one night this week of the finest classic tradition of the Russian ballet is still alive.

The ballet offered a revival of Tchaikovsky's "Nutcracker," performed entirely by the pupils in the ballet school. The young dancers, from the 10-year olds to the graduating class, deserved the applause which rolled in on them in typhoons.

The Moscow ballet fans saw that the traditional regimen of early and concentrated training has not been relaxed an inch in the revolutionary years. The audience was changed, but behind the footlights everything was as it might have been a quarter of a century ago.

Several young dancers made their debut about whom the art world will doubtless hear in the next few years. One in particular, a thin, earnest girl named Legishnakaya, showed herself already remarkably effective, with a technique that evoked memories of Pavlova. But more significant than single dancers was the spirit of the performance as a whole. Its discipline and mounting rhythm made the audience forget that these were pupils of a dance school.
There has been no such turn-out of the mighty of the land for a theatrical occasion in many years. Among those in the first box on the left were Joseph Stalin, War Commissar Voroshilov, Premier Molotov, Commissar of Education Buhov and the famous cavalry leader General Budenny.

Comedie Profits Rise

Paris, May 1.
Comedie Francaise has declared its annual dividend, consisting of the pro rata the full fledged members get yearly in this profit sharing organization.
It is \$3,500 this year, an increase of about \$200 on last.

KUZNETSOV DIES

Moscow, April 21.
Stepan L. Kuznetsov, one of the most distinguished Russian actors, died here April 18 at the age of 53. Several years ago the Soviet government conferred upon him the title of "People's Artist of the Republic," the highest honor at its disposal in art.

Kuznetsov suffered with progressive paralysis for a number of years, but continued his work at the Maly theatre until a few days before his death.

OWN NAME WON'T DO

Paris, May 1.
Yvonne Curti, violinist, won't permit bandmaster Curti to remain plain Curti, contending that his night club activities, billed as Curti Orchestra, lower her standing as an artist.
Court can't compel the man to change his name, but orders him to add some special designation to his moniker.

CO-WORKER SUES GROCK

Paris, May 1.
The clown, Max, is suing Grock for suddenly breaking up a 14 years' association. Though he is only asking for \$2,400 for six months salary, he claims \$7,000 for moral damage.
Real names of the two artists are M. Wetack and Max van Emden. Grock has slightly altered his number, and appears with another support, plus an accordion player.

BRITISH EQUITY SCANS THIRD ROAD SHOW FLOP

London, May 9.
British Equity is probing into the flop of "Not So Green" on the road. Piece folded suddenly in Liverpool last week without paying off, salary claim being returned marked "Funds unavailable."

Play starred Sydney Fairbrother and Bromley Davenport and was also open at the Ambassador's, London, tomorrow (10). Makes three shows to pull the stunt in recent months and Equity says it is planning legal action.

"Backers were John Lewis, author, Keith Shepherd and Hal Davis. An unnamed outside backer stepped in at the last minute and paid the cast part of their money."

London Show World

London, April 30.
Carroll Gibbons, leader of the Sassy Hot Orpheus, smashed his right hand in a taxi accident, and is now playing with four fingers.

Eric Fommer, the German producer, is to make an Anglo-German film in Berlin co-starring Lillian Harvey, Jack Hulbert, Sonnie Hale and Cicely Courtneidge.
It is a Gainsborough and Ufa tie-up.

Auriel Lee, the woman stage producer, has joined British International as a talker director. She is one of the imports under the supervision of Alfred Hitchcock.
Miss Lee was recently in the States, where she had an executive part in the filming of "Grand Hotel."

Northcliffe House, still the show place of British journalism, home of the "Daily Mail" and "Sunday Dispatch," was filmed extensively by Alfred Hitchcock, who is wishing to make a library record of newspaper atmosphere.

In the presence of the Prince of Wales (Lily Christine), Michael Arlen story, the latest Paramount British film, was given a midnight premiere at the Plaza, April 28, in aid of charity.

The film, which is overlong, got a warm reception, but the pull of the picture at the Plaza does not look particularly record-breaking.

Ciro's is reopening after having closed since it is permitted alterations. The old grill room has been abolished. In its place is a restaurant with a miniature stream at one end, in which one can catch one's own trout.

The supper and dance room has been transformed into a French fishing village.

"Wings Over Europe," which enjoyed a fair measure of success at the Theatre Guild in New York, is being revived to create the same interest in London, where they do not poke fun at Cabinet ministers in session.

George Munro, crime reporter of Allied Newspapers, has evolved a crook play with a newspaper slant. C. B. Cochran bought it nearly a year ago, and production is now slated for the Cambridge in the summer.

New London Author.
A new author, Austen Allen, has suddenly soared into public esteem here as a result of "The Pleasure Crook," produced at the Apollo April 28.
Co-starring Owen Nares and Madeline Carroll, it has certain signs of a good West End run, being

'Pirate' Lasts 3 Shows in London, New Entries Weak; Many Closings

CONTINENT UNCERTAIN French Troupes Call Off Tours— Mangan Girls Unpaid

Paris, May 9.
Several companies which have been figuring on tours through Europe are cancelling because of uncertainty. Fear is prevalent that theatrical troupes face stranding if they leave their home shores.
Francis Mangan, Paramount stage producer, was compelled to pay the return fare from Spain for his troupe of Paris Tillerettes. Girls had played the Madrid Realito and Saragoza Goya, both managed by Rasini Carrion, and didn't collect.

BRITISH EQUITY SCANS THIRD ROAD SHOW FLOP

London, May 9.
British Equity is probing into the flop of "Not So Green" on the road. Piece folded suddenly in Liverpool last week without paying off, salary claim being returned marked "Funds unavailable."

Play starred Sydney Fairbrother and Bromley Davenport and was also open at the Ambassador's, London, tomorrow (10). Makes three shows to pull the stunt in recent months and Equity says it is planning legal action.

"Backers were John Lewis, author, Keith Shepherd and Hal Davis. An unnamed outside backer stepped in at the last minute and paid the cast part of their money."

London, May 9.
"The Love Pirate" at the Strand is a farical play with two musical interpolations. Features Jose Collins and was only received on the opening night but lasted only three performances.

"Man Overboard" at the Garrick, isn't doing much better, though still holding its own. The author of "Outward Bound" and similarly a symbolic affair, but seeming rather hopeless this time.

Quite a number of closings Saturday night (7). Among them were "Can the Leopard" with Gertrude Lawrence; "For the Love of Mike," "Precious Bane" and "Faces," Benito Mussolini's play; "One Hundred Days," which was reported a likely hit when it opened a fortnight ago, is now said to be doing very badly. Sydney Carroll, who produced it, is busy putting on a performance C. "Twelfth Night" with Phyllis Neilson-Terry to rush in as a stop-gap.

"Not So Green," scheduled for the Ambassador's tomorrow (10), won't open at all. Management is sacrificing one week's rent paid in advance.
"Common Folk" was given one performance by the Savoy Repertory Players. It's a cleverly written comedy with a spineless plot and not commercial.

FORM CLEARING HOUSE FOR COLONIAL TOURS

Toronto, May 9.
Following the success in Canada of British theatrical companies who jumped into the colony when American producers shunned the territory because of exchange rates, a clearing house has now been established for London companies and the Dominion has swung into line with Australia and South Africa.

British companies have gained a strong foothold here and will be back in stronger force next season. Ernest M. Harvey, who brought three companies over here this season, has established a London office in charge of Frank B. O'Neill, former manager of Sir John Martin Harvey. O'Neill has made several trans-Canada trips while managing Sir John and the Canadian theatrical setup is familiar to him as the London situation.

The absence of American producers who feared that, in spite of good business the exchange fluctuations would not offset the cost of a theatrical death that has had prominent citizens of the smaller cities coming forward with the request that they be brought into the chain.

Trained Show Animals Sold at Meat Prices

Brussels, May 1.
No longer able to compete with the cinema the Semay Circus was sold on the public square at Villorvorde, near Brussels, where it had given its last show.
Trained ponies were knocked down at from \$25 to \$50 each, a showman's horse fetched \$100 on the comic, fetched \$70—the whole stable realizing only about \$550.
Artists bought in their own costumes at 44¢ cents each while Wallace Semay, the director, secured the marquee and all fixtures and fittings for \$715.

Endor, Farrell Teamed

London, May 9.
Chic Endor and Charlie Farrell open at the Cafe de Paris May 23. Boys will get \$450 weekly for a month, their paper also carrying options.
Endor, formerly of the Yacht Club Boys, has recently been doing a single. Farrell was formerly half of Miller and Farrell.

Polly Walker in Revue

London, May 9.
Polly Walker has been named as the lead in Julian Wylie's musical "Believe It Or Not."
Polly is touring the provinces and replaces John Murray Anderson's revue "Bow Bells" at the Hippodrome in August.

Best Sellers

Best sellers for week ending April 30 as reported by the American News Company.

Fiction	
'A Modern Hero' (\$2.50)	By Louis Bromfield
'Magnolia Street' (\$2.50)	By Louis Golding
'Bright Shirts' (\$2.50)	By Julia Alexander
'Old Wine and New' (\$2.50)	By Warwick Deeping
'Good Earth' (\$2.50)	By Pearl S. Buck
'Hell Lightning' (\$2.50)	By Helen Hull

Non-Fiction	
'Only Yesterday' (\$3.00)	By Frederick Lewis Allen
'Once a Grand Duke' (\$3.50)	By Grace Dula Alexander
'Reveries' (\$3.00)	By Sir Arthur Salter
'Way of a Lancer' (\$3.00)	By Richard Boleslavsky
(In collaboration with Helen Woodward)	
'Epic of America' (\$3.75)	By John Truslow Adams
'Story of My Life' (\$3.50)	By Clarence Darrow

Takes Off Beards

The 'Gentleman at the Keyhole' by-line has been dropped and the name of Clinton W. Gilbert inserted over plentiful articles from Washington. 'Collector' at the 'Keyhole' was the target for a denunciation by Governor Franklin D. Roosevelt several months ago for printing a disparagingatory to former Governor Al Smith, which the present chief executive was supposed to have uttered.

At the time, Governor Roosevelt felt that he knew the identity of the 'anonymous' writer and that the latter had been unfriendly to him for some time. After the Governor printed his blast, 'Collector' immediately defended the character of 'Gentleman at the Keyhole,' denying that he had been prompted by malice, and asserting that he had done a public service in bringing to public attention the 'crack' over which cloakroom gossip had been licking their lips for some time.

Brown Goes Modern

Robert Carlton Brown is back in New York after 10 years of wandering around the world and claims to be completely 'reformed.' No more writing of books, poems, or magazine stories.

Any future writing he'll do, will be modern. And that, he thinks, means writing for pictures.

Chi Columnist's Tones

Vict Knoch, columnist on the Chicago 'Post,' is coming out with some called 'Vict's Parade,' a collection of his contributions to the paper. It will start May 11 with the 'Post' writing the publishing. It will be on the same order as Richard Henry Little's 'Linebook.' Louis Cowan is handling the exploitation.

Beatty's Aliases

Jerry Beatty, former film publicist, is now writing under three names. 'Saturday Post' and 'American' are using considerable of his material which is mostly non-fictional. 'J. B. Griswold' and 'Lawrence McKenna' are the cognomens Beatty uses in these two, in addition to the real monicker.

More Haunting

Thorne Smith capitalizes the earlier success of his Cosmo Topper idea in 'Topper Takes a Trip,' published by Doubleday. It is a riotous and ribald story of a meek business man who is haunted by a quartet of spirits who carry him through the most amazing adventures to the great amusement of Riviera visitors. There is a sprightly love affair with Marion Kerby, who is a most charming companion when she materializes and has the advantage of her ability to dematerialize when the better half shows up.

Sp. riling writing and no little invention, but 300 odd pages get somewhat tiresome in spite of the author's effort to give variety to the adventures. Still it packs a reasonable amount of laughs—and it's different.

Condensed Crimes

Crime Club's May book of the month is a series of eight short stories by H. C. Bailey, 'Case for Mr. Fortune,' the fifth of his Mr. Fortune stories. A change from the novel-length general issues and Bailey has his following, though most of his stories are prolix and none too tensely dramatized. Moreover, he has a slightly irritating trick of working to a quick finish that does not always completely satisfy his readers.

Real Names of Authors

Edward Percy, author of 'Eastward Drift,' is Edward Percy Smith. John Ridell, who penned 'In the Worst Possible Case,' is Corey Ford. Simon Dave, responsible for 'Those Others,' is Mrs. Marjorie Huxtable. Beulah Marie Dix, who

wrote 'Fifty of God,' is Mrs. G. H. Fiebbe.

But who is Charles Barry, author of 'Murder on Monday'?

Chodorov In Again
Edward Chodorov, former Columbia Pies. p. is dramatizing Hugh Walpole's story, 'The Silver Mask.' Chodorov co-wrote 'Wonder Boy' with Arthur Benton.

Polonsky's Speculation
American rights to 'Murder in the Fog,' German mystery book by Siegfried Treibich, have been taken by Joe Polonsky, Hollywood publicity man.

Polonsky is negotiating for American publication with an eye to selling the book for pictures.

White Russia Paper

Unique newspaper is being published in Los Angeles with its circulation among the 'White Russian' living there. Paper is called 'Russian Courier' and has a staff of four or five.

Backer is one Bennett, who is head of a state company and prominent in Jewish charities.

Macfaddean Warned

Macfaddean Publications, Inc., has been ordered by the Federal Trade Commission to cease misrepresentation on subscription prices of 'Physical Culture,' 'True Story,' 'True Romances,' 'Dream World' and other magazines.

Publisher had been sending out credit bills purporting to give the recipient a reduction of \$1 on a two years' sub. Commission finds that the credit slip misstates the regular sub. price.

Also forbidden to offer novels as premiums on representation that only a few persons are receiving the offer, when the offer was generally applied.

Graveyard Bolly Laughs

Chio Sale and Roy James will shortly advertise on the cover of a collection of epigrams to peddle at \$1. Assortment includes unique last words Croy has encountered during world trips and a collection of self-epigrams written by celebrities.

Coast A. P. Cut

Coast A. P. men took a 10% wage cut May 1, coming a month and a half after the eastern employees of the wire service received their chop. At that time Bryan Bell, western head, was successful in forestalling the allies, pointing out that the coast men were getting less than their eastern contemporaries.

This leaves the United Press the only service remaining uncut.

Fan Mag Buletique

'Hollywood Scream,' another of the Ballyhoo family, but strictly knocking Hollywood and picture industry headlines out of literature. Some size as the previous burlesques and will sell for 15 cents a copy.

Cover and some material slap the magazine industry and literature. Some size as the previous burlesques and will sell for 15 cents a copy.

Editors and Publishers are A. Rolando, Filmore and Henry C. Stowell.

Critic Under Knife

Harold Eckert, dramatic critic for the 'Ohio State Journal' of Columbus, and widely known for his columns, underwent several serious operations here last week.

Alice E. Van Sickle, 65, oldest newspaper woman in Ohio, died at her home in Mount Gilead, O., of pneumonia April 30. She was active in newspaper work for more than 70 years, having been a printer, writer and publisher.

Charles Gaumer, 65, former publisher of the 'Chambers Journal,' Democrat at Urbana, Ill., died at Palatka, Fla., where he had been residing. Burial at Urbana.

Dual Debut

Dennis Clift's 'Man About Town' makes its \$2 debut slightly ahead of the motion picture version, with a sash on the jacket calling attention to the coming talker version.

It's a highly sexed story of Washington life involving a love affair which breaks a lifelong friendship and winds up in a murder by the heroine who, of course, is extricated from her dilemma in part by the other man, both of whom are in the secret service, the story moving through diplomatic high life. Stripped of its bestic veneer it still makes a good picture yarn and is framed to hold interest, though the author has the somewhat amateurish trick of harping on cigarette brands, liquor manufacturers and car makes just to prove that he is familiar with what is proper in high society. It grows irritating after a time.

It makes a readable book and should look as well in film, but scarcely a best seller. Published by Macaulay.

Wet Mag Out

First mag devoted solely to repeal of prohibition has made its appearance. Publication is called 'Hot Potato,' the title being emblem of the prohibition question which is being hunted back and forth like a hot potato.

Editor and publisher of 'Hot Potato' is Noyes Collinson. Denied by Collinson that he has any financial organization from any prohibition organization, although admitted that many such organizations are aiding with editorial matter and statistics.

Printing order for the first issue of 'Hot Potato' was 125,000, which will be increased for the second number now in preparation. Collinson operates as the Clarithorn Publishing Corp.

Newspaper Club Officers

Election of new officers for the Newspaper Club the other night finds Kent B. Stiles president of the organization, succeeding Leslie H. Allen. Elected on the ticket with Allen were Marlen E. Few, first vice-president; Thomas S. Rice, second vice-president; Arthur Tucker, third vice-president; George W. Small, Jacob Magdoff, Charles H. Jackson, Al Kittinger, Selmer Fugner, Leslie H. Allen, E. C. Sherrburne, Frank Park, Serridge, and Eugene S. Barley. Leslie L. Frey acted as associate director.

The following were elected directors: Lowell Limpus, Patricia Winchell, Charles D. Baxwell, Edward H. Small, Jacob Magdoff, Charles H. Jackson, Al Kittinger, Selmer Fugner, Leslie H. Allen, E. C. Sherrburne, Frank Park, Serridge, and Eugene S. Barley. Leslie L. Frey acted as associate director.

Subway Circuit Syndicate

A new newspaper feature syndicate has been organized by George W. Martin, called Continental Feature Syndicate. Martin has lined up about 30 newspapers within commuting distance of New York and may close with an additional 30 soon.

Continental's principal feature is a Broadway and play column conducted by Noyes Collinson, present chief novelist and playwright. Subject is called 'So This is Broadway.' Others writing for Continental are Paula Andreo, on beauty; Myron Frederic, on books; and Bruce Thomas, on sports. A fashions feature will also be added.

Ruddy's Brother A Scribe

Rudy Valle's brother Bill has joined the staff of the New York 'Mirror.' He had been around Broadway for a time but any flair for writing was not known. His first day he was a by-line. The debut story was commentary on Adele Astaire's forthcoming marriage with an English title.

Eberhardt's Debut

Walter Eberhardt, in Western Electric's publicity department, has sold his first novel to William Morrow Co.

It's a mystery story featuring a homicide detective with the title, 'A Dagger in the Dark.'

Humor Mag's Air Dept.

'College Humor' introduces a radio department with the June issue. Dorothy Ann Blank, assistant to Editor H. N. Swanson, will pilot the new section for the time being. Makes the second fiction monthly group, having been a feature on other being the Red Book with the March issue.

Cut Down Pulp List

Fiction House, Inc., has suspended temporarily 'Wings,' 'Fift Stories,' 'Northwest Stories,' 'Fift

Hollywood's Reading

(Consensus of demand in April, 1932, with Pat Hunt, Eame Ward, Stary Book Store, and Stanley Rose)

'Good Earth.' Pearl Buck.
'Thirteen Women.' Tiffany Thayer.
'Three Loves.' A. J. Cronin.
'Old Wine and New,' Warwick Deeping.

General

'Way of a Lancer,' Boleslavsky.
'Great Mouthpiece,' Gene Fowler.
'Adventures of a Novelist,' Gertrude Atherton.
'Only Yesterday,' Frederick Allen.
'Once a Grand Duke,' Grand Duke Alexander.

Stories, 'Frontier Stories' and 'Love Romances'.
Company plans to resume publication of these magazines when business improves. Fiction House is continuing 'Aces,' 'Action Novels,' 'Action Stories,' 'Lariat' and 'Black Aces'.

'Chi American' Shifts

With Harry Reed resigning from the Chicago 'American' as city editor, his job is being filled by Harry Reutlinger and Carl Kahn, formerly his assistants.

Long and protracted cuts in the 'American' crew to be eliminated. Only four reporters remain on the sheet to cover the entire city, while as many as 20 have been let go. Besides William Curley there is Royal Daniels, recently brought from Boston, James T. Bickett, who was managing editor but now assistant, and Ernest Keller.

2nd Suspension

Life of the new weekly rag, 'Chicago Saturday Night,' is becoming increasingly spasmodic. Went into its second suspension last week, the second time it failed to show within the two weeks of its existence.

Paper, run exclusively by former employees of Chicago dailies, has been rearranged as to make-up and style.

Chi Circulation Colors

Chi press is waging a competitive circulation battle through its sporting editions. Baseball season started it with the 'American' coming out with a green edition.

Later, the race track openings gave the 'Daily News' it's chance to parade a flock of nags through the loop with everybody's eyes and toting signs of the paper's racing editions.

'Mirror' Cute 15%

A 15% cut went into effect on the New York 'Mirror' Saturday night (7) for extending its circulation.

A. J. Kobler, the publisher, is now conferring with W. R. Hearst on the Coast, making the trip primarily for the purpose of circumventing the slash.

Warmed Over Stuff

One group of chain store mags regularly carrying stuff by the highest-priced scribbling names, pay a cut ordinary rates for its material. Reason is that it's not the material's first printing, the mags employing third and, in some instances, fourth serial rights.

Question involved is that of ethics. Mags like 'The Golden Book' makes plain the fact that it uses reprints, but in the case of this chain store group its fiction is ostensibly new.

Old and forgotten tales by name publishers, in most instances first published when the authors were unknown, are being reprinted by this chain store group at moderate prices. Often costs less than recent stuff by lesser-known scribblers, the names proving valuable for selling purposes.

Dick Watts' Vacation

Dick Watts, film critic of the New York 'Herald Tribune,' sailed last Friday (6) to meet John Hyman, drama ed of the 'Times,' in Berlin. 'Watts' vacation will consume about six weeks. Hyman is on his honeymoon.

Chatter

Stewart Edward White going to Alaska.
Alexei Tolstoy is a nephew of TBH Tolstoy.

Mark 21 novels for Nina Wilcox Putnam with 'Paris' Love'.
Mare Connolly took advantage of the reduced stenographic rates.

Most famous of all scribblers' typewriters is that of Bruce Barton.

Book League's selection for June is 'The Journal of Arnold Bennett.' Thomas L. Six brings Ray Long before the public next Monday night.

Louis Bromfield's 'A Modern Hero' a best seller despite much paning.

'Georgette' Carmel anxious to sell a couple of plays before she does her next novel.

Alfred Cohen, who recently relinquished 'Screenland' and 'Silver Screen,' back to the practice of law.

Achmed Abdullah, completing a serial for 'Cosmo,' and no casino games until the tale is out of the way.

What's become of Michael Aron? Rita Weiman telling scribbling tyros some of the secrets of fictioneering.

Autographed copies of his 'Laughing in the Jungle' before sailing last week.

Maylie Greig and her husband, Delano Ames, will have new novels published and a date. It's the first for Ames.

Micheline Keating, whose new novel, 'City Wives,' is just out, is a former 'Cosmo' scribe before that appeared on the stage.

Louis Adamic distributed a heap 'John G. Neihardt, literary critic and poet, has been awarded the state writers' Guild prize for 1932. Book was 'Black Elk Speaks'.

Dutton republishing Louis Golding's old book of poems, 'Prophecy and Faith.' On the strength of his 'Magnolia Street.' Quite likely Farrar & Rinehart will no like.

Hollywood

(Continued from page 6)
her convalescence with a trip to Honolulu before reporting again at Universal.

Winchell Hibernating
Walter Winchell has forsaken Santa Barbara for the Ambassador Hotel. He looks chirper and talks that way.

Lopez Talking Biz
Vincent Lopez regarded as a candidate for the Hotel Roosevelt. He'll provide music on midsummer nights.

Shutters
Carthay Circle wrapped in camphor for some period. House of many policies couldn't find proper policy or product.

Al Hanson Expanding
Besides his duties as chief negotiator for Fox-West Coast, Purchasing Agent Al Hanson will become a theatre supervisor in southern California. He will salute Charles Skouras as boss.

Kober Down the River
Ralph Murphy is back with Charles Rogers, now an indie picture maker. Arthur Kober, from Paramount's scribbles, is on loan to help do right by 'Madison Square Garden.'

Spliced Travelog
Universal has chained Lester Cohen to a typewriter and instructed him to produce a plot to be grafted into an 'African traveler' story. Cohen, who has been on the exhibit of the original made by a French company.

Dave Selznick Airing
Dave Selznick will be eastward in about two weeks. He will go into hides and see plays.

Denny for Duffy
Reginald Denny hasn't been in legit since he played in Shakespeare, will star for Henry Duff for a 'Blissed Event' is the opportunity and May 22 the date.

Married Love N. G.
Fox execs are chilly to Rex Bell playing Romeo to Clara Bow's Juliet. Man-and-wife isn't b. o. think the Fox nabobs.

No Profit in That
Max Alexander bought in a \$68,000 Multicolor feature, 'Yesterday in Santa Fe,' for \$14,000. It was a liquidation sale.

Gertrude Michael Here
Gertrude Michael is here on a Metro ticket. Legit ingenue last 'Round-up.'

RADIO'S SCRIPT FACT CYCLE

Chains Expect Campaign Coin To Repay \$500,000 Conv. Loss

Chicago, May 9.

NBC and Columbia figure that the broadcasting of the Democratic and Republican conventions out of here next month will stand them each a minimum of \$250,000 on the debit side of the ledger. Although the national committee of neither party has made any commitments, the networks expect to get this coin, and perhaps much more, back from the sale of campaign time.

Aside from recognizing the importance of the nominating events as stimulants of public interest in the medium, radio anticipates that the coming presidential tilt, and even the state campaigns, will be concentrated around the microphone. With the personal contacts of the candidates long outmoded the loudspeaker in the home, contend the broadcasting powers, offers the most direct, comprehensive and economical means of reaching the voter. That economic factor, they foresee, will likely be the one to appeal to the custodians of the party war-chests when they get around to allocating expenditures this year.

Extent of the growth of radio in the business of electroneering was indicated in the recent Illinois primaries. In Chicago alone the stations collected from among the candidates in a period of three weeks around \$45,000, or more than triple the amount spent here in the previous state campaign for radio.

Figuring the Cost

Both networks have already completed all technical and staff arrangements for the pickup of the conventions, with each chain estimating that the equipment and line costs and the payroll of engineers, announcers and special political correspondents will come to around \$20,000 a week.

Although the mikes of each chain will be in operation in the convention hall practically throughout each party's furor, with the affiliated stations free to cut in at will when obligated to the network, commercial, NBC and Columbia have set aside two events that will take precedence over everything. And they are the presidential and vice-presidential addresses. It is also quite likely that commercial schedules will be junked to take care of speeches nominating the leading candidates, while affiliated outlets by the wholesale are expected to insist upon being relieved of chain advertisers in order to carry the convention oratory of the hometown favorites.

Outside of lost out on time revenue on such occasions, the networks will be under obligation to pay the talent costs of the cancelled programs. Four acceptance speeches, expected to run an hour each, will alone, if broadcast during the choice evening periods, entail a sacrifice of around \$50,000 in advertisers' coin to either network.

WEBC's Improvements

Duluth, May 9.

Lakes Broadcasting Co., operators of WEBC, Duluth and Superior, will spend \$50,000 for improvement of the station this spring, according to manager W. C. Bridges.

Studios will remain in "Telegram" building in Superior and Spalding hotel in Duluth. Permit will be asked to increase the power of the station.

WMCA Full Time May 30

WMCA will go full time as station WMCA-WFCH on May 30, so the Federal Radio Commission has informed Donald Flamm, operator of both stations.

On that date WNYC, now broadcasting on 870 kilocycles, same as WMCA, takes over WNYC's wavelength of 810 kcycles and WFCH combines with WMCA as one full time station.

SAVINO VS. CBS

Orchestra Scores Technical Point In U. S. Supreme Court

Motion of CBS, being sued by Dominio Savino, orchestra director, for \$29,650 for breach of contract with CBS last year, that Savino be compelled to separate his actions and file two separate suits, was denied by the U. S. Supreme Court. Savino, through his attorneys, Adeles & Green, alleges that CBS placed him under contract in the summer of 1931 and that on Sept. 12, 1931, before the old contract expired, CBS entered into a new 13-week contract which was designed to get rid of him.

Ad Agencies Making Use of Radio Ideas To Swipe Accounts

Chicago, May 9.

Radio is proving the great in for advertising agencies trying to theft accounts from competing agencies. In the B. R. days (before radio) the ad field was pretty well stabilized, each agency managing to hold its own customers and going along with little shifting of accounts, since the ad business was mostly a thing of rule and order, and one agency could give practically the same service as the next one.

Today with everybody upset and excited about the other angle, agencies are discovering that accounts may be swiped niftily merely by presenting the advertiser with a smart radio idea. It happens often that the advertiser, even though he has never done business with this particular agency, if he likes the idea will tell the agency to go ahead with it which usually means switch-over of the entire account to the idea-agency.

Occasionally as is a coming practice the advertiser makes use of both agencies, his old agency to handle the print and space, and the new one strictly to handle the other. This has resulted in the splitting of many ad accounts between two agencies, one for each medium.

A survey completed last week by one radio outlet revealed that only 10% of all advertising agencies in Chicago were doing any sort of radio work at all. That 10% means only 25 agencies, out of 225 in this city.

Bootleg Air Ballyhoos Jam Belgian Broadcasts

Brussels, May 1.

Five private broadcast stations in and around Brussels, the Belgian woolen-trade center, have been closed by the police whose action has been confirmed by the Minister of Posts.

The stations were causing interference with authorized transmissions and were said to be existing on profits from publicity broadcasts.

One-Sided Air Debate

Paris, April 30.

Considerable dissatisfaction with radio is voiced by the press on account of the slovenly way programs are put on the air. One instance was a gramophone record being played, and the grind of the needle being permitted to be broadcast for some time after the music had stopped.

Radio is little used for political propaganda, considering that broadcasting of speeches except by members of the government is prohibited, unless by special permission, such as was given by Premier Lardieu in the election campaign for the opening speech of his chief opponent, ex-premier Herriot.

REACTION FROM BOS., CROONERS

Vaudeville Comedians Now Particularly in Demand—Credit Burns and Allen with Setting Vogue—Cheaper Than Costly Musical Programs—Sponsors Switching

WRITERS NEEDED

Reaction away from bands and the crooners and the marked success of a number of script acts will bring a new cycle on the air early next season. Vaudeville comedians are particularly in demand for such programs, the idea being to m. c. along the lines established by Burns and Allen who, on the Robert Burns programs, have set a considerable vogue.

The comedy script acts take in Amos 'n' Andy, Stoopnagle and Budd, Sisters of the Skillet, Gene and Guss, King of the Goldbergs, and the Grou's Foul Sails' series of Edgar Wallace mystery dramas; also the Sherlock Holmes and Kipling dramatizations.

Thus, both the comic and the dramatic are now largely in vogue, with nightly or weekly continuities necessary. This in turn has created great demand for clever continuity writers to maintain a good pace of serialization, either night after night or once a week.

This will or has already brought into vogue the type of m. c. comedian such as Ed Wynn, Jack Benny, Eddie Cantor, George Jessel, Harry Richman, Jack Oesterman, but George N. Burns and Gracie Allen are the shining examples to date for general consideration.

Partial to Scripts

Commercials are decidedly partial to the script acts for the primary reason that they're economic and yet more effective than the heretofore most musical acts. All they require are one or two capable comedians with their dialog to carry matters. The dialog thing heretofore has been up to the comedians but it now looks as if the advertising sponsors will have to finance the creative brains as well.

Noteworthy among the present comedians who are favorably reacting over to script acts from their present elaborate style of radio programs are Mobillio, Camel, Old Gold and Chesterfield, among others.

This series has now auditioning for this style of programs are Block and Sully, Smith and Dale, Morris and Campbell and Weber and Fields, who are after a comeback.

6-Week Test

Chicago, May 9.

Last minute switch in plans is sending the new program series of the Kellogg Footdown Pops into WGN instead of WBBM. Both stations are affiliates of CBS.

This series has now auditioning for this style of programs are Block and Sully, Smith and Dale, Morris and Campbell and Weber and Fields, who are after a comeback.

The former musical disc series headed by the H. Leopold Spitznagel orchestra.

IRENE HARDING SET

Irene Harding has replaced Karl Bonawitz as organist at the Waldorf-Astoria hotel.

Miles Hardin, under NBC contract, is one of the Harding brothers doing NBC sustaining under the billing of 'Twenty Fingers of Harmony.'

7-Min. Plugger with 15-Min. Program On CBS Wants to Cancel; No Results

CAROLA THE CROONER

Tells Court About His Tough Breaks in Domestic Tiff

Mechanicsville, N. Y., May 9. Billy Carola, known to radio fans through his crooning with Phil Romano's orchestra, was arraigned here on the charge of failure to provide for his wife, a local girl.

Carola explained to Judge Donk that he had paid the nurse's bill for his wife, ill at her parents' home here since last October, until March 1, "date on which he lost his warbling job. He had been without funds since that time, Carola testified.

Boasberg Walks on B. & A. Over Difference In Stage-Air Royalty

Lew Brown was offered \$1,600 a week on a contract by NBC which the songwriter-comedian turned down. Now Al Boasberg, who authored Burns and Allen's air stuff, has walked out, refusing to work for 10% royalty or \$100 a week. Burns and Allen receive \$1,000 per air date from Robert Burns cigars over CBS.

Boasberg argues that the team, for whom he has been writing for years, reimburse him 10% of their stage salary, \$1,750, which is okay since he writes an act and it plays itself. On the air he must write a new act for them every week, comprising eight to 10 minutes of chatter, with the talk carrying everything. Unlike a vaudeville routine, there's no business or intermediary song and dance to round it out.

Billy K. Wells, Allen Rice, Brown and Boasberg have lately been in demand for either material.

Air Advertisers Censor Out Pessimistic Songs

Air advertisers are bearing down on any song title or lyrics which suggest pessimism or sorrow. With times what they are, singing about it into millions of homes may seem unfavorably for the advertised product.

Advertisers either kill such songs out of the program entirely or try to doctor up the lyrics. A tune titled "Down Hearted," published by Natratt Schenck, is feeling this most, the advertisers either penciling that song out of programs or dressing up the lyrics so they don't sound so sad.

Other songs affected by this attitude of air accounts toward any suggestion of sadness are Witmark's "Too Many Tears" and Famous' "Tired."

3 Jesters on Own

Three Kings Jesters of Paul Whiteman's band are negotiating to go commercial on WEA as a trio, apart from the band.

Arrangements are expected to be completed the middle of June when Whiteman's band returns to New York for the Baltimore hotel engagement.

Two Quit Nat. Radio

Chicago, May 9.

Two members of the local National Radio Advertising Co. sales force are leaving the firm on May 15. They are Cliff Schleinger and Jim Free who are going into the experimental field for independent stations.

Remaining with National are Eddie Voynow, in charge of the office here, and Lawrence Field.

Chicago, May 9.

Allen-A Hosley, bankroller of the Friday evening 'Beau Batchelor' show over CBS, has asked permission to withdraw from the network three weeks before the expiration of its 13-week contract. Situation is without precedent here. Columbia's local execs refused to consent to the cancellation, but at the urging of the client passed the application along to the chain's New York office for further consideration.

Admitting that it is entirely satisfied with the entertainment quality of the program, the commercial gives as its reason for wanting to quit the fact that the direct returns on its other activities do not warrant the weekly expenditure of around \$5,000 for time and talent. Tied up with the program is a prize-giveaway contest which has been only pulling 4,500 returns a week from among 42 stations.

Too Deep for Flaps

Network's rejoinder is that the complex phrasing and difficult requirements of the contest have militated against its success. Hosley makes his bid for offering weekly \$500 in cash or a trip for two to various parts of the country for the best letter on the subject as to 'Why I believe Allen-A as a nationally advertised product is superior to unknown brands.' It is the chain's contention that the topic is certainly one too complicated for the prospective 'flap' buyer of hoisery to tax her brain and talents for writing with. Even expert merchandisers, the network further argued, would have no easy time finding the answers for this one.

In recent weeks the commercial plug on the Allen-A 15-minute session has been running to six and seven minutes, with the chain now pointing out that this load of baloney wordage alone would be inclined to affect the attraction of a program no matter how good the entertainment content or station coverage. One of the requirements to participating in the contest is the inclusion of an Allen-A label with each composition.

CBS CHECKING PANTO, MOSTLY ON TELE TESTS

CBS starting this week will limit its television broadcasts to pantomime acts and cut the broadcasting time from three hours nightly to two. The daytime sight and sound broadcasts, running to four hours, have been eliminated entirely over the summer.

WZLX, CBS 100 watt sound transmitter, which has been synchronized with WZLX, television station, will be dropped. WZLX's 100 watt sound transmitter, will be used hereafter for the television broadcasts.

The time cut is that CBS believes it has reached a satisfactory degree of success in synchronizing sound and sight and now desires to concentrate on sight transmission only. It will hereafter embark on an extensive program of experimentation with sight transmission and will move the figures at various distances from the scanning disc to discover the best effects. Therefore it was unable to do this because the sound would be distorted if the acts were moved about.

Mexican Threat

Mexico City, May 9.

Several Mexican radio stations, operating here and in other parts of the territory, will have their licenses revoked if they don't pay federal government taxes by May 15, warns Ministry of Communications and Public Works.

FEDERAL CURB ON ALL AIR PRIZES

Cincinnati, May 9. Federal Radio Commission is putting a marked curb immediately on all commercial broadcasts wherein prize offers are made on the air. Sole exception is where existing contracts necessitate a few more weeks before these lapse; otherwise no new accounts on the ether will be permitted to go in for the radio prize offer thing. This came as an order to the local WLW when a tie-up between J. Goldsmith Sons Co., sporting goods manufacturers, and Bob Newhall, sports writer, was brought to the Federal Radio Commission's attention. Newhall, former sports editor of a local daily, is a nightly feature on WLW for 15 minutes for Mail Pouch. Latter had agreed to Newhall's commercial tie-in with the Goldsmith company, which would donate the prizes in sports goods sports puzzles for winners of sports' puzzles which Newhall presents nightly. Heretofore it was just an innocuous conundrum proposition, but Goldsmith Co. conceived the idea of capitalizing it, exchanging the merchandise for a nightly radio plug. The F. R. Commish said Nix.

DUMB CRACKERS
ROBERT BURNS PANETELA
WABC MON. 10 P.M.

BURNS AND ALLEN

PRESENTING THRU WABC THE ENTIRE PROGRAMS OF KREMEL MID-DAY LIT AND BATH CLUB
ROGER WHITE
MUSICAL DIRECTOR
119 W. 57th St., New York

ANN LEAF
TWO YEARS FEATURED CO-STAR OVER COLUMBIA NETWORK DAILY
CHARIS PROGRAMS
WEDNESDAY AT 3:15 PM
WABC

DETROIT'S FAVORITE
RUSS MORGAN ORCHESTRA
MICHIGAN INDUSTRIAL BANKERS
MAY 10-11 6:30 PM
LEE & CANDY QUAKER COFFEE
TUE & THUR. 6:30-6:45

NBC RED NETWORK EVERY TUESDAY 10:30 PM EST
EYMOUR SIMONS ORCHESTRA
"Anything but a Party"
"MAY WE COME IN?"

Announcer 'Forgot' Copy; KNX Takes No Chances

Hollywood, May 9. KNX, local station, leery of the two suits for the price of one pair of pants' merchants, has for two years refused to allow any of them in the station unless agreeing to censorship of copy. Ban was due to the practice of some of the stores advertising standard brands of clothes at ridiculously low figures, but having only one or two of the trademarked suits in stock and rarely ever sold. Karno Clothing company agreed finally to the censorship and sent out its announcer for its first broadcast, a Sunday morning, when only a technician was on duty. Spieler arrived at the studio, however, without the copy, previously censored by station officials. He explained to the technician he could remember it and could ad lib. Technical man then stepped before the mike and stated that there had been a change in program and that the next 15 minutes will be devoted to records, compliments of the station. Next day the station cancelled its contract with the clothing company.

FILM NAMES ON RADIO ETHER-SCREEN PARADOX

Interchange of radio and screen personalities is a paradox currently, although the weight of the evidence tends to show that the cycle has veered for picture people into broadcasting. Formerly V. Lee, Downey, Amos 'n' Andy, et al. were signed for pictures. Now picture personalities like Mitzie Green, Cliff Edwards, Buddy Rogers, Bebe Daniels, who will start shortly, Clara Bow, if she succumb to a fabulous offer, Will Rogers, and others are veering to radio. The paradox takes another tack by the instances of people like Burns and Allen, Bing Crosby, Russ Columbo (whom Warner Bros. want also) and others, going into pictures, but this time not for starring purposes. The Valles, Downeys and Amos 'n' Andy either have been thrust into stellar assignments. Hollywood's new tendency is capitalizing the radio reps by merely spotting these people in prominent supporting parts, letting accepted screen personalities otherwise carry the burden for boxoffice purposes.

\$4,500 for Bernie

Chicago, May 9. Ben Bernie renewed last week with Blue Ribbon Malt for another year's station over CBS. New contract almost doubled the prevailing ante, going into effect at the end of June at the rate of \$4,500 per half-hour program. Bernie's selling price to the Crema cigar account's offer was \$5,000 a week on the basis of three 15-minute shots.

Campagna Both CBS-NBC

Chicago, May 9. When Campagna Italian Balm starts its new program over the Columbia net this fall it will in no way interfere with the firm's current series on NBC. It is likely the company will go on CBS to plug a new product known as DDD, retaining the National hook-up with the Italian Balm. CBS program will be the Fu Manchu mystery series. NBC is continuing with its current First Nighter program. Both programs will originate in Chicago.

28 Indie Violations

Dallas, May 9. Despite strict federal supervision, southern inspection bureau has managed to dig up 28 illegal indie stations throughout Texas, Arkansas and Louisiana since its installation here a year and half ago. Result has been only one conviction.

Mayhew Lake's Sustaining Mayhew Lake and a 30 piece orchestra may shortly begin a series sustaining broadcasts for NBC. Lake, now on the air, was until recently on the CBS network.

RADIO ACTS FIND OUT ABOUT SHOW BUSINESS

Hollywood, May 9. Sudden collapse of 'Hit the Air' revue with radio acts at the Music Box, left Sam Coslow minus a reported \$3,000 he had sunk into the venture. Ben Bard, who came in after the show opened, contributed about a \$1,000 to the flop. Harry Sugarman, advertised as the promoter, was said to be in without having put down money. Show folded after the Monday night (2) performance. Non-payment of salaries and lack of money brought about the demise. Paramount theatre has offered a week's time to the acts in the show, but not the show itself. Fred Howard and Nat Vincent are talking of salvaging the show.

NEW SWISS YODEL

Glen Rice, Pappy of Hillbilly Tribe, Sues
Los Angeles, May 9. 'Hillbilles', the disc jockeys out here, as big an industry as Swiss Yodelers used to be, are back in print again. Glen Rice, a pioneer of the hillbilly industry, is claiming that the MacQuarrie Agency secretly cut itself in for 5% on a commercial, Tarzana Water, when negotiating for Rice to exploit the water for his show. MacQuarrie got Tarzana to take an hour a night on KFM last September and Rice extracted his mountaineers from KMPC, Beverly Hills, and put them on KFM in Los Angeles as the 'Original Beverly Hillbilles'. KMPC meanwhile continued to broadcast its own hillbilles and even most of Rice's punch drilled back. Not however, until the hillbilly tribe had sprung up all over the state, including KNX's local Arizona Wranglers. Some of the hillbilles are playing vaude dates. Others have filtered into the window demonstration field downtown. Coast has more hillbilles than snow. Nevertheless Glen Rice wants the other 5%.

NBC-Jolson Bid

Hollywood, May 9. Al Jolson has an offer from NBC, the chain refusing to name the commercial. Couple of other radio offers have been made Jolson of late but the NBC thing is the most likely. In the eventuality of going to radio, necessarily as one of radio's highest in remuneration, Jolson will probably sidestep both stage and screen work for the duration of his radio contract.

Jolson hasn't been on a network program in a couple of years although he broadcast quite frequently over local stations during his just-completed road tour with 'Wonder Bar'. Had the long reported Ford program reached consummation, the deduction might be that Jolson was wanted for that hour, but Ford has been talking about radio for a year and a half with nothing definite as yet.

Ralph Farnum is handling Jolson for radio.

5-Tongue Broadcast

Brussels, April 30. The most powerful European broadcasting station, Radio-Luxembourg, is now testing. Mast has been erected at Junglinster, near the capital of the Grand Duchy. The station will commence to function in July, its expenses being covered by international advertising which will be broadcast in five languages.

No Guests

Leo Reisman's new contract with Pond's cream on a renewal over WEAF calls for the total elimination of all guest artists. Will be a straight musical program with incidental songs and chatter, but no outside talent. Renewal effective May 27.

LABEL SUIT DROPPED

Los Angeles, May 9. 'Record', Chico, California, retracted its statement that KNX, Los Angeles, steals its news reports. Retraction kills the label suit threatened by the station.

In Argentina It's Disgraceful to Be a Radio Broadcasting Artist

PRIDE

Man Who Claims He Originated Air Act Won't Make Noises

Los Angeles, May 9. Charles Forsyth is no longer sound effect man at KHJ. Thru up his job rather than make noises for the Black and Blue act, which is in litigation, with Forsyth and Len Wright claiming origination of the serial. Act handled by an advertising agency, formerly had Forsyth and Wright appearing as Black and Blue. Replacement by another team resulted in the pending law suit. Turn goes out over KHJ, where Forsyth handles the effects. But when one of the skits called for the sound man to put noises into it he demurred and walked.

BOOKER-ADV. AGENCY CLASH OVER BANDS

Los Angeles, May 9. Quarrel between Lord, Thomas & Logan, advertising agency, and Music Corporation of America, resulted in a victory for the booking office in the matter of the Lucky Strike radio program. MCA used the prestige of its eastern bands to force Lord, Thomas & Logan to forget its announced policy of broadcasting only from the Ambassador Hotel on Los Angeles pickups.

L. T. & L. handles both Lucky Strike and the Ambassador Hotel. MCA was anxious to get Ted Florida a crack at the Lucky Strike hour which is much valued by bands for its exploitation and prestige importance. Florida is at the Frolics, Culver City; opposition to the Ambassador's Cocomat Grove and not wanted by advertising agency. Agency finally relented to the extent that Florida could be included but that the Ambassador band would also broadcast. Agency has previously insisted that the Ambassador have the Los Angeles exclusive on Lucky Strike. Understood MCA stated that if L. T. & L. kept their western band off Lucky Strike the booking office would lighten up and not let them have some of their more celebrated eastern aggregations.

Stalin May Etherize

Carvath Wells who just went off the NBC Conoco broadcasts sails for a tour of Russia as Stalin's guest in about two weeks. There is a possibility that while in Russia, Wells may attempt to arrange for Stalin to be heard here via the NBC network.

Wells is under NEC contract as a speaker.

3 Off NBC

Chicago, May 9. Three more on the NBC sponsor list are scheduled to go off for the summer. Current week's program will be the last for Swift 'Vigors'. Carnation Milk withdraws its Monday evening contribution June 20, holding an option for a repeat 15-week run starting in the fall. Willys Overland will call it quits with the June 22 broadcast, after a nine-months run.

Eb and Zeb Re-Unit

Eb and Zeb, Hektoen act that split up a couple of months ago when Bill Wright jumped from Don Lee's Blue Monday jambores to NBC, goes back on the air tomorrow (10), on coast time bought by Shell Oil. Al Pierce, Wright's partner in the rube routine, has been at the station right along.

Buenos Aires, April 25. This city has 17 radio stations which serve the entire republic. Radio fans get their entertainment interspersed with many ads. In between every number is an ad, and on occasion the government, which controls broadcasting, shuts down a station for a day as punishment for inflicting too many ads.

Programs are mainly discs, with tango and jazz bands, a few monologues and some singers. Due to lack of national advertisers—there are only two or three—programs carry many short ads, three or four or half a dozen announcements to be made of each during evening. Announcer rattles off the few ad lines, then gives name of song and is forced to add word 'record', by order from authorities. Announcers tried to get over this by coming a new word, 'grabacion', literally meaning 'engraved', to take place of 'record' and thus put it over on the fans who may interpret it as the name of the band or singer.

Ads range from milk restaurants, pills and tailors, to headache powders, wines and chinams. Performers are poorly paid. A five-piece band will play four hours on and off for it pesos per man, about \$2.50. General scale of pay is so low that anybody admitting to radio work is regarded as a disgrace to theatrical profession.

Due to large foreign colonies here there are programs in English, French, German, Scandinavian and Italian, and latest to join up is a Hebrew broadcast. Foreigners generally get the air once a week.

JACK BENNY
CANADA DRY HUMORIST
WJZ Mon. and Wed., 9:30 P.M.

Ford RUSH W L W
COMMERCIAL BROADCASTING
OLD MAN SUNSHINE
PROGRAMS
With TOY BOND
6 P.M. Daily, E.S.T.

LITTLE JACK LITTLE
WABC
Every Day
Except Sunday
9 to 9:15 A. M., E.S.T.

RUSS COLUMBO
NBC and
Victor Record Artist
Management ED. W. SCHEUING

ISHAM JONES Orchestra
Now CAFE WINTER GARDEN, Chicago
C.B.S. Network—Station WHBZ Chicago, Mon., Wed., Fri., 11 P.M. C.D.S.T.
Bookings by
Columbia Broadcasting System and Amusement Service Corp.

CANADA DRY PROGRAM

With George Olsen, Jack Benny and Ethel Shutta. Orchestra, Singing and Talk. COMMERCIAL. WMAQ, Chicago.

Canada Dry has taken a step forward in commercializing its bottles over the air by turning to show business. Whether the Olsen music, Benny's humor and Miss Shutta's singing can click either as a combination or individually, how soon one or all of the trio can get acclimated. Both Olsen and Benny have been in the show before, but this time the concern is his first professional appearance, as he himself called it, getting paid for it. Aie company's last ether effort, also over NBC, was titled "With Canine Mounted," and the name implies, a series of playlets about the redcoats who always get their men. An entertainment man's drama was not hot, with the company convinced that snappy chatter and music, such as expected from the new setup, will do the trick.

In Benny's glib and droll takes the responsibility of getting the laughs across, yet the comedian is so naturally at ease on the stage, appeared to suffer from that common ailment of the first time, this first broadcast. Another stumbling block which he should be able to handle in time, is the attitude at reading from a manuscript. That slowed him down a good deal.

Particularly interesting was that Benny's sole solo act, in which he rushed in ad lib; at least it sounded like one. Another error is that the few gurgles and snickers that came over sounded very much suppressed and didn't help Benny's cause any, but there's no wonder why a comedian of Benny's type shouldn't let over the air. Essentially he has been doing it, but the intimate tent speaking voice to the right kind of delivery.

Olsen is using the same old signature theme, and is determined to start him off and from there into his usual good style of music making. Some very good arrangements on his opening program, especially particularly "I Love a Parade." But Olsen should leave all the talking to Benny.

Miss Shutta wasn't particularly impressive in her debut, being introduced by Benny as Mrs. Olsen, and with Benny saying that might be one of the reasons why she's on the program. Just a gag to those who don't but who know that it's all about it. Miss Shutta did a bit with one of the boys in the band and came back later with "Come West, Little Girl," number she did in "Whoopee," which probably she'd better.

Plug angle was considerably overdone here, with Benny handling it throughout. He pulled some pretty hard puns, such as "drinking Canada dry." Again he repeated a drugstore gag, using the same old line straight out of his mouth, coming back to top it with a few placed quips. Right now the subtle spotting of the plug should be handled with little gloves. *Spun.*

TONY SARG

Puppet Talk.

WJ, Schenectady.

And puppet-master talked on marionettes over the NBC red network under auspices of the American Guild of Marionette Makers. After introduction that skillfully dovetailed subject of puppets with children, Sarg sketched briefly the history of marionettes in ancient Egypt—and then discussed their popularity in U. S. today. Following this, he made direct appeal to parents and teachers to co-operate with children in producing amateur puppet shows. He gave useful hints on making and manipulating of string-puppets figures.

WV, Schenectady.

Original "Voice of WGNY," who recently returned to station in old time, with a change of direction. General Electric's regular Friday night broadcast. His first singing before the mike hereabouts in some time showed no development in technique.

He has a lyric baritone of considerable tone throughout his work, not as powerful as that of some baritone heard on the air. Hager sings with a clarity of diction and takes a top note like a tenor. One of radio's pioneers, his mike technique naturally is excellent. *Jaco.*

HERB GORDON

Sustaining.

WMAQ, New York.

Gordon emerges from the Wardman Park hotel, Washington, D. C., featuring a "whispering orchestra" style of smooth diction which is a new trade-mark with him, hence the billing. Gordon is partial to the melodic type of numbers, a natural for that particular style, and knows how to medley them in order to maintain a variety of interest. He has a good combo and explains its spotting in the capital's smart hostelry. *Abel.*

THE FRONT PORCH

WABC, New York.

The only local broadcaster on the air WABC, N. Y., has a clear field—and a pretty large one, too—in a town where natives like late hours and the all-night station is usually recorded stuff, but opening of this downtown eat spot, the Front Porch, shut out the station's only fresh entertainment during the early a. m.

Listeners at the spot. If they want radio entertainment they ought to go to take this. But it's doubtful if even the most hardened radiofanatic could lend an ear to more than one of these affairs, even if for a laugh.

Powell street cafe is evidently patterned after the nearby Coffee House, where customers step up to the rostrum to freely unleash their overflowing talents. It's a swell spot for the singing hooters and wide-cracking tenors. That this program will pull any business into the cafe is doubtful; that it will silence many radios is inevitable.

Cafe's stock talent evidently is Lane Jones and his quartet. They were not divided, but who identified themselves as "those rhythm boys" and have been heard on the all-nighter time. One doing the m. c. strove hard to please, but was snowed under by his sincere efforts to make the crowd love him. He concluded each contribution of his gratis artists with a musical "thanks a million."

Half hour program included hill-billies, titled the X-Bar-B millers, where customers step up to the rostrum to freely unleash their overflowing talents. It's a swell spot for the singing hooters and wide-cracking tenors. That this program will pull any business into the cafe is doubtful; that it will silence many radios is inevitable.

DIXIE CIRCUS

WABC, New York.

From the pen of Courtney Riley Cooper, who has made a rep scribble about circus life, comes a series of platters for the Dixie Cup Company. These 15-minute radio spots, which exhibit musical weakness, mainly because Cooper retained much of his narrative style, though they go completely dramatic. There's little to suspend, and ends the tales with fading and fade-outs into action.

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There's an idea in a circus background, but it may be a successful radio series.

The tie-in in Chicago for these days, which are well-timed, names local accounts which are using the Dixie cup products, such as the well-known, well-known.

For some inexplicable reason the manufacturer has deliberately left out of the program the kid listeners, though the kid listeners' reaction between his product and career angle, and even from the ice cream angle. And it hits the air rather late at 3 p. m. *Gold.*

KOLIN D. HAGER

Sustaining.

WV, Schenectady.

Original "Voice of WGNY," who recently returned to station in old time, with a change of direction. General Electric's regular Friday night broadcast. His first singing before the mike hereabouts in some time showed no development in technique.

He has a lyric baritone of considerable tone throughout his work, not as powerful as that of some baritone heard on the air. Hager sings with a clarity of diction and takes a top note like a tenor. One of radio's pioneers, his mike technique naturally is excellent. *Jaco.*

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KODAK WEEK-END HOUR

WABC, New York.

Kodak is a seasonal air advertiser, each year returning to the stage about spring and retiring during the fall. Its present series follows somewhat along the lines sponsored last year, when it used the NBC chain, with the exception that this year Kodak introduced the policy of featuring a different artist in each broadcast.

Week before last, the inaugural broadcast, Paul Robeson was brought in to sing the Russian Chorus was featured.

Even without a weekly variety of stellar radio attractions, this period would stand up well, although undoubtedly the use of "guests" builds up interest, and adds variety and helps diversity. Nat Shilkret's orchestra is as usual a highly satisfactory musical ensemble, helped by Thelma Keesler, soprano, and a male quartet.

In keeping with the atmosphere of the spot, a few Russian numbers. Popular and operetta airs were also included. The singers were completely dropped. New bait in the broadcasting field, schools plugging the job as a venture in a growing industry and a chance to become an exec in the business.

Dept. of Commerce radio supervisory districts report that the great majority of applicants for operator licenses are those taking tests for broadcasting; only a small number are those applying for wireless exams most are renewal applications.

To some extent the shift away from the steamship idea is due to the idleness of many boats which has sent many of the regular operators to other fields.

Spread of the guest columnist gag among the pilots of radio departments on Chicago dailies is putting the network p. a. in an embarrassing spot. Publicity boys are trying to please, but the higher rung stars regard the requests as an imposition and are refusing to contribute. It's then up to the p. a.'s to do the apologizing and alibiing. The resulting piece is usually taken out of the paper.

Some of the mike stars have nothing interesting to scribble for the proffered guest column and, realizing it, decline the invitation. Others have neither the time nor the inclination. Latest to give the column conductors the gentle thumbsdown is Amos 'n' Andy.

Federal Radio Commission is always willing to allow a new station to choose call letters that coincide with the name of the company, if such a procedure is possible.

Some of the stations that have done so are KFWE, Warner Brothers, Hollywood; WIOD, Isle of Dreams, Miami, Fla.; KMMJ, M. M. Johnson, Clay, Tenn.; KRKD, Arcade station, Los Angeles; WEVD, Eugene V. Debs Memorial, New York; KAKB, Arkansas Radio & Equipment Co., Little Rock, Ark.; KWCR, Cedar Rapids Broadcasting Co., and KFBB, Buttery Broadcast, Inc., Great Falls, Mont.

Young student at a Glendale school asked KHJ, Los Angeles, for some of its best talent to appear at a school concert. Boy was told that it was the policy of the station not to lend its performers unless for an out and out civic affair. Asking what this meant he was told "An organization such as the Kiwanis."

Two days later the station received a letter from the young promoter making his request formal with the information that inasmuch as the school had now invited the Glendale Kiwanians there could now be no objection to his request being filled.

Much conjecture in radio circles as to whether Russ Columbo actually appeared on the Abe Lyman-CBS broadcast Thursday (5) which reported that he had been in the Woodmont Inn opening. Sid Gary claims that he did the imitation of Columbo.

No visitors were allowed into the Lyman studio that night and reports from those who were in the studio, participating in the broadcast, say that it was Columbo himself who did the singing. It is said that Gary was told that the station was not to have the Columbo CBS opening as the initiator, because both CBS and NBC were against the NBC baritone going out over the CBS airwaves. *Spun.*

Understood that Lord, Thomas & Logan had Louis Sobol, the N. Y. Journal' columnist, under contract for a year "just in case." This was in connection with the continued contracts from Walter Winchell, prior to physical crack-up, that he was going it too strong.

Ad agency figured that it better protect itself. Sobol was signed accordingly on a \$200-a-week basis, while not working, and \$1,000 when taking up actual broadcasting. As it eventuated, Winchell's breakdown occurred shortly thereafter and Sobol was pressed into service.

Suspension of the anti-disc rule by NBC takes in all stations outside of the two key transmitters in New York, WEAF and WJZ. All other stations owned or operated by National Broadcasting arc now accepting the radio platters for daylight hours, though it's expected that the night time minutes will also be opened to the waxed programs.

See how the matter with WJZ is the case, a key of NBC is looked upon in radio as the confirmation of the sharp slump in commercial accounts. Expected that the rule will stay suspended until late next fall.

Chicago "Tribune" station, WGN, rates as a transmitter that has found commercial takers for every one of its statistical and information periods. Last week it made a contract with Bulova for another year of time on the station, which WGN is the only station in the Chicago vicinity, started a commercial tie-up to follow the daily newspaper readings by flashing back to old time headlines for the Atlas Brewing Co.

New Haven citizens are getting up a petition against the synchronization of its local station, WTIC, with WEAF. Mushy reception of WTIC, which has been with WEAF since the station's trouble, is the trouble.

NBC has the sanction of the Federal Radio Commission to continue its experiments with radio synchronization until May 30, and intends to keep on with this policy until then.

Fred Hufsmith and J. Alvin Dikins were engaged for the McCleskey's Musical Magazine broadcasts for alternate programs after both the station and the city of New York City had been in the trouble, started with McCleskey's May 6 while Hufsmith, tenor, goes on May 12. Thereafter both will continue to alternate on that commercial.

Two radio orchestra leaders not connected with NBC were among the five composers who shared in NBC's \$10,000 award for original symphonic compositions. Philip Jones, orchestra director of the Bamberg

(Continued on page 59)

Inside Stuff—Radio

Announcers in some of the New England radio stations, who have little more to say than mere station announcements are hurting their stations by false announcements. The announcers, especially those whose stations are affiliated with a network, make promises of attractions that the sending studio fails to fulfill.

For instance, when it is time for the station to join a network the local announcer airs the expression, often repeated from morn till midnight, that "Station XYZ takes pleasure in presenting" so and so. But instead of the attraction, comes some local substitute.

The announcer bungles his programs by taking a chance on the network schedules arranged a week or more in advance.

The chains have received numerous complaints and so have the local station executives. NBC has appealed to some of the N. E. officials not to have their announcers name succeeding programs because of the possibility of a substitution from a program listed on the advance schedule but the effort has been futile. The announcing errors continue and telephone calls flood the studio after every boner asking "how come?" The announcer is equally fluent with alibis.

Wireless telegraphy schools, particularly through the midwest, have completely switched their advertising angles to coral students. Old ad bait about becoming a wireless operator, saving lives and seeing the world has been completely dropped. New bait is the commercial radio broadcasting field, schools plugging the job as a venture in a growing industry and a chance to become an exec in the business.

Dept. of Commerce radio supervisory districts report that the great majority of applicants for operator licenses are those taking tests for broadcasting; only a small number are those applying for wireless exams most are renewal applications.

To some extent the shift away from the steamship idea is due to the idleness of many boats which has sent many of the regular operators to other fields.

Spread of the guest columnist gag among the pilots of radio departments on Chicago dailies is putting the network p. a. in an embarrassing spot. Publicity boys are trying to please, but the higher rung stars regard the requests as an imposition and are refusing to contribute. It's then up to the p. a.'s to do the apologizing and alibiing. The resulting piece is usually taken out of the paper.

Some of the mike stars have nothing interesting to scribble for the proffered guest column and, realizing it, decline the invitation. Others have neither the time nor the inclination. Latest to give the column conductors the gentle thumbsdown is Amos 'n' Andy.

Federal Radio Commission is always willing to allow a new station to choose call letters that coincide with the name of the company, if such a procedure is possible.

Some of the stations that have done so are KFWE, Warner Brothers, Hollywood; WIOD, Isle of Dreams, Miami, Fla.; KMMJ, M. M. Johnson, Clay, Tenn.; KRKD, Arcade station, Los Angeles; WEVD, Eugene V. Debs Memorial, New York; KAKB, Arkansas Radio & Equipment Co., Little Rock, Ark.; KWCR, Cedar Rapids Broadcasting Co., and KFBB, Buttery Broadcast, Inc., Great Falls, Mont.

Young student at a Glendale school asked KHJ, Los Angeles, for some of its best talent to appear at a school concert. Boy was told that it was the policy of the station not to lend its performers unless for an out and out civic affair. Asking what this meant he was told "An organization such as the Kiwanis."

Two days later the station received a letter from the young promoter making his request formal with the information that inasmuch as the school had now invited the Glendale Kiwanians there could now be no objection to his request being filled.

Much conjecture in radio circles as to whether Russ Columbo actually appeared on the Abe Lyman-CBS broadcast Thursday (5) which reported that he had been in the Woodmont Inn opening. Sid Gary claims that he did the imitation of Columbo.

No visitors were allowed into the Lyman studio that night and reports from those who were in the studio, participating in the broadcast, say that it was Columbo himself who did the singing. It is said that Gary was told that the station was not to have the Columbo CBS opening as the initiator, because both CBS and NBC were against the NBC baritone going out over the CBS airwaves. *Spun.*

Understood that Lord, Thomas & Logan had Louis Sobol, the N. Y. Journal' columnist, under contract for a year "just in case." This was in connection with the continued contracts from Walter Winchell, prior to physical crack-up, that he was going it too strong.

Ad agency figured that it better protect itself. Sobol was signed accordingly on a \$200-a-week basis, while not working, and \$1,000 when taking up actual broadcasting. As it eventuated, Winchell's breakdown occurred shortly thereafter and Sobol was pressed into service.

Suspension of the anti-disc rule by NBC takes in all stations outside of the two key transmitters in New York, WEAF and WJZ. All other stations owned or operated by National Broadcasting arc now accepting the radio platters for daylight hours, though it's expected that the night time minutes will also be opened to the waxed programs.

See how the matter with WJZ is the case, a key of NBC is looked upon in radio as the confirmation of the sharp slump in commercial accounts. Expected that the rule will stay suspended until late next fall.

Chicago "Tribune" station, WGN, rates as a transmitter that has found commercial takers for every one of its statistical and information periods. Last week it made a contract with Bulova for another year of time on the station, which WGN is the only station in the Chicago vicinity, started a commercial tie-up to follow the daily newspaper readings by flashing back to old time headlines for the Atlas Brewing Co.

New Haven citizens are getting up a petition against the synchronization of its local station, WTIC, with WEAF. Mushy reception of WTIC, which has been with WEAF since the station's trouble, is the trouble.

NBC has the sanction of the Federal Radio Commission to continue its experiments with radio synchronization until May 30, and intends to keep on with this policy until then.

Fred Hufsmith and J. Alvin Dikins were engaged for the McCleskey's Musical Magazine broadcasts for alternate programs after both the station and the city of New York City had been in the trouble, started with McCleskey's May 6 while Hufsmith, tenor, goes on May 12. Thereafter both will continue to alternate on that commercial.

Two radio orchestra leaders not connected with NBC were among the five composers who shared in NBC's \$10,000 award for original symphonic compositions. Philip Jones, orchestra director of the Bamberg

(Continued on page 62)

CBS' 15% CUT NEXT MONTH

Beginning June 1, CBS will readjust all expenses in an attempt to trim its overhead to the bone. A general cut of 15% in all salaries of CBS employees goes into effect June 1. Notice of the cut was sent to all CBS departments last week. This 15% cut will also be effective for all CBS talent not under contract to the network. For those CBS artists under sustaining contracts, a readjusted lower scale will be placed into operation about June 1, with the new scale now being arranged by CBS but not yet decided.

Besides reducing all salaries, CBS will also cut departments to a minimum. Almost 100 CBS employees sever connections after May 28.

Two members of CBS's artists bureau, David Bath and John Hynes, are among those who received their notices, effective May 28.

CBS cut comes as a surprise in radio circles for the organization has the rep for paying its employees better than other stations. It was estimated that CBS made nearly a \$3,000,000 profit during 1931.

Among the layoffs, about 25 were in the engineering department, which was hit hardest, four in the artists' bureau, three in the publicity department, three in the program department, and three announcers, beside others.

Not all of the employees were given a four-week notice. Some received four weeks' salary and were let out immediately. Latter were those who were with CBS the longest.

CHAPPELL MAY JOIN NBC

George Engles head of NBC's artists bureau, is negotiating with Ernest Chappell to move into the network's artists bureau. Chappell is now with Adams Broadcasting Service.

GILL & DEMLING
The ARISTOCRATS
OF HUMOR
now featured in the
SHEAFFER
PEN PROGRAM
NBC COAST-TO-COAST
NETWORK
SUNDAYS
3:30 TO 5:15 P.M.
EST.

CLYDE DOERR

Introduces the members of his Saxophone "Orchestra" on WEAF every Sunday morning from 10 to 10:30 A. M. E.S.T. over Red Network, NBC.

JOE KAHN.....Flano
EDDIE DORNISSE.....Saxophone
LOU BODE.....Saxophone
GEORGE NAPOLZON.....Saxophone
JAMES CLAYSON.....Saxophone
KEITH PITMAN.....Saxophone
DANNY MAFFE.....Guitar and Banjo

Shell Oil's Unique Organizational Use Of Radio at G. A. M.

Los Angeles, May 9.

Announced as the first sales meeting of the air, Shell Oil Company took an hour starting at 6 a.m. Saturday (7), over the coast CBS channel to speak to all employees regarding its new sales campaign.

All the help, from gas station attendants up, was instructed to get up and tune in on the speeches, coming from KHX, Los Angeles. G. Leigh-Jones, president, led off with division heads and other officials, including the advertising department, following, telling of the new campaign. Shell is introducing in competition with other high octane petroils now being distributed. Only entertainment feature was Eb & Zeb, the regular Shell evening sketch. At several large cities, Shell people held office breakfasts with a loudspeaker pouring out the sales talk.

Early morning hour was picked because it was thought that few of the general public would be listening in and none of the employed would be working at that time and could therefore tune in.

Vaude Air Series

Columbus, May 9.

William C. Walsh, old-time vaudevillean and recent director of the Players Guild at the Hartman theatre here, and his wife, Dora Clement, dramatic actress, are doing a series of broadcasts over WAU as "Dora and Bill". They will broadcast the experiences of two vaudeville performers who settle down here to rusticate on Mondays and Fridays.

Coast Dupe Program

San Francisco, May 9.

Jay Hanna is out here from the New York office of N. W. Ayer to spot a western duplicate of Kellogg Co's "Singing Lady" over NBC. Claire Upshur selected in auditions for "Anonymous Lady".

Flour Co. Auditions

Chicago, May 9.

Commander Flour Company put on a flock of auditions here last week for talent to go into its "Quick Biscuit" program, slated for the Columbia network the middle of the current month. Among the tryouts was Wendell Hall.

Program glorifying a similar compound, "Bisquick", turned out by General Mills recently came off CBS' local key, WBBM, and is now getting on a further test campaign on other midwest stations under the title of "Bob and Mary".

Marquis Not on Air

Don Marquis, mentioned in publicity of the "H. H. Van Loan Eminent Authors Series", as offered for the radio featuring, declares such statements were issued without his authority and are opposed to the facts.

Marquis was approached for participation in the group, but definitely declined, he says.

Fanning a Plug

Witmark staff beat the Robbins outfit in a "closely contested" baseball game, Saturday (7), to the tune of 24-18. No "ringers" were allowed but Col. Gimp eased in on the Robbins team.

Buddy Morris did the pitching for Witmark. After striking out Col. Gimp who is Ruth Rutting's husband, Morris remarked:

"I guess I lose a plug now."

Radio Reports

(Continued from page 58)

deals only with the second wife, Anne Boleyn. It still has several weeks to run. Previous serial along this order over the same station was a serialization of the Borgias, success of which prompted the current subject.

Dramatization is written by Kay Brown. It is a story of the Tudors, and is enacted by between picture players, of which there is currently a plethora in and about Hollywood with almost all more eager to turn their acting talents to the radio.

Well written and competently handled.

MINIT RUB SPONSOR REVIEW With Pat Flanagan COMMERCIAL WBMM, Chicago

Every evening at 6:45 Chicago time Pat Flanagan comes on with 15 minutes of sports chatter, principally baseball. Commercial angle is a good one with Minit Rub liniment plugged by Flanagan as the champion of this sport particular ball player or athlete.

Flanagan is popular over the air as the official Cub games announcer, with his three years or more in that job having given him the edge over his competitors. In the short time he has to work Flanagan gets over concise, snappy routine of sport chatter, starting with the baseball scores in the detail, taking in both leagues and the association. He follows that with some spot news items about the game and if time still permits gives some results on horse racing.

From time to time Flanagan has been interviewing ball playing personalities whenever opportunity presented itself and usually during the "Cub" stay at home. Another angle worked here is the solicitation of questions about the game to be written into the station with correct answers given. Flanagan gets fans, especially kids, go for that. Flanagan winds up with commonplace dope and statistics and concludes with a final plug for the rub salve.

For the summer months and during the baseball season particularly this commercial shapes up in pretty good shape. Spm.

"MR. GOLDSTEIN AND MR. BERNSTEIN" Sketch COMMERCIAL WMCA, New York

Well presented sketch with a Jewish theme, similar to the better-known "Rise of the Goldbergs", but written along different lines.

The dialect is strong, Yiddish expressions being used quite frequently. Story is about the activities of two friends and their families. When caught last week, the action revolved around a wedding of a member of one of the families. The attraction of the wedding was well caught by the writer of this series and aptly played, not only as to the dialect itself, but the atmospheric chatter.

Breakstone cheese is behind this sketch, which is building.

Oil Co's Hayseed Act

San Francisco, May 9.

Shell Oil Co. has bought "Eb and Zeb", comic hayseed act, and with Al Pearce and Bill Wright featured, is putting it on KFRC for the western CBS network.

Wright, who recently left KFRC for NBC, is back at his former stand as result of the new sponsor.

Songstress May Have To Aviate 1,000 Miles To Double on the Radio

Adele Starr went on the Fox Fur broadcast last night (Monday) over WHIK, Cleveland, under a 13-week contract to broadcast five times a week for 15-minute periods. WHIK is a CBS affiliated station but carries the Fox broadcast locally only. Miss Starr's manager, Joe Whalen, may close for a Saturday night broadcast of this series on WHIK which, if consummated, will necessitate Miss Starr flying in each Saturday to make the engagements.

ED SULLIVAN SET

Jerry Wald May Succeed Him for
Gerardine on CBS

Ed Sullivan, N. Y. "Graphic" columnist, is set to broadcast for the American Safety Razor on NBC, beginning June 8. Sullivan will feature a different sport and stage celeb each broadcast as "guests".

Jerry Wald will probably take Sullivan's place on the Gerardine CBS periods, to begin June 6. Wald is the "Graphic" radio columnist.

Prolific Al and Pete

Al and Pete, Chicago radio team currently with Pebeo over WBBM, will come to New York at the completion of their present contract to begin broadcasting June 27 under Westinghouse contract. Air team will be on the air five times weekly at noon, over WJZ and WEAF, three days on one and two on the other. Broadcasts will be local only. Al and Pete (Al Cameron and Pete Bontemps) at one time were under six contract contracts simultaneously in CHL. Their contract with Westinghouse is for 10 weeks.

Radio Chatter

(Continued from page 56)

of his engagement for the Lucky Strike broadcast the same night. His period will be filled by Ralph Kirby.

WHAS, Louisville, added two remote control night club orchestras to schedule this week. Charley Reed, harp's orchestra at Seville Tavern and Tommy Thomas at Iroquois Garden.

Pickens Sisters, Gus Van and a Victor Arden orchestra of 12 audition for Porto Rican tobacco May 15 on an NBC network. Gus Van is currently on the Van Heusen CBS "broadcasts, but is not exclusive.

Pete Barlow has bowed out of his job as drummer and Svede character player with KFRC in favor of a contract with Paramount; played his first part in Par's "Phantom Express".

Starting May 15 for Schaeffer Pen from Chicago, H. Leopold Spitalny's orchestra will be cut from 25 men to eight.

Al Rinker of the original Paul Whiteman Rhythm Boys has formed a trio with Craig Leach and Howard Phillips as the West Coast Boys.

Helen Rowland will be on the Goodall CBS initial broadcast, May 19, with Phil Spitalny and Jay C. Flippen; may stay the whole series.

NAME AUTHORS' AIR DRAMA LETS

Chicago, May 9.

Trend toward inveigling name scribblers into radio was manifested here when the NBC program department started scouting around for a best-seller signature to author a series of scripts with a smalltown background for a prospective commercial. Among those the network set out to approach for the assignment were Zora Gale, Booth Tarkington or George Ade.

Account in the offering flurries to spend as high as \$1,000 for each original 15-minute script to run between 1,500 and 2,000 words. Switching of the radio spotlight in the director of authors was given impetus by the success of the Sherlock Holmes, Kipling, Edgar Wallace and O. Henry series.

If the name writer trend makes marked headway in broadcasting one problem that will have to be thrashed out is the question of which party is to retain the publishing and screen rights to the radio script.

Thomas' Talks

NBC has Lowell Thomas set to return to Chicago for a series of dates as a speaker from Nov. 1 to Dec. 16.

Thomas is the Radio Voice of the "Literary Digest".

L. S. WINKS AT LAHR

The club of Ed Wynn on the air for Texaco has Lucky Strike nibbling for Bert Lahr for a new radio series.

L. S. wants to go in more for comedy, now becoming a general trend.

VICTOR YOUNG
Musical Director
American and Brunswick Records
Hart, Schuster & Marx, Blind's Honey, Almond Cream, Orfeo and Goodbye Tito Broadcasts
Management THOMAS G. ROCKWELL

MILLS BROTHERS
4 BOYS AND A GUITAR
COLUMBIA
BROADCASTING SYSTEM
PERSONAL REPRESENTATIVES
THOMAS G. ROCKWELL
1776 BROADWAY
NEW YORK CITY
7-14 THE LAMAR BUILDING

RUTHETTING
GLORIFYING the POPULAR SONG
on
CHESTERFIELD Program
COLUMBIA-COAST-TO-COAST NETWORK
WED. 10:10 TO 10:15 E.S.T.
PERSONAL DIRECTION
THOMAS G. ROCKWELL

Prince Charming of Radio Land

BEN ALLEY

RADIO'S MOST VERSATILE VAUDEVILLIAN

Monday, Thursday and Friday, 11:45 A. M.
and Wed. at 3:15 P. M., C.B.S.

LOEW'S CIRCUIT

STARTING MAY 14 LOEW'S GATES, B'KLYN

ALAN BROWN

THE CHARACTERISTIC BLUES SINGER IN SOUTHERN SYNCOPATION

RKO PALACE, NEW YORK, THIS WEEK (May 7)

Did You Hear Me on Arthur Barton's New York Amusement Hour Over WMCA Last Night (Monday, May 9) at 5:30?

Direction MARTY FORKINS

Reduction of Sheet Music to 20c Another Move to Pep Up Music Biz

Music publishers will again reduce their scale for sheet music in an attempt to increase bulk sales, according to indications. Publishers are now talking of adopting a 15c wholesale price on sheet music for 20c retailing. The retail price will be stamped on all the title pages so that it cannot be sold above the list price.

The industry views this as the only way the publishers can restore sheet music profits. It is estimated that with a 20c retail price twice as many copies may be sold as the market is absorbing now. While the publishers may not make as much profit per copy sold as currently, they expect to more than make up for this in bulk sales. Syndicate stores, declare the publishers, also endorse the 20 retail price.

Publishers concur that music can be published for 15c now with more convenience and profit than

ever before. All publishing offices are cut to the bone in all directions and haven't much expense. In all ways expenses now are at a minimum and can't compare with the run of operating a music firm five or 10 years ago.

Overheads Less
Also advanced as a reason why price of sheet music should be cut is that practically everything else in the country has come down in price, including commodities, hence sheet music, which is a luxury, is taking it on the chin by insisting on top prices.

When last year the publishers tried the price cutting experiment, it flopped, with original prices restored after some months, but the reason for the flop was said to be because the cut wasn't severe enough. Furthermore many music dealers insisted upon retaining 30-35c prices and made the additional margin of profit through the publishers wholesale cut to 16c.

Some Break

When he opens a Long Beach spot this summer Al Goldman will endeavor to re-establish the covert charge idea through a new wrinkle. For 31 covers all the ginger ale and mineral water wanted goes with it. That means \$2 a couple and considering that the splits cost the house a crack, it sounds like a break for the peasants who otherwise are tapped \$1 a copy.

VICTOR SUES IT WITH FLOWERS TO LOMBARDO

Victor's tribute to Guy Lombardo's band the night the orchestra leader held a 'closing party' at the Roosevelt hotel, Wednesday (4), was in the nature of a summons. When Lombardo came over to inspect a laurel wreath of flowers sent by friends, one of the boys who carried in the flowery tribute presented a summons to the orchestra leader with Victor's compliments.

Victor's action against Lombardo is for breach of contract under the leader's recording contract with Brunswick Victor, according to reports, alleges that it has a verbal agreement with Lombardo, prior to the latter's Brunswick contract this fall, whereby Lombardo was to record for them. Lombardo failed to live up to this agreement, avers Victor, and instead signed with Brunswick.

Yellen Alone

Charlie Warren and Bernie Pollock will shortly sever connections with Jack Yellen Music. Both have an interest in the firm.

Yellen intends to make a complete change of personnel. Until he does, the firm will be a one man outfit, with only Yellen at the helm.

Pancho Set

Pancho's orchestra has been booked by CBS to open at the Atlantic Beach Club, Long Beach, May 18. Pancho is currently at the El Gargon Club, New York. Band is in for 16 weeks.

KORNEISER'S WAYNE SONG

Mabel Wayne's first song since her first contract terminated, "Song That Broke My Heart," is being published by Phil Korneiser. Miss Wayne went under contract to Felsit for three years as a Korneiser protégée when the latter was an executive with that firm.

Nick Kenny, N. Y. "Mirror" radio columnist, wrote the lyrics to Miss Wayne's tune.

HEATH QUITS

Chicago, May 9. A. J. Heath, district manager for many years with Columbia photograph and radio, has handed in his resignation, effective at the end of this month.

Intention of Heath: is to stay in the radio and music business on an independent basis.

HERE AND THERE

Eddie Elkins' orchestra placed under a recording contract to Brunswick and American records. Elkins is an Irving Mills orchestra.

Fred Hoff engaged as musical director for "There You Are," Hyman Adler's legit musical.

Noble Sissle opens at the Park Central roof, New York, May 20. He closed in the grill May 7 and is filling in with vaude acts.

John Wolohan's orchestra into the newly re-opened Trionan ballroom, San Francisco, after two years at El Patio.

Joe Moss' orchestra into the Hotel Pierre roof, New York, May 24, for the summer.

Smith Ballou opened Sunday (8) the Summit Club, Baltimore, for two weeks preceding the Pavilion Royal, Long Island, engagement.

Night Club Reviews

WALDORF-ASTORIA

(Empire Room)

One of the most pleasant dance-entertainers around, but limited in its patronage, Russ Columbo and a band of orchestra, this opening at the NBC booked, during the fall. That the booking was a mistake, inasmuch as the debts didn't rock around the much-publicized rock baritone as expected, was realized later. Jack Denny's orchestra was then called in from Montreal to succeed Columbo.

Physically the Empire Room is a beautiful spot as to table arrangements, dance floor, architecture and luxurious trimmings. It hasn't an unusually large dance capacity.

Business has commenced to pick up, due to the ban on informal diners being lifted, although the majority of the patro age still come formal. However, the all-formal rule, in effect until a month ago, has been lifted and hurt him. Spot is doing well now, and will most likely keep up a 'fair pace' until next week, when the season will be opened. Whether Denny will shift to the roof is unsettled. The dance show is eliminating two weeks because of the lack of attendance. Dinners now are getting quite a substantial attendance.

No covert, but listed menu prices bullish.

WOODMANSTEN INN

Pelham, N. Y., May 6. First roadhouse opening around New York was Russ Columbo's at the Joe Paul Woodmansten Inn, now under Christo (John and Christo) management. John Steinberg of the team will open the road at Lynbrook on Merrick road when Pavilion Royal reopens with Smith Ballou, another top artist, although lacking the distinction of Columbo.

Since comparisons have been started, was more fortunate than his confrere, Buddy Rogers, in assembling a dance orchestra. Both are essential non-musicians, but merely personality baton wavers. Both, too, are NBC-sponsored, but Columbo has seen to it that his dance band produces music that's dance-inspiring.

Turnout here was an unusually gala affair, coupled first with the novelty of the premiere roadhouse opening plus the Columbo rep. Jack Osterman as the voluntary m.c. did so well that he was signed to stay in at least on the week-ends and possibly all through the season if the gross permits.

He pulled a funny stunt by getting into the place around 10:30 p.m., who were present, to combine into all-bandleaders' band, and cracked: "Now all of you play the tune on which you're cut in." It was a swell flash with Guy and Carmen Lombardo, Abe Lyman, Freddie Joe Vanuti, Smith Ballou, B. A. Rolfe and others doing their stuff in ensemble.

Columbo himself is a clinch with the vocal style into a mike which made him famous. He's also a good mixer, which is the right idea, as it's not essential he stay put on the rostrum to wave his stick.

No covert, but a \$2 minimum check week all the way, 10c per person minimum on Saturdays, in line with the current standards. That means Columbo, who is said to be a flat figure of \$2,500, must draw heavily to give the management any sort of break.

The Osterman addition makes it perfect as Columbo is the better crooner than m.c. Abel.

ROOSEVELT GRILL

New York, May 6. Following Guy Lombardo's orchestra into the grill room of the Roosevelt hotel, Harry Reser's orchestra is up against a tough proposition.

The Lombardo band had a definite following, especially among the younger set. Reser comes in a comparative newcomer as far as personal appearances are concerned, although bearing a reputation through association with the Cleggcut Club broadcasts on NBC.

Big handicap is the approaching warm weather. Roosevelt Grill has no cooling system, nor has the hotel a roof garden to open within the next few weeks. Reser is in for two months. NBC booked.

Reser opened to a mob of notables invited by NBC. It may be the biggest crowd the Roosevelt will see until the next opening.

BLOSSOM HEATH

Detroit, May 8. This roadhouse, located outside the city, has been for years the place to go locally. Has always drawn a large share of the automobile millionaires and bids fair to continue. Gerald Mark and his band have

been a memory for the past year and a half as far as dance orchestras are concerned.

As for his band he is going back a little in that he doesn't use any strings. For a cafe band to get along without strings is quite a departure. The band is very colorful playing a number of instrumental combinations and should prove okay.

For the opening show, Tamara is the principal act and pleased with her tunes and manner. Other turn is a bedroom duo, Clifford and Wayne. They pleased. George Ray opened with some vocals. He also sings with the band. The known locally for his radio act, "The Birdy." Lee.

Song Bootlegger Is Jailed in Buffalo

Buffalo, May 9. George Price, 22, of Leynor, S. C. (now George Price, the performer), was sentenced to 60 days last week for unlawfully selling pamphlets containing the lyrics of "Was That the Human Thing to Do?"

Charge, made by the local representative of the American Society of Authors and Composers, is the first of its kind sworn out here in several years. It is the beginning of a local drive to halt bootlegging of song hits. Pamphlets were purchased by Price for three cents and sold on the streets for a dime.

Osterman's Week-Ends

Following his extemporaneous opening with Russ Columbo and his orchestra at Woodmansten Inn, the management engaged Jack Osterman as m.c. for Saturdays and Sundays.

The comedian may also stay in throughout the week, depending on, the gross, with the past weekend, also being tested.

Osterman is counting on that NBC wire into the Christo-Paul roadhouse as another asset in working with Columbo as a cafe team.

SPITALNY'S 65

Cleveland, May 8. Eight day opera festival will be held here early June in the city's outdoor stadium for the second year.

Maurice Spitalny, leader of the RKO-Palace's pit orchestra, has been awarded a contract to supply 55 musicians.

DeSYLVA'S ENGLISH TUNE

Jolly Good Company, English tune published by Campbell & Connelly, has been secured by DeSylva for American release.

Song is George Olsen's theme of the Canada Dry NBC program.

Alice Joy's \$1,750

Alice Joy is set for two weeks at the Forst Club, New Orleans, at \$1,750 a week.

These Roving Bands of rhythm
And his Orchestra
are now dancing at the
Hotel Roosevelt, N. Y. City.
with a band of 15
men, including the main
attraction, the
"VOICE OF THE CHOIR"
"I'VE BEEN BLUES"
"GOODNIGHT MOON"
"HEATH THE SILVER MOON"

ROBBINS
MUSIC CORPORATION
1125 10TH AVENUE
NEW YORK

10 Years in St. Louis
MILTON SLOSSER
SOLO ORGANIST
Public Ambassador Theatre
St. LOUIS, MO.

THANKING MY BROTHER
JOE DUBIN
for His Corking Dance Arrangement
of "HOW CAN YOU SAY NO?"

AL DUBIN

MUSIC GUIDE

SAM FOX
RADIO, DANCE, SALON, NITE
"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 BALLOON"

PROFESSIONAL OFFICES
158-160 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 NEIL MORT (Charles Daniels).
"Thank You for the Evening"
"Give Her a Kiss for Me"
"It Might Have Been You"
All professional material now ready. American popular music is standard for the world.
SING SONGS BY AMERICAN COMPOSERS

MILLER MUSIC, Inc.
62 West 45th St.—Vanderbilt 3-3035
New York City

Shapiro, Bernstein & CO., INC.
"ONE DAY IN MAY"
"LAWD, YOU MADE THE NIGHT TOO LONG"
"If I Ever Meet The GIRL OF MY DREAMS"
"LONESOME MELODY"
"TAKE A PICTURE OF THE MOON"
Capitol Theatre Building
COR. BROADWAY & 11ST 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

IRVING BERLIN, Inc.
"LULLABY OF THE LEAVES"
"GOSH DARN"
"IN MY HIDEAWAY"
"WHY CAN'T THIS GO ON FOREVER?"
(WALZ)
1607 Broadway, New York

"I've Got the Words—I've Got the Tune"
"HUMMIN' TO MYSELF"
"HELLO, SWEETHEART, HELLO"
"YOU'RE THE ONE (You Beautiful Son-of-a-Gun)"
"EVERYTIME MY HEART BEATS"
"STOP THE SUN, STOP THE MOON"
"My Man's Gone"
"WHEN YOU'RE GIVIN' ALONG WITH YOUR GAL"
DeSYLVA, BROWN & HENDERSON, Inc.
745-7th Ave., 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
223 West 46th St.
NEW YORK
House of Hits
MUSIC

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

"My Extraordinary Gal"
"Sleep Come On and Take Me"
"Fools in Love"
"Let That Be a Lesson to You"
OLMAN MUSIC CORP.
745-7th Ave., New York
Kayser at Play-Mor
Chicago, May 9.
Joe Kayser band succeeds Paul Specht at the Play-Mor cafe Wednesday (11). Specht was in and out of the place due to financial lean with the union which was eventually straightened out.

Inside Stuff—Music

On instructions from Lew Leslie, producer of 'Clowns in Clover', a revamped version of 'International Revue' opening June 6 in Chicago, Robbins Music Corp. will not publish the sheet music nor release a dance orchestration of any of the show's tunes until the show is well under way. Leslie believes this will protect his property.

Contention among musical producers has been that the over-popularization of the tunes has too often counted against the boxoffice. Rather than risk scratch orchestrations being made from purchased copies of the sheet music, the latter will not be merchandised until the proper time.

This is an elaboration of Jerome Kern's rule. No Kern tune is orchestrated for radio or dance performance until the shows are well under way. What happens, however, as with 'Who' from 'Sunny', the sheet music is used as a means for the enterprising maestros to make their own orchestrations. Kern was paralyzed one time to hear 'Who' played in a smart nite club the same week his show opened, in this case the arrangement having been scored from memory.

Robbins' publication of 'Lazy Day', an English copyright by Keith-Prowse, reminds of a film with its many credits for rewriting and adaptation. Originally by Earl Martin (lyrics) and George Prossford (English melody), the American melody was rewritten by Grace LeBoy-Kahn and the American lyric, a completely new idea, is by Gus Kahn, her husband.

Robbins did the same thing in a milder degree with Jimmy Campbell and Gene Connelly's 'Sweetheart'. English song by the author and the (Valley) reconstructed for American consumption and for which he (Ruddy) received a small royalty.

Charges that the Canadian Performing Rights Society was indirectly claiming copyrights on works of Beethoven, Mozart, Chopin, Schubert and Handel, composers dead more than a century, are made by Justice Ewing, Royal Commissioner, investigating the use of copyrights by radio stations. Compiled in Toronto, more than 1,250,000 musical pieces were alleged to be controlled by copyright by this body. Copyrights expired 30 years after the death of the composers, it was pointed out, but it was claimed that works copyrighted were not the originals but orchestral rearrangements.

S. B. Woods, defense counsel for the radio stations, suggested a drastic reduction in the fees exacted by the Canadian Performing Rights Society for broadcasting copyrighted music; that the society had not been operating in the best interest of the public; and it had not observed the statute requiring the filing at Ottawa of lists of works in current use controlled by it.

Robbins Music Corp. states that in the first three months of '32 it received the similar period in 1931, all the more marked in that it doesn't include the benefit of the American Society's money. Robbins has refused to accept the society's checks for D classification and has retained Julian T. Abeles to sue for alleged discrimination.

Robbins has been promised reestablishment into A class, but insists on two past quarters being paid at the rate of \$6,000 for Class A publishers. The society only offers D money for these two quarters and Class A commencing with the new quarter dividend.

The Roger Wolfe Kahn-Hannah Williams (Williams Sisters) split-up was as much a surprise to the from-riches-to-Jazz maestro as to others. Young Kahn had only expressed himself a week ago, to intimates, that if things didn't break propitiously for his radio-band comeback, he would go abroad with his wife and continue their European honeymoon as it was just as cheap to live there as here.

Kahn had also stated incidentally that: 'The nice thing about my family is that they don't plot our marriages or our careers.'

Jack Osterman, as m.c. of Russ Columbo's Woodmansten opening, paid tribute to the inveterate cheek-grabbers of such openings, the music publishers and song pluggers. They're the ones who pay all the time, said Osterman.

All very true in the past week with not only openings but closings as gala occasions. Guy Lombardo's farewell at the hotel Roosevelt followed Don Bestor's opening at the hotel New Yorker. The next day Harry Reser opened under NBC auspices. It was the same night that Columbo premiered at the radiohouse, causing the music men to blyebye between both spots and created comment.

Brunswick, for a time No. 3 to Victor and Columbia, now is reported having an edge on record sales due chiefly to the strength of Brunswick's recording artists. These include some of the most important radio names such as the Mills Bros, Boswell Sisters, Abe Lyman, Bing Crosby, Slim Gaillard, Isham Jones, Art Jarrett, Street Singer (Arthur Tracy), Guy Lombardo and Morton Downes.

No contracts to us, merely 'carrying' them as the demand exists.

Publishers are complaining about the lack of interest in attempting to promote sheet music sales by the sales girls behind counters. Claim that the girls take it for granted that sheet music can't be sold and act accordingly.

The girls' alibi merely stand behind the counters and wait for someone to pick up the piece of sheet music desired, but don't in any way attempt to push the sale.

'My Silent Love', Famous Music's latest tune, is taken from the 'Jazz Nocturne' composed by Dana Suesse. It is the theme of the concert piece which was written by the femme composer last summer. Lyrics are by Ed Heyman.

The second time Famous has lifted the theme of a Dana Suesse concerto and published it as a popular number. It was 'Come Last Year with 'Have You Forgotten?' which melody was the theme of Miss Suesse's 'Syncope Love Song'.

E. B. Marks house organ, 'Music-World Almanac', published monthly by Herbie Marks, has begun to pay for itself.

Organ holds a record for being the oldest of its kind. Now two years old. Rest of the house sheets formerly put out by publishers did fade away after the first few editions. Over 15,000 copies of the 'Music-World Almanac' are distributed in the U.S. and Europe monthly.

Suggestion has been made to the Board of Directors of the American Society of Composers, Authors and Publishers that an assistant gen. mgr. of the A. S. C. A. P. be appointed. Directors received the suggestion favorably.

American Society is now considering music execs for the berth.

In the analysis of the few successful women songwriters, Ann Ronell should be included. She composed the novelty 'Baby's Birthday Party' and 'Rain on the Roof'. Former had been erroneously credited to Dana Suesse, another femme tunesmith.

Industry's Reward

Hollywood, May 9.

Harold Grayson, bandleader, engaged Granny Grammerman to be bandleader of his band. Next day Grammerman informed Grayson that he had arranged a swell gag with the newspaper and news-stand boys. All Grayson has to do was to take his orchestra out to Sellg Zoo and be photographed playing a number in a cage with 15 lions.

Grayson fired Grammerman.

Soc. Takes Uniform

Contract Matter from MPPA-SPA's Hands

A new standard uniform contract between popular songwriters and publishers was to have been presented for discussion and approval to a special meeting of the board of directors of the American Society of Composers, Authors & Publishers yesterday (Monday) by Gene Buck.

Board of Directors at a meeting Friday (6), decided to adopt a resolution to attempt to bring peace between popular writers and composers. It appearing that there were no differences between standard and production writers and publishers, Gene Buck and the gen. mgr. were requested by the board to prepare a satisfactory contract between pop writers and publishers for a fair relationship between both factions.

Action of the American Society in deciding to handle the matter of a uniform contract takes the matter out of the hands of both the Music Publishers' Protective Association and the Songwriters' Protective Association. Both have been at loggerheads over the proposed agreement for months. It was at the request of the S. P. A. that the matter was laid before the A. S. C. A. P. S. P. A. executive council informed the American Society that it will agree to any contract which the Society decides upon for publishers and tunesmiths.

Over a month ago, the M. P. P. A. and the S. P. A. drew up an 18 point proposed agreement, which was mailed to all publishers. The publishers demanded certain concessions on the part of the writers and vice-versa, and since then a deadlock has prevailed.

Without Benefit of B.O. Hence Chi Symp Tepid

Chicago, May 9.

Louis Eckstein, millionaire summer opera backer here, has offered Ravinia Park to the Chicago Symphony Orchestra this summer. Otherwise Eckstein proposes to build a fence around the grounds and use it for his personal convenience. Symphony bunch may not accept as Eckstein's attitude, gesture did not include any responsibility of the boxoffice.

Gillespie-Grofe Split

Jimmy Gillespie and Ferde Grofe whom he took under his management recently, have mutually agreed to split. Plan was for Paul Whiteman's former arranger to conduct his own band and Ferde Grofe now proposes to devote most of his time to composing.

Gillespie is working on a picture script which may take him to the Coast this summer.

SYMPH'S NEW DEAL

Chicago, May 9.

Chances of a symphony orchestra here next year look brighter, with Jimmy Petrillo reconsidering certain adjustments in wages which have been holding up negotiation.

Symphony organization has almost 100 men, representing a week's pay of \$100,000 a week and \$20,000. It is expected that the number of musicians will be cut.

Coslow-Johnson Collab

Hollywood, May 9.

Wynne Gibson will sing a new tune in the 'Challenge' at Paramount. It's 'Everyone Knows It But You', by Sam Coslow and Arthur Johnson.

First song written together by the pair since their successful 'One Good Turn' last year.

Radio Won't Pay Equitable Share For Song Use, Publishers Plaint; An Explanation for 'By Permission'

AGER-WRIGHT

Firms Renew for Foreign Rights After Suit Threat

After negotiating with Campbell & Connelly for the European rights to their 1932 catalog, Ager, Yellen & Bornstein renewed with Lawrence Wright when the latter firm threatened suit, if a contract was entered into with any other foreign publisher.

When Ager's contract with Wright expired Ager began negotiations with Campbell-Connelly. Wright threatened action, claiming that Ager had back the publication of his songs 'Auf Wiedersehen' and 'Sing a New Song' so that Wright wouldn't get them.

'Lousy Drummer' Crack Starts Orchestra Row

Rochester, N. Y., May 9.

Internal fight in Loew's Rochester theatre orchestra and the Rochester Musicians' Protective Association goes to the International Executive Board of the American Federation of Musicians.

Battle started when Ken Whitmer, orchestra leader, told the theatre management the drummer's tempo was 'lousy'. Remark embroiled the entire orchestra and union, resulting in \$700 fines on Whitmer and eight members of the orchestra who defended him. Whitmer's fine of \$200 later was reduced to \$75. Whitmer's orchestra men are carrying their \$50 fines to the national body.

NAB's Counter Proposal On Fees Due May 16

Committee of the National Association of Broadcasters will make a counter proposal on the proposed increase in radio license fees by the American Society of Composers, Authors & Publishers on May 16. Meeting between the A.S.C.A.P. and N.A.B. scheduled for Wednesday (4), was postponed until May 16.

O. R. Schuette of Washington has been appointed chairman of the N.A.B.'s committee to negotiate with the American Society over the proposed increase.

Miller's Foreign Deal

Miller Music has sold the foreign rights for France and England to its catalog for the year beginning March 1, 1952, to Campbell & Connelly, contrary to a restrictive agreement C-C had with Miller songs published with the exception of those few sold individually to Keith-Prowse.

Show tunes are included in the deal.

\$1,500 FOR 'BAHAMA'

'Bahama Mama' the 'boomlay' tune written by Wolfe Gilbert and Charles Lofthouse and published three weeks ago by Wolfe Gilbert, has been purchased by Shapiro-Bernstein.

S-B advanced the writers \$1,500 for the tune and re-imposed Gilbert for all purposes. Lofthouse sailed for home in the Bahamas Saturday (8).

Hollywood Bowl's Pact

Hollywood, May 9.

New agreement between the musicians union and the Hollywood Bowl association for the coming season will have the orchestra playing seven weeks at the regular scale and the eighth week gratis.

There will be two extra concerts at the end of the season with the receipts split between the orchestra and the Bowl association, and 10 extra free rehearsals allowed by the union.

Dick Arnold's Promotion

San Francisco, May 9.

With Robbins removing its Los Angeles representative, Dick Arnold, 36, has been named as the new representative for the music firm.

Radio is the song octopus.

It eats up song after song, and yet refuses to make economic retribution. That's the plaint of the publisher in the cause for an equitable consideration to the music business. A music man's explanation of the situation defines it as follows:

'When you think that a half a dozen publishers on Broadway create music for all the dancing world, it's a pity when you also mention how often this same half dozen has to worry about meeting their printing bills. For the entire world we turn out something which we have to give away in orchestration form in order to get it played, and yet million dollar enterprises like radio give us little consideration.

They play our music to death so that where it was formerly an article of merchandise it's now a drug on the market.

'We do feed radio fast enough. The advertiser who might be considered of our situation really doesn't know what we're up against. In a measure the advertiser is not our loss.

'But take NBC for example. The National Broadcasting Co. lost almost \$1,000,000 trying to put over its own music publishing companies in the last year. It's not just Fischer and Davis, Coats & Engle, didn't they? They finally had to turn them back to save themselves. Once a song has hit the jinx, they can't say they don't know what it costs the publisher and the songwriter.

The Writer

'Where will they get their music. The very backbone of these programs. If they don't give a thought to the writer? How's the writer to live, sales being what they are, all because of radio? Radio knows that once a song has hit the jinx, it's a plug on the air, it's dead. In the past, the momentum was good for two or three months after the peak, but now are people expected to buy music when it's played and sung at them from morning till night. Yet, if we don't concentrate there, plugs what little market is left will be divided up by the jinx. It's either a question of selling a hit to the extent of 200,000 copies or selling four moderate songs at 50,000 copies each.

The senator who is spokesman for the radio and picture interests in Washington—what do they know about our struggles? Or what do they care? Someone ought to tell them why we have to insist on phrases such as 'by special permission of the copyright owner.' A newspaper in Chicago razed us for using the word 'hit' just as a plug on the air, its dead. Know that that's our sole means of making the people conscious of our property rights; that at least there is such a thing as a copyright. It's the one means for a right wedge we have whenever a program wants to broadcast a restricted number such as a show tune. We make this concept clear, providing they accord some lesser tune of the same firm's catalog a plug.

Protection of Rights

'Just see how fast RCA would hop on you if you tried to manufacture radio tunes which infringed on its patent. But not here, copyright ownership rights—(they laugh at us, seemingly. That's because patent rights have always received proper protection than copyright rights).

The basic system for protection of a musical copyright seems to be wrong in America. In France and England, for 50 years, the French Performing Rights Society, or the British Authors & Composers Society have been able to do the right thing for the songwriter and the music publisher. But not here. Abroad, let a cafe or a restaurant open its doors, and with its overhead immediately goes a 5% performance rights' fee. In this business where music is an attraction, 'But over here, the broadcaster-run million dollar enterprises and their vast dring us a favor to play a song at the air.'

LAUGHTER ALL THE WAY

London's Latest Brilliant Comedy Hit

"PLEASURE CRUISE"

AT THE

APOLLO Theatre, LONDON

This joyous affair introduces a situation which is entirely new in the modern theatre. Although almost dangerously risqué, it is treated with such wit, charm and romance that the audience is at once intrigued, gripped, and held by it.

"Success by new dramatist." Morning Post.

"'Pleasure Cruise' was triumphantly launched." Reynolds.

"Refreshing, always charming, very funny, sometimes naughty." Daily Express.

"Decidedly risky, but highly diverting." News of the World.

"Should provide a long, easy and pleasant voyage." Daily Telegraph.

"A saucy play." Daily Mirror.

"The audience grew happier and happier as the play grew nicely naughtier." Evening News.

"Extremely witty." Morning Advertiser.

"Irresistibly funny." Sunday Pictorial.

"This 'Pleasure Cruise' should be a lengthy one." Daily Sketch.

Presented By

DANIEL MAYER COMPANY

Grafton House, Golden Square, London, W. 1

CABLES "KEYNOTE" LONDON

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15¢

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56 PAGES

Women Managers New Key Town Influence. Social Talents Count

Ida Grove, Ia., May 16.
King theatre has temporarily moved to the local armory, pending rebuilding of the theatre. House was wiped out by an explosion of unknown origin.

Starters' gun is hooked to the camera and W. E. claims that the camera records to 1-100 of a second whereas the present stop watch registers in tenths.

Device is not being considered for the theatre except, possibly, as a novelty for the newsreels. Times are photographed on the side of the film.

New Taxes Big Sock for Film Leaders, But One for Censors Is Top Annoyance

Hollywood, May 16. Higher income tax rates now pending before Congress will cost Hollywood's top money people about \$4,500,000 for 1932.

This figure is merely an estimate, but is arrived at by grouping 150 of the top income names in motion picture production and computing their probable tax yield under the new 3-6-9% ratio that is expected to become a law.

Actual income tax payments of studio people will probably double or triple the \$4,500,000 figures, as no attempt is made here to include the myriads of people getting under \$50,000 annually. About 150 individuals in the film colony are believed to earn \$50,000 or more annually.

New York home offices are supposed to send around \$3,000,000 a week to Hollywood to meet studio payrolls. This divides up into salaries, most of which are subjected to the surtaxes. Variety in an accompanying schedule has attempted to sketchily give a bird's-eye view of the share Hollywood will bear in its tax load and how it will affect the various income groups.

Multiple Taxes
Motion pictures is a much taxed industry. Personal assessments against salaries is but a small item compared to property taxes on the streets, studios, exchanges. Music tax, seat tax, admission tax, corporation taxes are on top of license fees of various kinds. Additionally 15 percent in most cases must pay through an inspection tax for the privilege of having the various censor boards mutilate their pictures. Of all the taxes the industry pays none is perhaps so odious to pay as the per reel tax for having the bluecensers 'inspect' the pictures and censor them.

About 12% of Hollywood's weekly payroll, or \$560,000, goes to those 150 persons who must collectively pay \$128,500 of it aside to pay over to Uncle Sam's internal revenue.

Taxation by branches will probably run about as follows for the film faction:

Income Class (Exempt not figured)	1931 Tax	Probable 1932 Tax
\$50,000.....	\$4,760	\$8,400
60,000.....	6,580	11,600
80,000.....	10,840	19,000
100,000.....	13,660	24,000
250,000.....	56,600	102,800
300,000.....	69,660	125,160
800,000.....	199,660	372,160

Dietrich's Lead

Hollywood, May 16. If 'There's Always Juliet' closes Wednesday (18) at the Henry Miller theatre, New York, Herbert Marshall will come immediately to Hollywood to go into 'Blonde Venus' as lead for Marlene Dietrich. Picture scheduled to start Monday (23). Marshall is no stranger to the camera, having appeared in 'Secrets of a Secretary' made at the Par Astoria studio.

Ratoff-Leontovitch

Hollywood, May 16. Radio is looking for a story in which to team Gregory Ratoff and Eugenie Leontovitch. Mrs. Ratoff will be here after closing in 'Grand Hotel' in about three weeks. Meanwhile, Ratoff is on loan to Metro for 'Skyscraper Souls'.

MARX FILM JUNE 6

Hollywood, May 16. Recovery of Chico Marx from his automobile accident permits the resumption of 'Horsefeathers' June 6 at Paramount. Chico is now seeing the town in a wheel chair.

Thelma Todd With Keaton
Hollywood, May 16. Thelma Todd goes into Buster Keaton's 'Speak Easily' at Metro. She will share the femme lead with Ruth Selwyn.

FROM HEARING COMES WISDOM; FROM SPEAKING, REPENTANCE.

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

Script Training

Hollywood, May 16. New routine for training writers is being tried by Radio on one of its college imports, Horace McCoy. To start him at the bottom, studio has given McCoy a bit part in 'In My Face Red'—From Variety's Hollywood bulletin.

Dropping of 'Lancer' Second Out for Colman

Hollywood, May 16. Sam Goldwyn has abandoned the idea of filming Richard Boleslavsky's 'Way of a Lancer,' which was bought on a day's notice for Ronald Colman following the abrupt postponing of 'Brother Karamazov.' Decision was reached after Sidney Howard had wrestled with the book to write a script of 162 pages. The picture was found to be an unimpressive story in the Boleslavsky war reminiscences to warrant a Colman vehicle.

Picture was to have been directed by King Vidor. United Artists' search department is now making another hurried search for a replacement and if not found a starting date for the star will be put back and 'Cynara,' scheduled as his second, moved up.

Anticape Contest Over Greenfield \$581,000 Estate

San Francisco, May 16. An inventory filed in Superior Court reveals that the late Louis Greenfield left an estate valued at \$581,468. Greenfield, operator of Mission and Fillmore theatres here and other houses in Hawaii, hanged himself last October because of financial worries.

A possible contest looms over the will which leaves everything to the widow. Mother and two brothers claim part of the estate.

Radio-NBC Tieup On Serial-Prize Finish

Hollywood, May 16. Radio pictures has effected a tie-up with NBC for 'Phantom of the Westwood,' written by Bartlett Cormack. Goes over the ether chain before film production as a serial without a finish, offering a prize for the best solution to be used in the picture. Ernest Schoedsack will direct.

Langdon with Jolson

Hollywood, May 16. Harry Langdon goes into the Al Jolson picture, 'Hallelujah I'm a Bum,' at United Artists. Secured release from his RKO vaudeville contract and arrived in Hollywood last week.

Story Conferences

Hollywood, May 16. Katherine Brown, Radio's eastern story editor, arrives tonight (Monday) for 10 days of conferences at the studio.

SAILINGS

June 18 (Los Angeles to New York) Gene Fowler (Pres. Grant)
May 21 (New York to Paris) Mr. and Mrs. Richard Manley, Charles A. Levy, Sam Roth (Lafayette).
May 21 (Paris to New York) Tex Guinan, Mr. and Mrs. Norman McClell (Europe).
May 21 (London to New York) Pat Powers (Europe).
May 20 (Berlin to New York) Ed Perkins (Europe).
May 20 (New York to Bremen) Herman Shumlin (Bremen).
May 14 (New York to Paris) Louis Gasnier (Acquittania).
May 14 (London to New York) Alberting Schuler (Bremen).
May 12 (Buenos Aires to New York) William Melniker (American Legion).
May 12 (New York to Berlin) Mr. and Mrs. Hans (Dresden).
May 11 (New York to Paris) Colette d'Arville, Myra Hess, Gladys Glad (Europe).



WILL MAHONEY

Now appearing at Grauman's Chinese Theatre, Hollywood, California.

Louella Parsons in the Los Angeles 'Examiner' said: 'Sid Grauman has arranged a prologue for "Grand Hotel" that is the most splendid ever achieved. He has secured Will Mahoney, one of Broadway's best comedians, who alone is worth the price of admission.'

Direction
RALPH G. FARNUM
1560 Broadway

STAR PERSONAL APPEARANCE NUISANCE

Hollywood, May 16. Owing to the increasing demand on the studios for the services of stars for personal appearances at benefits and similar entertainments, the matter has been taken over by the Hays office and no more contributed talent can be promoted except on the say-so of Joe Breen, of the local Hays office.

Move is largely due to the increased demands on the players' time for appearances at benefits for the unemployed and to raise funds to carry on the impending Olympic games. In April there were about 75 requests for talent for local affairs and about that many more requests from the outside.

Getting to be a nuisance and an interruption to production, the industries copied the chambers of commerce idea and passed the buck to the Hays office, figuring that a negative from that direction will be less hurtful than a flat 'no' from the studio itself.

Settle Wallace Affairs In U.S. Before Estate

Los Angeles, May 16. Public administrator expects to obtain permanent jurisdiction over any monies coming to the late Edgar Wallace from Radio studios in a hearing on administration Thursday (19).

Administrator obtained special letters 16 days ago showing that approximately \$2,000 was due Wallace from the studio. Intention is to take care of any claims against the estate here before accounting to the writer's estate in England.

COL'S GIRL DEALS OFF

Lupe Velez's deal with Columbia is off. Asked too much money. The same company's negotiations with Margaret Sullivan, from legit, are also cold.

Johnson for Roach

Hollywood, May 16. Henry Johnson, former Fox writer, has been given a contract by Hal Roach. Johnson will do the 'Hal Roach Taxicab Boys' series.

Carrillo Flies Back

Leo Carrillo took a plane back to the Coast Friday (13). On his return he plans opening a small-ester workshop in Hollywood for the presentation of plays.

Cross-Section of Extra List Shows Various Pasts, but One Desire—Food

Gable's Personal

Los Angeles, May 16. Clark Gable made a personal in a 10-cent double feature house last week. He had stopped at a factory to have a trunk built on his car. A doorman from a nearby theatre grabbed his hand saying, 'Come on, I want you to meet the girls,' and in five strides he was in the theatre lobby meeting them—cashier, usherettes and manager's wife.

Columbia Studio Party For Horde of Guests

Hollywood, May 16. One of those parties Rose Cohn likes to toss accumulated so large a guest list that she broached the idea of a left Cohn on the nut from her house to the Columbia studio, where husband Harry shouts throughout the day. Cohn liked the gag, Hollywood added another unique festivity to its collection last week.

Everybody turned out for the affair, including Chico Marx on a pair of crutches and a collection of stories he probably acquired from nurses during his sista at the hospital after trying to drive over instead of around an automobile. One of the evening's highlights was a coon dance contributed by Inez Courtney, with Miss Courtney supplying the coon and Schnozze the dance.

Crafty Cohn ran off his banking picture, 'Faith,' in hope of acquiring a better title for it and offered a \$100 prize for an acceptable one. Lots of suggestions but none worthy. In April there were about 75 requests for talent for local affairs and about that many more requests from the outside.

Opinion was, incidentally, that 'Faith,' when shaped up, will be a money-maker. Columbia later found a title for its banking opus formerly called 'Faith.' It's 'American Madness.'

Fawcett Gets Divorce; Wife Drops Counter Suit

Minneapolis, May 16. At the last moment Mrs. Antoinette Fischer Fawcett called off her hounds in the divorce action brought by her husband, Captain 'Billy' Fawcett, publisher of several film fan publications and other magazines. The latter was granted his decree.

By terms of a settlement, Mrs. Fawcett announced that she will receive \$60,000, of which \$10,000 is payable in cash and the remainder at the rate of \$800 monthly. Fawcett will post 400 shares of Fawcett Publications, Inc., as bond. Mrs. Fawcett will drop her counter-divorce suit.

Both parties in the action had been married before, this being Captain Fawcett's second divorce.

Optioning Chaney

Hollywood, May 16. Although he did only one picture for Radio under his three months' contract, Radio is so favorably impressed with Creighton Chaney's work in 'Bird of Paradise' that a renewal of his contract is regarded as certain.

He is the late Lon Chaney's son.

Metro Holds Sandrich

Hollywood, May 16. Mark Sandrich goes into his fourth contract term as director at Radio. He is slated to do the proposed Clark and McCullough shorts.

Patricia Ellis for FN

Patricia Ellis, of legit, is going film with a contract from First National.

Ellis is the daughter of Alexander Lewitch, legit stage. Dennis Dufor negotiated.

WB's Trailer Billing

Hollywood, May 16. William Powell has evidently been taken out of the solo starring group by Warners. Trailer on 'Jewel Robbery' has him billed below Kay Francis.

Hollywood, May 16.

Hollywood's average extra originally filled any of 1,001 positions ranging from salesgirl to a teacher of bridge; works one and a half days a week for \$5 a day; although looking back to a former high of \$12; has 14 changes of clothes if a woman and six suits if a man; believes a change in the present political setup is imperative and votes wet.

The compacts extra is based on questionnaires filled out by more than 250 regulars in the atmospheric ranks who were, recently working in Columbia's 'Faith,' in which the extra players were depositors in a run on a bank.

Gamut

Extremes in the poll were a former mining engineer whose former top salary was \$750 a week, estimates his clothing at \$2,200 and a woman who works only three months, as against a former studio technician who has worked one day in the same period and has but one suit.

On the average, the extras have been in pictures more than five years, with many of them going back as far as 1914. Nearly all admitted they have tried to turn to other work ranging from bootlegging to magazine writing, but few report success in the sidelines. Many state they have been forced to go to the Motion Picture Relief fund for help.

Politics Vague

Of those who voted on the political question, 119 favored a change with 27 deciding that the present Washington setup is okay. Repeat of prohibition was favored by 239 and 16 opposed. Many blanks on these issues showed an apparent indifference not seen in the other questions asked.

Chaney who reported his venture in bootlegging as 'bad' had formerly operated a billiard parlor, has been bucking the extra list since 1928, and gets one day's work a week. 'Lucky' Forman, an actual draughtsman stated his bank balance in 1929 was \$40,000, that he turned in an income tax return on \$8,000 in 1929 and 'in 1932 I need the \$5 to eat.'

Woman who claimed to have played a screen mother to all the celluloid stars of the early days at \$100 a week, said she actually worked two days a week now and relies solely on extra work as she is unable to find anything else.

From \$175

Former college instructor who in 1918 was paid \$175 a week by Fox for doing some writing on the side as he works before the camera's lens more than one day a week.

A director who looks back to the days when he earned \$750 a week, said he sometimes goes starving on the side for pictures, averages only two days' work a month, although for eight years he was in the 'limelight' both as an actor and director. Another director, whose top salary reached \$500, fares better with three days a week in the mob.

Extra who claims 20 years previously he was a stage 10 as director has been around the studios nine years, gets a job on an average of every other day and reports prohibition 'too deep a study for me.' Young woman who stated 'I am lucky if I get one day's work a month,' played parts in four New York stage plays and two on the Coast. She added: 'Because of conditions I am glad to take what I can get.'

Since 1916

Woman who had been an extra and bit player since 1916 wrote that she sometimes goes starving on the side for pictures, averages only two days' work a month, although for eight years he was in the 'limelight' both as an actor and director. Another director, whose top salary reached \$500, fares better with three days a week in the mob.

While more than 25% of those questioned gave the stage as their former work, completion of the present extra group is seen in the diversified list of former occupations reported variously as: army officer, college instructor, civil engineer, actor, comedian, acrobat, bank clerk, airplane pilot, university graduate, waiter, secretary of chamber of commerce, physical culture instructor, horse manager, apartment house manager, cashier, director, policeman, traveling salesman, reporter, tea room proprietor, art decorator, chef and others.

GIGOLOS AS FILM BAIT

Wheeler-Woolsey Split, with Bert East for Show

Hollywood, May 16. Team of Wheeler and Woolsey for pictures is no more. The two men have split with Bert Wheeler giving up further screen activity. Latter is now driving east and will probably go into the new Larry Schwab musical. The pair's deal for a picture with Columbia is cold. The arrangement with Columbia is reported instrumental in having dissolved the Wheeler-Woolsey film association. The agreement called for an equal split of the net with no guarantee or advance of any kind. With this proposal off it makes "Hold 'Em, Jail" (Radio), yet to be released, the pair's final film together.

Leo Fitzgerald, agent, who was here but is now enroute east, represents Wheeler and is said to have disapproved the Columbia venture for his client with Woolsey breaking away at about the same time. Fitzgerald was not present when the contract was signed around six weeks ago.

Local belief is that Woolsey is now worth about \$300,000, saved during the three years he worked with Wheeler for Radio Pictures, which paid the two men \$5,000 weekly. Wheeler is adjudged to be practically flat through having given Renee Spier, the second Mrs. Wheeler, \$50,000 at the time of their recent domestic blowoff.

If Wheeler goes into the new Schwab show his salary will be around \$3,000.

Frank Calkins, agent for Woolsey, claims the Columbia deal was called off when the boys said that Harry Cohn hadn't lived up to promises in the contract.

Cohn denies that the deal is off, but Woolsey is going to Mexico City to obtain acts for a musical review he will call "Dumbells" and produce here July 1.

He will finance himself.

Pansies' Premiere Lark Nets Pinch on Coast

Hollywood, May 16. Growing braver, two boys who would be girls attended the opening of "Grand Hotel" at the Chinese with one of the couple in female clothes. As they were leaving the theatre they were nabbed by the cops.

Petticoat gent will stand trial shortly on charges of impersonating a woman. Boldness of the lily pad results from the increasing number in Hollywood.

Film on Walker

Hollywood, May 16. James McGuinness is reported to Columbia to do an original based on the life of New York's well known mayor.

McGuinness has been over at Rialto as an associate producer and rejoins Columbia in a similar post.

RAPE'S REVOLT

Hollywood, May 16. Harry Rapf, Metro producer, suffered an acute indignation attack at the Hillcrest Country Club yesterday afternoon (15) which put him out for two hours.

He will be compelled to rest for a few days before returning to studio.

BUYS MAGNATE'S HOME

Hollywood, May 16. Marie Dressler has purchased the home of King C. Gillette, the razor magnate, in Beverly Hills.

Understood the comedienne paid \$75,000 for the abode.

SKOLSKY'S SCENARIO

Sid Skolsky, the N. Y. "News" columnist, has a solo picture assignment to write for Columbia.

It's a radio story titled "Mike".

METRO'S ESKIMOS

Hollywood Crew Embarks for Arctic Filming

Hollywood, May 16. Metro's "Eskimo" company will leave Hollywood for Seattle about May 28. At the latter point they will take the boat which will serve as a headquarters during the making of the picture.

About half a dozen players will be taken from Hollywood, all receiving nine months' contracts. Remainder of the cast will be recruited from the natives.

Fast Warner Turnover On Star Possibilities

Burbank, May 16. Big turnover in the list of young feminine players has taken place at Warner Bros. during the past month. Five girls have left and five have been added. Only five femmes survived the blue pencilling with the option of Ruth Hall, one of them, coming up for consideration shortly.

Girls turning in their dressing room keys were Vivienne Osborne, Adrienne Dore, Evelyn Knapp, Mae Madson and Marian Marsh. New faces are Betty Gillette, Helen Vinson, Sheila Terry, Gloria Stuart, and Ann Dvorak.

Those carried are Loretta Young, Betty Davis, Joan Blondell and Miss Hall.

Colleen's \$90,000

Culver City, May 16. Colleen Moore's year with Metro guarantees her \$90,000. She turned down Paramount's one picture, "A Lady in Distress," for \$35,000 to stay in "Merton of the Talks," (Par).

Metro contract allows Miss Moore 20 weeks at \$2,000 and 20 at \$2,500. One story line in her is "Peg O' My Heart".

Billie Dove Will Be In Marlon Davies' Film

Hollywood, May 16. Billie Dove, under a starring contract to Howard Hughes, and starred on her own for the past five weeks will play second fiddle to Marlon Davies in latter's current picture tentatively titled "Two Blondes".

Jimmy Durante will also be featured in this picture.

Paul Bern's Trip

Hollywood, May 16. Paul Bern, Metro associate producer, has left for six weeks' vacation and work which will take him to Balboa in the Canal Zone, Mexico City and to New York.

Understood also to be on the lookout for talent.

No Garbo Change

Hollywood, May 16. Looks now as if Garbo will leave here June 4, sailing for home without accepting Metro's renewal offer.

U.A.'S CANDIDATE

Renee Coleman Hubbell, American girl who has been in France three years making French talkers, is a candidate for United Artists.

Miss Hubbell recently arrived in the States with a test, made in France, which was first submitted to Fox with no action taken.

JANET GAYNOR'S 'TESS'

Hollywood, May 16. Fox will star Janet Gaynor in "Tess of the Storm Country" may 17. Film is still remembered as Mary Pickford's standout hit and regarded as ideal for Miss Gaynor.

Lloyd Talks Europe

Hollywood, May 16. Harold Lloyd talking of taking himself and family to the Riviera this summer. It will be his first trip abroad.

Comedian is cutting "Movie Crazy" for general October release.

MATRONS SUPPLY PRODUCTION COIN

Spanish Version Promoters Snare Two Femme Bankrolls with Latin Decoy—Sales Talk Plus Romantic Twist

PROFIT HINTED

Hollywood, May 16. Gigolos from south of the Rio Grande, with parlor and patio technique far beyond the capabilities of the average domestic male, have rescued two promoters of Spanish versions from the pangs of penury. They promise to do as much for others in that line of gentry which lives by its wits.

Working on hire, the swarthy romantics have crashed exclusive social circles where lavender-shirted promoters could never hope to tread and have returned to their masters with production bankrolls swained from gullible matrons.

Santa Barbara and Pasadena are the scenes of this touching routine. Ladies of leisure and cash are the sources of income.

Preliminary operations have netted finances for pictures to be made in the Argentine and Mexico. Two producing outfits have been formed to carry on as far as the cash or the whim permits.

Pure Castilian Soap California society, anxious to acquire an historic background, is partial to suave gentlemen who are dons or sons of dons. A promoter who doesn't let facts handicap opportunity can find such an aristocrat in the Hollywood extra list, or among the Olvera street elite.

With the proper buildup this overnight blueblood may stalk into the best drawing rooms and relate harrowing details of how thousands in Spanish speaking countries are denied pictures in their own tongue because American producers "don't understand." A pity, too, because so much money is waiting to be spent in these theatres, and whoever discovers the Latin psychology will reap a fortune.

This line, wrapped attractively in several layers of pulsating hints of romance, has magnetized a pair of bankrolls from ladies who look pityingly on those who "don't understand."

Give Rookie a Job

To Get Rid of Him

Hollywood, May 16. Al Harz, eastern Baseball rookie with a film yen, made a pest of himself outside the Radio studio with a trick harmonica, ukulele, and two yowling police dogs. Expected his serenade would attract attention to himself as starring material.

Herz landed a job as an extra in "Dangerous Game," on the promise he would take his music elsewhere in future.

Withers Bankrupt

Grant Withers, whose right name is Granville Withers, has filed a voluntary petition in bankruptcy. Withers gives his occupation as "artist" and lives at Essex House, New York.

Withers lists no assets to meet his liabilities of \$18,255. Principal creditors are Jack Warner, of Warner Bros., \$3,000; George H. Tilson, \$3,242; Barry H. Zanuck, \$1,000; Hicks and Sons, \$3,255 and the Government \$3,000 in unpaid taxes.

Rogers, J., Dude Rancher

Dallas, May 16. Already taking after his dad, Will Rogers' son, Jimmie, gets a job teaching riding and polo on a west Texas dude ranch.

Joy is also riding for New Mex. Military Institute polo team.

Coast P. A.'s Check News Syndicates, Straight Casting Items Are Palling

UNGAR REJOINS 'VARIETY'

Returns to Full Charge of Paper's Hollywood Office

Hollywood, May 16. After an absence of about two years, Arthur Ungar has returned to the direction of "Variety's" local office on Hollywood boulevard. Ungar left the same office in 1930 to go with Universal studios.

He succeeds Bob Landry who will remain with the paper in the east.

Fowler's Reasons For Balking Over Morality Clause

Hollywood, May 16.

With the simple but proud statement that he is probably the most immoral person in the world, Gene Fowler waved aside Radio's new contract for a picture, to sign because of the clause calling for him to remain moral while in the studio's employ.

"At my age—and particularly with my liver, immorality is a luxury and I don't intend to deprive myself of any," said Fowler. "One must have one's moments and the Laird of Fire Island intends them to be pleasant, if brief."

"I'm not walking out on the studio; on the contrary I'm sticking with good ol' Radio, but my new contract will specify no particular moral law."

Wants Atmosphere

"I like to write about immoral guys and, after all, if I'm writing about them I have to get the proper atmosphere. That's as good an excuse as any, don't you think?"

"I'm going back to Fire Island in June and write another novel," Fowler continued. "It's going to have some Hollywood sequences in it. Nothing bad about the burg or pictures, just a dash of picture atmosphere and perhaps a laugh or two at Hollywood's expense. Probably when I come back I'll be in the bad boy class, but a guy with a wife and family must eat."

"Only that moral angle is out, Fowler must live. I've been stymied for several years by the long arm of who look out for our national morals."

"First, last and always I'm a newspaper man, and you know how newspaper men are characterized in pictures. They're never over moral. And who is Fowler to make a bum out of pictures?"

One More Moore

Syracuse, N. Y., May 16. Ruth Abbott, local actress, and sister-in-law of Colleen Moore, is going to the Coast for Metro at the invitation of the latter who last week closed a film deal with M-G-M. Miss Abbott is Mrs. Cleve Moore in private life.

OWEN'S METRO TEST

Reginald Owen is on his way to the Coast for a Metro test. Objective is a part in "Smilin' Through." Owen closed in "Child of Manhattan" (Par) in New York Saturday night (14). Possible that he will play his original part in the film version of this piece for Columbia.

BILL FARNUM'S ALIMONY

San Francisco, May 16. Bill Farnum, formerly of pictures, is being sued in local courts by his divorced wife, Olive Ann Farnum. Mrs. Farnum charges her husband with being \$1,200 in arrears on his alimony payments of \$100 a week.

Hollywood, May 16. Rating of the various newspaper syndicates carrying stories on Hollywood, and emanating from Hollywood, has been compiled in the order of their importance by Hollywood press agents. List indicates an increasing preference for feature material instead of straight news about pictures. Constant printing of straight casting news has begun to pall on readers, evidently, as correspondents are passing it up for feature stuff when possible.

Preference of the Associated Press for facts it can write "as feature" stories shows the present trend. This does not apply to stories of big news value, but these are few and far between, it is admitted all around.

Based on Clippings Lineup is based on number of clippings returned to publicity men, and does not take into consideration the importance of any individual newspaper.

Associated Press rates first, and United Press second. U. P. has George Helmer collecting material, while Robin Coons and Howard Keavy cover picture stuff for the A. P. Dan Thomas, for the Newspaper Enterprise Association (NEA), is third, and Mollie Merrick, of the American Newspaper Alliance (NANA), rates even with Harrison Carroll, King Features, for the next spot.

Press agents give sixth spot to Screen Oddities, cartoon by Capt. Roscoe Fawcett, for the Bell Syndicate. This is probably the first time cartoon publicity has been rated important in disseminating picture news.

Louella Parsons has seventh place. Robert Grandon of Publishers Syndicate is eighth.

Two Selznicks III

Hollywood, May 16. Both Myron Selznick and his father, Lewis J. Selznick, are in the Good Samaritan hospital.

Elder Selznick suffered a breakdown Saturday (7) and the son followed Monday, same trouble. Both reported improving.

Fox-Mack on 'Lifetime'

Hollywood, May 16. First cast selection for Universal's "Once in a Lifetime" is Sydney Hill with Russell Mack getting the megaphone assignment.

Production is expected to start about June 1.

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Indie Producers Prepare to Shoot The Works on '32-'33 Schedules

Seeing what they believe is their opportunity to be rated as a major, some of the more prominent independent producers are approximately gambling the entire bankroll on 1932-'33. A couple have bigger sales forces than the majors. Others have even more elaborate announcement books.

The independents are not waiting for their seniors to go on record for the "exclusive" trend. They are already capitalizing the advance move in that direction, even though in big firm quarters it is described as chiefly conversational and little more, right now, than experimental.

Taking a sudden about face, some of the bigger indies are even snubbing independents to join the Hays Organization. One, Monogram, has tabled the idea for a year figuring, according to its head, Ray Johnson, that by that time it will be strong enough to join as a member and not in the plank proposition, if at all.

The independent producer idea is to get the important indie exhibitor while he is still burning over the possibility of being shut off from major product, to seek picture protection in the indie market. This in the angle on which smaller producers say they figure the indie boxoffice can be tied up with an indie product'sanchise.

To make the franchise proposition attractive, the indie producer needs to spend more money; that a 25% increase in the production budget will give the indie picture a 50% better selling edge.

Monogram, as an example of new ambition within independent circles, yesterday (Monday) sent out 125 salesmen, more than the average major company now has on its payroll.

The new indie producer is instructed to stress quality and to sell contracts on the superiority of such material compared to subsequent product of the major companies.

Indie producers, while staying off percentage because of exploitation and checking expenses, are set to jump up flat rentals. In many towns where they have been getting \$300 for a feature, salesmen are being instructed to use the first run and quality argument in an effort to place same in \$500 to \$750.

Programs of some of the more important indies are admittedly elastic. There is a willingness to guarantee the regular exhibitor customer 52 features a year if the contract yield is sufficient.

Giver and Taker Pay High for Wm. LeBaron

Hollywood, May 16. William LeBaron is set to move over to Paramount June 6 as an assistant producer.

Arthur Lubin, New York actor-director-producer, has been engaged as LeBaron's assistant; at Paramount, Lubin left Hollywood three years ago to go east as Pay Bahter's leading man.

Terms of settlement of LeBaron's contract call for Radio and Paramount to divide his salary of \$3,500 per week between them. He pays him \$1,500 per week and Paramount \$2,000. This split starts when LeBaron goes to Paramount and lasts till Jan. 1 when his Radio contract is up.

Radio is thus settling with LeBaron for around \$60,000.

RADIO DROPS SOME MORE

Hollywood, May 16. Another person who has drifted started at Radio with publicity and mechanical departments effected. Among the publicity out is Bill Rice recently brought over from Paramount.

"Variety" FOR SUMMER

Place a subscription for "Variety" over the summer. From now until Labor Day + + + \$1.50. Mail remittance with name and summer address.

2 @ 2/3c

Los Angeles, May 16.

One house on Main street is now offering two features for five cents. In addition the house has hung out a sign, "Ladies Free."

Considering the section of Main Street, and the sex film that is half the bill, it's a safe offer.

U'S BONUS IDEA WITH WRITERS

Hollywood, May 16.

Universal is expanding its idea of engaging writers on originals at a nominal weekly salary with a bonus added if and when. Figured that writers will put more curve on the ball if the size of the check corresponds to the returns and the original investment is not as hazardous.

Quartet of writers added this week on this plan includes Scott Pembroke, John Meehan, Jr., Polan Banks and Ferdinand Reyher. Garret Fort, off U's writer list this week is going to Charles K. Rogers to adapt "70,000 Witnesses."

8 San Antonio Houses Are Running Non-Union

Major chains, along with indies, have declared for open shop in San Antonio. Eight theatres are to operate non-union, indefinitely, in the face of negotiations with the stagehands. As a result, the overhead is more than cut in half on unions, 16 non-union operators taking the place of 32 formerly employed.

Saving has encouraged Publick toward a trial of stage shows at the State, which yesterday (Monday) started playing the attractor with Harry Sadler's show the first.

Houses go non-union as a result of the operator walkout in sympathy with stagehands who were attempting to force employment of a maintenance man in straight picture stands. Publick has three, Aztec, Texas and State, while RKO, United, Majestic, Other houses are Empire, Palace, Strand and Plaza.

Harry Sherman, of Publick, is hired as a clerk. Whitmarsh never cut a promoter's usual swath around here in any way.

Censorless Films Via Nat'l Club Plan, Based on English Play Society Idea

Pictures free from censorship may become available through a \$1 per film subscription plan. M. C. Levee, who is going ahead with his Screen Guild for the general market, is reported considering the idea.

If going through Levee will likely form a separate company so as not to conflict with his Screen Guild, which will operate in the usual manner.

Under the subscription idea pictures would be shown only to club members and not the general public until later if adaptable. Thus, showings would not be within the jurisdiction of Hays, censor boards, etc. Plan calls for a \$20,000 membership, spread over 30 cities; at \$1 for each picture to be seen by the members. If the first year's series included six pictures, membership dues would amount to \$120. Showings, a theater would be rented for one performance in membership towns. In some spots there would likely be other arrangement for exhibition at clubs.

Plan opens up story material heretofore deemed impossible for

Paramount Asks Rogers To Stay on Coast Lot

Hollywood, May 16. Paramount is negotiating to have Charles Rogers produce his eight features for Par. Release on that lot.

It's the first time Paramount has ever solicited outside production; Rogers had a tentative rental deal with Universal.

Late Option Renewal Doesn't Kill Agent's Claim, Says Judge

Los Angeles, May 16. Fact that a studio option was exercised on a picture after the expiration of the player's commission agreement with an agent doesn't prevent the agent from suing for money received under the new term, according to a ruling here of Judge Smith.

Court overruled Mary Astor's demurrer to a suit by Ruth Collier for \$2,433 on Miss Astor's salary at Radio last fall, and gave the star 10 days to answer.

Miss Collier's exclusive contract with Mary Astor expired in November, 1930, and Miss Astor was optioned for 40 weeks at \$2,000 starting January 1, 1931. Agent said the percentage was forthcoming most of the term but she hadn't been able to collect since Oct. 10.

NEWARK FINDS TRIO GUILTY ON PROMOTION

Newark, May 16. Saturday evening (14), after a trial that was front page news, Stuart I. Whitmarsh was found guilty of conspiracy to defraud in connection with his promotion of the little theatre here. Convicted with him were Daniel J. Gould, stock salesman for Whitmarsh, and Mrs. Jessamine C. Eyles, a clerk. In Mrs. Eyles' case the jury recommended clemency. Possible penalties are three years in jail and \$1,000 fine.

In testimony Whitmarsh admitted that he had sold \$70,000 more stock than the capitalization of the company. Although accused of it he denied that he had spent any of the money recklessly. Most damaging to the accused was the evidence of a 78-year-old widow that she had invested \$40,000 in the venture and then given \$8,000 more on a mortgage on her home.

Defense was that the venture was simply unfortunate. Gould admitted taking \$30,000 in commission and the case will be appealed. Prosecution claims the Little has no connection with the defendants, although Mrs. Eyles is hired as a clerk. Whitmarsh never cut a promoter's usual swath around here in any way.

U Reel Goes Sound

Chicago, May 16. Chicago's "Daily News"-Universal newreel is switching to sound, and is now having RCA equipment installed throughout its fleet. Previously this picture news service has operated strictly silent, using Graham MacNamee's vocalizer.

MacNamee sticks to the newreel, but will serve primarily to introduce subjects rather than act as continuous narrators.

"Daily News" has also secured a license for regular picture production and expects to go into the commercial field.

U Buys 'Merry'

Universal has closed on purchase of "Merry Go Round," political play at the Avon, New York, which secured a level of publicity over its recently played up opening.

Albert Maltz and George Sklar wrote the show, both students of Prof. Baker at Yale. Produced by Walter Hart and Michael Bankfort.

Strand Mgr. Found Guilty and Fired Over 'Mouthpiece' Suit in Syracuse

Ruben Undecided, but Won't Stay with Publick

Minneapolis, May 16.

Eddie Ruben, former Publick northwest division manager, denies he is to continue in the employ of Publick. He also refutes the reports that he is negotiating to buy back the P & R circuit from Publick or, together with Harold Finkelstein, will take over the Pantages theatre here.

Ruben declares he has made no definite decision regarding his future activity.

DROP PUSH ON SCHOOL FILMS

The picture business as a whole is putting aside visual education until conditions better sufficiently for school boards to see their financial way clear on this subject.

Film executives, who a few months ago were leaders in the visual movement, now admit that it is futile at this time to attempt to put the idea across so that it will mean something. So rather than fall down they will wait.

Western Electric is now trying to interest colleges and universities to become producers of academic subjects. First such deal was closed by ERPI with the University of Chicago.

Pictures for that institution will be made there, it is understood, the university paying ERPI the regular royalty of \$100 per reel. There is a possibility that ERPI will reduce the royalty.

COL-LAMBS' SHORTS

Series of 12 to Be Made at an Eastern Studio

A deal has been closed between Columbia and the Lambs for a series of 12 shorts in which none but members of the club will appear. They will be known as "Lambs Gambols" and marketed by Col in the usual manner, with a percentage of the proceeds to the Lambs Memorial Fund.

The Lambs' actors will donate their services for the shorts. Production will be in the east at an independent studio.

The series will be similar to those made by RKO-Pathe with The Masquers, Hollywood's parallel to the Lambs here.

The Col-Lambs deal was arranged by Raymond Peck of the club's council.

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Hatrik West-Mayer North

Hollywood, May 16. Ed Hatrik, general manager for Cosmopolitan Productions, arrives here tonight (Monday) from New York for conferences with Hearst, Louis B. Mayer and other executives to attend the Republican state committee conference.

Syracuse, N. Y., May 16.

Some 24 hours after he was fined \$100, with the alternative of 100 days in the penitentiary, following his conviction by a police court jury on a charge of criminal libel, Perry Spencer, managing director of Warner's Strand, was summarily removed from his post by the Stanley Mark Strand Corp.

Notice that he was dismissed came to Spencer by long distance phone from division headquarters, in Albany. He was instructed to turn over the house to his assistant, H. C. Earl, pending the arrival here of his successor.

Spencer was arrested on the criminal libel charge as a result of the local showing of "The Mouthpiece" (WB), the warrant being sworn out by Ruth Fallon, daughter of the late William J. Fallon, New York lawyer, who contended that the picture libeled the memory of her father. It is one of the few cases in which it has been held that a deceased person has been criminally libeled.

Letter As Evidence

Spencer, in exploiting the picture, sent a letter to Dennis P. Nash, Syracuse attorney, in which "The Mouthpiece" and Fallon were linked. Spencer knew that Nash had defended Fallon when the latter was tried on a jury fixing charge, but what he did not know was that Mrs. Fallon, following her husband's death, had married Nash. The letter was an important factor in the case. The arresting officer, at the trial, also testified that Spencer had linked the picture with Fallon.

The jury of six, which had required two days to select, found Spencer guilty after deliberating more than four hours. Judge Yehli imposed the \$100 fine, with alternative of 100 days, and an additional 30 days was suspended upon condition that "The Mouthpiece" is kept from the local screen.

Appeal of the case was believed certain but dismissal of Spencer, and the evident intention of "Warners" to hold his exploitation rather than the picture itself responsible for starting the Spencer conviction, leaves the future course indefinite.

State Senator Feinert, retained as one of the defense counsel, issued a statement after the trial deploring the Spencer conviction, if allowed to stand, would be menace to the freedom of the screen and press.

Action under the criminal libel law is being shown in "The Mouthpiece" (WB) at the Winter Garden, New York, on coming up in 54th street court this week was adjourned to Thursday. House manager said with a summons last week following institution of similar steps in Syracuse which resulted in a conviction.

McCarthy-Mayer East; Whitbeck Studio Contact

Hollywood, May 16.

Arthur Mayer and Charles D. McCarthy return east the middle of this week. Latter's going east sets aside the report that he would stay in Hollywood for a Paramount advertising emanating from the coast.

McCarthy will be second in charge to Mayer as head of advertising and publicity, doing most of the contacting for his department between the studio and the east.

Frank Whitbeck's status remains as is. He will continue to watch picture production and draw up suggestions for advertising to be carried out in New York.

UA Going for Coast Ad Preparation Idea, Too

San Francisco, May 16.

Charlie Leonard is scheduled for a promotion from his desk at the United Artists theatre to Hollywood U. A. studios in charge of all advertising.

Boost was given him this week after his arrival from New York of high hopes for a Paramount ad campaign. Leonard's successor is chosen as yet.

WAVE SYSTEM FOR STARS

Hope for Lower Tax as Democrats Champion Poor Man's Recreation

Washington, May 16. The Senate Committee considering the Revenue Bill to which budget will probably send on the floor of the Senate some time this week their findings in regard to the 100 or more items, including the tax on this theatre, depending on how that item comes out of committee. It now stands at 10% on all admissions over 10 cents—will be determined what kind of a fight will be waged when the two sets of conferees get together, one from the House and one from the Senate.

The House, when it first placed a tax on the theatre, exempted all under 46 cents in the Senate Committee that figure was set to embrace all 10 cent seats, the tax placed at 10%.

There is a great deal of rivalry between the upper and lower houses this season because of the political complexion of the two branches. Therefore, the Democrats, in control of the House, are waiting to beat the Republicans in control of the Senate. It will be noted that the Democratic House gave the theatre a break, setting the limit high. The Republican Senate knocked the figure down—and if the Committee adheres to the present tax there is going to be a battle-royal. This on the authority of a member of the House who is favorably disposed to the theatre. He is Congressman Vincent Carter, of Wyoming, a Republican, and he says:

"The theatre—especially the motion-picture theatre, especially, out in my country—is the poor man's club. The movie is about the only place that the poor man and his family have left in which to enjoy the most common pleasure. It would be almost high treason to tax that place so that the poor man and his family could not enjoy its diversions."

More Championes

There are more like Congressman Carter who believe that the attempt to balance the budget should be directed in other directions—away from the theatre.

All these men are waiting, anxiously for the revenue bill to be reported out on the floor of the Senate—and they have reason to believe that the coming week will be the time.

While it is known that most of the members of the Senate Committee are favorably disposed toward a tax on all seats above 10 cents, the theatre has the outside chance of escaping such a tax. Even if the Committee reports for 10 cent exemption limit, there will have to be a meeting between the two sets of conferees—the House and the Senate—and they will have to agree jointly on the tax.

In this meeting of the conferees after both houses have passed their estimates will come the final tax for the theatre.

As it stands now, the House measure is a distinctly Democratic measure and the Senate bill is decidedly Republican. When the two sets of conferees get at the estimates, for purposes of revision, the complexion of the committee will be as follows: House, three Democrats and two Republicans; Senate, three Republicans and two Democrats. That makes an even division, so it is possible that the Senate will reduce its conferee representation to two Republicans and one Democrat.

Whatever happens, the theatre's interest will be protected since Congressman Carter has rounded up a lot of congressmen who, like himself, come from states with plenty of rural territory and who believe that the poor people of the land should not be burdened with a theatre nuisance.

There is this to remember: Even if the Senate, in reporting out the theatre tax, fails to amend its present figures, there will have to be a final agreement when the conferees of both houses get together. Chances are there will be a happy medium struck, a tax somewhere

LEVEE RETURNS WEST

Claims Financing Set and Figuring on 6 Guild Films

Figuring on a series of six pictures M. C. Levee, head of the newly organized Screen Guild, states he has arranged for financing, but would give no details, and returns to Hollywood today (Tuesday).

The Guild will release through United Artists. Its schedule of six will increase to 18 the program of 12 so far figured by UA and including one each from Douglas Fairbanks and Mary Pickford. While the latter both interested in the Screen Guild financially, they will continue to make pictures individually direct for U. A. distribution.

Levee is forming an advisory board before which all production, distribution and other matters will come for final approval.

Opposish Offers 1 Share of RKO Stock With \$5 in Tickets

Schenectady, May 16. A drop in prices and added vaude in the RKO houses here brought increased attendance and looked for retaliation from the opposition. The Proctor house is presenting five acts for from 25c to 50c.

The next day the "Gazette," daily, ran an ad by the Ritz theatre which offered one share of RKO stock with every \$5 worth of admission. The ad did not appear in the "Union Star," evening daily. It could not be ascertained whether the paper refused it or not.

The Ritz is operated by two Pittsfield men, Kliss and Fessenden, on a sub-lease from the Faranti Theatre Corp., RKO opposition.

FOX STUDIO CONTRACTS NEED SHEEHAN'S OKAY

Hollywood, May 16. Believing that W. R. Sheehan should have final say over the productions he will eventually supervise, S. R. Kent is holding in abeyance all contracts of major importance with players, writers and directors until Sheehan returns to the studio early next month.

After giving recent product the uncover, Kent feels that Sheehan's knowledge of production is necessary before any final move is made on future pictures.

KATZ STAYING WEST ON PAR PRODUCTION

Hollywood, May 16. Sam Katz is concentrating on Paramount production to the extent that he has arranged to prolong his stay here for from four to six weeks instead of for a fortnight, as recently announced.

Katz is making all preparations, including daily rushes, and is reported prepared to eliminate any of the executive group who may be negligent or do not come through with product that toes the mark.

Laemmle Postpones

Illness of Carl Laemmle, Sr., caused him to cancel passage on the Europe last Wednesday night. (11)

Universal's president will probably sail late this or early next week. between the proposals now drafted, say, a tax on all seats over 30 or 40 cents. This is the best opinion of men who are following this item.

FILM MEN STUDY BASEBALL MEANS

Prompted by Current Economy Trends—Would Control Salary Tilting and Star Roids—Analyze Major League Operation

WOULD CURB AGENTS

Will Hays is studying the work of Judge Landis. Baseball's financial system of dealing with its players is again being closely observed by film lawyers who admit that its adoption by producers in relation to contract players would redress in many ways the option method long the contractual vogue of the picture business. Idea seems to be that substitution of the word "waiver" for "option" might dispense with the agents who have largely been blamed in the past for skyrocketing stars' salaries.

Instead of taking up or dropping a player's services at option time, on the baseball promise the studios could retain the performer under contract until they chose to exercise the waiver. Then if the star were sold to another company the first producer could keep the profit in such a transaction.

Baseball's Method

Organized baseball's contract system entitles the club to a player's services for as long as it wishes to hold him. This despite the making of irrevocable contracts. These are solely for salary valuation purposes and usually run from one to three seasons.

When the contract expires the player contracts to be the club's exclusive property and remains so until the latter wishes to dispose of him. When the time arrives for the making of a new contract and if the player and club fail to agree, over salary, the club is empowered to either bar the player from organized baseball or trade him to any other club that's willing to meet the salary demands.

Baseball's so-called "waiver" system is based on relations between the clubs. For example, the New York National League team may wish to dispose of a player. It must inform the league's seven other clubs any one of which can bid for the player and get him for the set waiver price, which is \$7,500.

If the other clubs pass the player up, the New York owner is entitled to "waive" the player out of the league by sale or transfer to an American or minor league club. Very often a club will attempt to "waive" a player out of the league, only to recall its offer for fear of strengthening other clubs in the same league when they bid instead of agreeing to "waive" on him. This "waiver" clause, however, apply only to players who have been in one league for less than 10 years. The 10-year men are free agents entitled to make their own connections, given an unconditional release by their club. However, the release remains optional with the club.

Overtures by club managers or officials to players on option contracts are barred by agreement among the clubs. Competitive bidding and consequent salary boosting by this method are practically unknown in baseball, with a stiff fine the usual penalty for infractions.

In the picture business the baseball "waiver" may be workable in many ways, particularly in inter-producer relations.

Film Lawyers Interested

This is not the first time picture lawyers have looked over the formula of the big leagues. It was dusted off only a few months ago when the Coast court's writ was appointed. From the "no tampering" clause in organized baseball, picture producers obtained their in-

Royalty Basis for Production Grows In Favor as Economy Measure; Col's 5

Made to Order

Jacksonville, May 16. Florida has established a fund which will be used to entertain all picture executives coming down here in search of studio sites. Various municipalities will contribute to the fund.

There won't be many of the picture bunch on a visit during the summer, but it looks like a break for any of the film men who can promote themselves a trip next winter.

Both Fox and United Artists have had men looking around down here, though it's also true that that may not mean anything.

ATTORNEYS FOR MAJOR FIRMS REJECT 5-5-5

The 5-5-5 distribution contract has evidently taken the final count.

Lawyers for the major companies have formally rejected the formula which representative groups of the industry have been devising for the past two years.

Reason given for tabling this uniform method, to retain individual distribution contractual forms, is that the lawyers decided that they would approve the 5-5-5 of the exhibitors in another year or so, should be in the position of doing an about face and claiming that this method had been forced on them.

The legal men can see no permanent relief in the contractual relation with the exhibitor except through the independently devised contract forms such as now exist. As block booking has been ruled legal, so has a uniform contract of a compulsory nature been declared illegal. Because of this the lawyers felt it prudent to do not favorably view a single form which lays distributors open to attack even though approved by some exhibitor groups.

Bill Fox East

Hollywood, May 16. William Fox left for the East Friday (13) with wife, in private car, after three months at Santa Barbara.

Fox is still unwilling to talk about any Paramount deal.

Aspiration for "no star raiding" among exhibitors. This is admitted in certain film parts.

Discussion of the waiver method is brought about largely through economic pressure. While appeals have and are being made to most stars to take cuts, no original formula that could make the reductions general has yet been hit upon by the producers.

Points in the discussions as to how the industry would fare with the waiver system are numerous. It would seem, however, that a point in the negative has one just as strong in the affirmative in the discussions to date.

Prior to the waiver system, film lawyers remind, big league baseball had much of the trouble which the industry has and is undergoing. There were the same kind of raids on players in baseball which the industry is now attempting to stop through the medium of studio arbiters. It is a hard fact. There was also, comparatively speaking, the same fluctuation in salaries on the diamond as there now is in the studio.

Hollywood, May 16.

Columbia is the leader in experimenting with royalties in picture production, having five deals lined up wherein the producer, author, and in one case the stars, gamble on the returns.

Deals are "Brief Moment," with S. N. Behrman, author, and Guthrie McClintic, producer, Preston Sturges and Peggy Fears Blumenthal for "Child of Manhattan"; Bryan Foy as author and producer of "Pullman Murder"; Anthony Abbot, author of the Thatcher Colt mystery series and Wheeler and Woolsey as co-stars in a feature.

Walter Wanger, while with Paramount, campaigned for the royalty agreement but got nowhere. Sliding grosses are bringing the deferred payment system into the limelight, with a number of other studios flirting with the idea.

Douglas Fairbanks has announced that in addition to his Tullitain picture he will produce another feature on the commonwealth basis.

Mike Levee has conceived the whole edifice of his Screen Guild on this same premise.

OPPOSE FILM HEADS APPEARING ON TAX

Overseers for the film industry will oppose personal appearance of picture heads at Washington, D. C., even if this should be deemed film men's last means to protect the 10-cent admissions tax.

Confidence that the tax on film box offices, if it goes through at all will be at the original 46-cent rate, approved in the House of Representatives, is clearly indicated by the industry.

An amendment to the revenue bill to exempt legit from the proposed 10% tax above 10c. will be introduced in the Senate within the next 10 days by Senator Robert Wagner (Dem., N. Y.). Amendment will be brought up when the Senate reaches the admission part of the tax bill. Similar amendment was introduced into the House bill, and was defeated.

Minneapolis, May 16.

Feeling here among Allied States officials is that Charles Pettifjohn and the big producer-exhibitor companies are not vigorously opposing the tax change which will hurt the small independents more than the chains.

NO ACTION IS TAKEN ON ROXY FINANCE MATTERS

Roxy theatre situation was still in the air among Allied States officials. It is a question of money and who will put it up. A directors' meeting yesterday afternoon broke up after being in session only a few minutes.

It is rumored that Syd Grauman, brought back by Spyros Skouras to entertain a proposition to run the Roxy, looks somewhat askance at the proposal. Grauman arrived Friday (15) and is expected to leave for the Coast again late this week.

The financial situation of the Roxy is apparently becoming more complicated. One report was a move by the 'A' studios to get aside the present trust agreement on their stock held by some of the directors. If that should happen, a lengthy court controversy could develop. Halsey Stuart, banking firm, is organizing a note holders' committee on the question of the second mortgage, which comes due July 1.

Upon Skouras' return to the Coast he will probably supervise reopening of the Egyptian theatre in Hollywood as a two-day deluxer. The Skourases have made him this offer.

The Kitz plan, now dark, is of the Fox-West Coast chain and was Grauman's original case house.

THE 'EXCLUSIVE' FOR LEAD

Goldstone Now Angeling 95% of All Coast Indies

Hollywood, May 16. Phil Goldstone, founder of Tiffany and formerly operating his own chain of exchanges, is now angeling 95% of all independent production put 'ere.

His system is deemed almost fool proof, his profits heavy, and his domination of the independent market has no parallel among the majors. And never had. Only other financiers in the indie field are Consolidated Laboratories which will loan only to producers with national distribution.

Trem Carr's Monogram pictures are an exception in being internally financed through a syndicate headed by W. Ray Johnson. This company is practically the only producer of states right product not regularly relying upon Goldstone.

Goldstone System

Around 30 indie producers are carried by Goldstone under the Goldstone system whereby:

No money leaves Goldstone's exchequer. He assumes responsibility for all bills, pays them in cash and gets the distribution.

Goldstone never advances more than 50% of negative cost, but the other 50%, generally represented by paper from states right exchanges, is accepted for discount by Goldstone.

All producers financed by Goldstone must use the Royal Laboratory controlled by Goldstone and King Charney. It is also specified that they use RCA Photophone sound equipment and Afta raw film. Goldstone is financially interested in both.

Goldstone obtains commissions from studio rentals, costumes and property companies and from various other sources.

Some Risk

Although Goldstone makes big profits, he takes some chances and apparently the only person willing to make the gamble. His own knowledge of the business, all from production to exhibition, gives him a pretty good notion of how far he can go. No question that without Goldstone, or someone else prepared to play angel, regardless of terms, there would be no independent boom at present. A strange paradox of the present economic conditions in the trade is that the indies are possibly better satisfied than they've been in years. Features seeking cheaper rentals over the country are giving the state righters a break.

Goldstone is quietly and without ostentation one of the richest individuals in motion pictures. And never more prosperous than right now. He has practically given up his own production activities to devote all his time to being the Santa Claus of the indies.

Doyle's 'Lost World' By Radio in Line with Animal Story Trend

Hollywood, May 16. Radio has bought the dialog rights and seven years' additional story rights to 'The Lost World' from the estate of Sir Arthur Conan Doyle. Studio had previously bought from 'Warners the story rights which expire in 1936. A picture will be put into work to follow present trend to animal story, which will be led off by 'The Eighth Wonder,' which Merian C. Cooper is producing.

Warner came into the story rights through the addition of First National, 'Lost World' having been bought by that company as a silent in 1925. WB be put into the indies invented by J. Searle Dawber for a one reel picture some years earlier. Harry O. Hoyt has been trying to revive it as a talker for more than a year.

Grab Gab Shot

Hollywood, May 16. Monte Carter was hired by Columbia to speak a couple of lines in Hebrew for 'Hollywood Speaks.' Although Jewish, Carter no sabbe Hebrew. Learning what he was supposed to do, he excused himself from the set and got his tailor on the phone. Tailor fed him the dialect, and Carter hurried back to the set and recited.

At this moment an elderly electrician interposed with criticisms of Carter's accent. Eddie Buzzell signalled sound and camera and grabbed him for the shot.

Carter cashed his check and went home. Electrician probably doesn't know yet he's an actor.

W. E. Demonstrates; Lapel Mike OK, but Records Are N.S.G.

Providence, May 16. Demonstration of wide range reproduction, a new and advanced system for talking pictures, was given at the Majestic theatre here last Thursday night (12) by E. M. Fay, local theatre exhibitor, in conjunction with Western Electric. First time the new system was demonstrated to a film audience in this country.

Demonstration consisted of a short stage performance in which Walter Scott Weeks, legit actor, was featured; the presentation of disk orchestral numbers shot through the horns, and the screening of 'The Mouthpiece' (WB). Weeks used a 'lapel microphone,' introduced by Electrical Research Products and an old-fashioned phonograph and an electrical 'telescope' demonstrated the value of extending the frequency and volume range.

Weeks showed the audience that with a 'lapel microphone' any speaker, singer or performer of any character may move about at will while officiating. The lapel mike is the size of a 25 cent piece. In demonstrating the electrical telescope Weeks revealed that by placing an ordinary pocket watch close to the speaker of the telescope, a watch was made to sound like the tapping of a metallic object. Demonstrating on one of the house attaches, Weeks also showed that a normal heart beat could be heard.

Three musical selections on records were played from the projection booth and thrown through the sound equipment as another feature of the demonstration. This feature was not as satisfactory as the stage exhibit. Many surface noises. This was also true of two records with dialog. There was an ever present grating noise, like the scratch of a needle.

New development in sound is supposed to cover a frequency range from 40 to above 8,000 cycles per second. This is coupled with the ability to handle great volumes. Representatives of Electrical Research, present at the demonstration, claim that these advantages will become more pronounced after the picture studios have completed installation of sound equipment to apply the benefits of wide range to recording.

Device is the outcome of refinements in the recording and reproducing apparatus. It involves, among many other things, the introduction of new frequency loudspeaker unit capable of reproducing even beyond the limits of audibility.

MONTAGUE IN N. Y.

McMontague, partner of Joe McConville in the operation of the New England exchanges through which Columbia distributes, will remain in New York as sales advisor to Jack Cohn. Meanwhile, distribution is in complete charge of C. N. Rosenzweig.

McConville will continue to make headquarters in Boston.

MAY EXPERIMENT BUT NO GEN'L USE

Say Film Heads Who Delve Into New Sales Ideas—Think Half of Now Closed First Run Houses Would Have to Reopen

'A' OR 'B' PRODUCERS

Facts and figures and the advantages and disadvantages an 'exclusive run' policy would entail are now being weighed by picture over-seers. Their first definite conclusion is that the policy cannot be made general until 1933-34.

Whatever attempts along the new line are made during the current sales season will only be practiced by one or two companies, say the moguls, and this will establish the precedent for the industry.

High film opinion at present is that general adoption of the 'exclusive' policy will eventually force producers into either an 'A' or 'B' class picture. The point is made that one company cannot expect to make product for both classes. From the aspects of the theatre, the 'exclusive' policy would likely mean the reopening of many darkened first runs since the 'A' policy, as now outlined, calls for a doubling of playing time.

According to the latest figures approximately 132 of 330 first runs are closed in 66 cities. Each of these towns has a population of 100,000 and over. It is calculated that fully one-half of these closed first runs would have to be lighted were major producers to accept the 'here only' idea as a national policy. The same token it is estimated that 700 subsequent run houses in the same territories would be excluded from projecting 'A' pictures.

First Run Division

Of this 3,700 total 1,500 theatres are stated to be in the country's six largest cities, the remaining 2,200 being split between 60 lesser centers.

Another angle included in the 'exclusive' program is seen in the classification of the first runs. In the 66 cities considered by industry statisticians almost half of the first runs are divided between major and independent companies. Specifically, 150 first runs in these cities are now controlled by independent. Whether under the 'here only' scheme the majors would consider the key independents, or set up 'A' houses of their own, is a point now provoking plenty of discussion.

The need for a single policy by each company under the new distribution policy is an instance of this, circuit representatives are asking: 'Who can determine what is a Class A picture and a Class A picture?' it is figured by spokesmen that all the companies would not be able to enter more than 150 features in the 'A' class.

Thought is that companies producing for the Class A market will have to increase their production expenditures while companies subsiding for the subsequent trade will be able to guide their budgets accordingly. Of approximately 500 features estimated to be produced for '22-23 it is figured by spokesmen that all the companies would not be able to enter more than 150 features in the 'A' class.

However, this difference in production policies would smooth out exhibition problems, it is contended. Where the exhibitor takes exception to being deprived of the cream, his ability to book on a 100% basis with a producer, subscribing strictly to subsequent product, would eliminate these difficulties and charges of immaturity.

Independent theatre owners are being charged in producer quarters with having brought about the new distribution trend. They point out that forcing double features and

Amusement Stocks Fail to Take Part When Oversold Market Turns

Loew Votes Regular 75 Cent Div.

Yesterday's Prices

Sales.	High.	Low.	Last.	Chg.
200 Col. Pict. F.	2	1 1/2	1 1/2	- 1/4
200 Col. Pict. F.	2	1 1/2	1 1/2	- 1/4
200 Eastman K.	2	1 1/2	1 1/2	- 1/4
200 Fox A.	2 1/2	2	2	- 1/4
100 Gen. Theat.	2 1/2	2	2	- 1/4
3,000 Loew	22 1/2	22 1/2	22 1/2	+
200 M.P.	2	1 1/2	1 1/2	- 1/4
300 Pathe A.	2	1 1/2	1 1/2	- 1/4
5,100 Warner	10 1/2	10	10	- 1/4
1,300 Warner	1 1/2	1 1/2	1 1/2	+
CURB				
200 Fox Theat.	1 1/2	1 1/2	1 1/2	- 1/4
300 Tech.	1 1/2	1 1/2	1 1/2	- 1/4
200 Trans-L.	1 1/2	1 1/2	1 1/2	- 1/4
DUPLICATE				
\$20,000 Gen. Theat.	3 1/2	3	3	- 1/4
24,000 Loew	77	76	76	- 1
10,000 Par-P.	20	20	20	- 1/4
14,000 Par-P.	21 1/2	20 1/2	20 1/2	- 1/4
5,000 Pathe	10 1/2	10	10	- 1/4
2,000 Warner B.	10	10 1/2	10 1/2	+

Sound Union Takes Compromise, Waits In Indie Rate Boast

Hollywood, May 16. Probability of an immediate strike of sound men against Columbia is off with the studio and union officials agreeing to a truce whereby Columbia continues to pay the new scale under protest while negotiations are continued. Three-week time limit was put on the period for parleys.

Hal Roach studios also is paying under protest with an understanding that final decision in the Columbia matter will be accepted by the company.

No Action

While threatening a walkout against independent concerns who have ignored the new minimum wage scale and regulations calling for a minimum and classified crew of four men, no specific action has yet been taken in this direction by the union. Harold Smith, representative of the local, states that he will move in on the indies when reports from all his working associates give him a complete picture of just how many of them have been using the new edict as to wages and crew.

Inability to get an assured promise from allied unions that they would walk out in case of trouble with the soundmen, is believed back of the current willingness of the union to stall the issue.

SPRYOS SKOURAS' N. Y. HUDDLES ON POOLING

Spyros Skouras on getting back to New York, Friday (13), after a lengthy absence on the Coast immediately went into huddles with George and others on the operating and other matters. Charles Skouras, who accompanied the senior brother west, remains in Hollywood in charge of P-W-C. Coming up for early consideration east will be conferences with Public on the question of pooling houses in towns where F-W-C and Public are in conflict.

Radio Convenes

Entire sales force of RKO-Radio is attending the annual sales convention of the company at Chicago, uniting for the first time RKO-Radio and Radio. Meet opened yesterday (16) and ends Wednesday (18). This includes all film salesmen of the company as well as broadcast men.

M. H. Aylesworth, chairman of the RKO-Radio board, left Sunday for the session.

By AL GREASON

Amusement stocks disappointed again when, for the first time in months, an opportunity came yesterday (Mon.) to study their action on a sudden rally.

The whole market had broken to new depression lows, when news came over the ticker that the DuPont directors had declared a 75-cent dividend. There had been gloomy forecasts for this meeting, due to the sorry performance of Gen. Motors lately, DuPont being an enormous holder of that stock. Market was slipping badly when the new flash came in, but it steadied promptly and continued steady until the last hour, when it became apparent that pressure was being to relax, opening the way for a drive against the short accounts, extended in anticipation of an adverse DuPont dividend vote.

Rally extended before the close to as much as four or five points from the day's lows in the fast movers, holding minor net gains for the day right up to the close. Significant point, as regards the amusement was that they showed no disposition to get into the move. Loew, which had defended its critical level of 21 all day, rebounded to 2 1/2 and closed just under that mark.

Loew directors met during this afternoon and declared the regular 75-cent quarterly dividend, maintaining the established rate. Payment is due June 31 to stock of record as of June 13.

Bonds generally indicated continued stabilization and especially so among the theatre issues. Both Par. issues slipped further, and Loew was off 1 to 76.

Went down in bonds suggested that the rally in stocks was purely a technical affair and an interruption to the downtrend.

RKO and Warner Bros. went to the bottom of the market at 2 1/2 and later at 1 1/2, and were still in low ground at the close. Par. was dull at 2 1/2.

New Laws for Slump Wall Street was trying to reconcile itself last week to new delays (Continued on page 21)

2 MORE REJECTIONS BY CHI CENSOR BOARD

Chicago, May 16. Local censor board is still at it. Slashes to celluloid are being handed out right and left, with pictures such as 'State's Attorney,' 'Crowd Roars,' and 'Attorney for the Defense' being snipped into pieces. Metro's 'Lettie Lynton' was also held up for a long time before the censors finally let it reach the screens with cuts and a 'for adults only' slapped on it.

Universal's 'Night World' has been flatly banned, as has Metro's 'Both Sides of the Face.' Exchanges are working on the rejects and it is likely that they may be able to pull them out of the fire with Pink labels and slashes galore.

United Artists so far has not even taken the trouble to let the censors view 'Scarface,' but is now gathering forces and after completing preliminary arguments may give it to the board for screening later this week.

Meanwhile the exchanges are still trying to figure how they can get out from under Chicago's censor outfit.

Confabbing Eastward

George Schaefer, Par's distribution chief, John Clark, western division manager, and Joe Unger and Stuart W. Cramer, dist. chiefs, return to New York Thursday (18). Following the convention in L. A. they are holding brief sales confabs in Salt Lake City, Denver, Kansas City and other spots on the way back.

Chi Film Biz Awaits New Product With Hopes: Letty Outlander At \$30,000; 'Attorney' \$11,000

Chicago, May 15. Two loop price cuts have gone into effect, and others are expected as soon as Congress makes up its mind on the tax place. State-Lake has removed its 75c and 85c tops, and is now ranging from 25c to 50c. Roosevelt has been removed entirely from the first-run class and is now a second-run house, playing loop repeats at 25c and 35c. Both spots have picked up slightly, but not enough to take them out of the red shadow. Picture business is weak throughout town. B.K.K. is settled solidly on a waiting policy, figuring to take losses until the middle of June at least, at which time they expect a rise at the registers, due primarily to the new acclaimed product scheduled for June and July release. Exchanges are generally withholding their best films at present, since a loop showing would send these films into general release right into the hot spells of July and August when theaters and small theatres are closed. By holding off a month they can get the general release in September, for the reopenings.

Loop currently sad. Letty Lynton's rates as the most popular of the newcomers. Flick had trouble with the censors, and got by only on a pink ticket from the board. "Rich Always Wins With Us" (Par) is a night trade draw at the ace Chicago.

Estimates for This Week
Chicago (Publix-B.K.K.) (4,000; 50-75-85). Rich Always Wins With Us (WB) and stage show. Ruth Chatterton drawing the carriage and evening train. Matinee draw. Suffering badly from the general debility of loop picture business last week. Last week \$28,000, not strong. Last week "Three's a Crowd" tab was also a slight draw with \$28,000 (Fox), and held house to oke \$38,800.

McVickers (Publix-B.K.K.) (2,200; 50-75-85). Lena Rivers (Tif). House down badly. Not going anywhere currently. Looks like bad week at \$12,000. "The Cavalry Battalion" (UA) slated to follow on Sat. (21). "Clara Deane" (Par) was a fair week, but not strong.

Oriental (Publix-B.K.K.) (3,200; 50-75-85). "Sinners in Sun" (Par) and stage show. Herbie Kay band helping new show. Last week unhappy \$4,000. Last week down badly on "Room 13" (Fox) to \$28,000.

Palace (RKO) (2,500; 50-75-85). "Roadhouse Murder" (Radio) and "Leo" (Fox). Last week nothing of any strength in sight this week, and the predictions are for not more than \$15,000. Last week "Devil's" (Fox) was a draw, also in the ground at \$13,000.

State-Lake (RKO) (2,700; 35-50-60). "State's" (Fox) and "The First House in the loop to return to a separate scale for balcony and orchestra chairs. Last week picking up a bit in the afternoon on the lessened admish. Flick has been closed and pinked by the censors, but may hit pay dirt for the opener. "Symphony" (Radio) folded suddenly in its second week, badly pulled to the tune of \$7,500 for its final six days.

United Artist (Publix-UA) (1,700; 50-75-85). "Letty Lynton" (M-G). Standout of the parade on pace. House is heavily billing every one of the possible names in town, but to offer the same bill on "Grand Hotel" right across the street. Likely to hit \$30,000, although the censors look to close this week probably, then "Congress Dances" (UA).

Urbana (Jones) (1,200; 50-75-85). "Grand Hotel" (M-G) (4th week). Starting to slide slightly, just on the matinees during the week. Night show is still in remain capacity. Hitting \$20,000, due to arrangement of seats, there being only 87 seats at 50c, each show.

BACK FOR RETAKES
 "Thunder Below," Paramount's latest with Tallulah Bankhead, print of which recently arrived in New York, is being sent back to the Coast for retakes. About 600 feet has been n. g. ed.

Flora, slated to go into the Rivoli, New York, May 26, may be sent back as a result.

GRACE'S SECOND AIR STORY
 Hollywood, May 16. Dick Grace, who is being sent to an airplane story for Radio, Merion Cooper, himself a former pilot, is directing.

Script will be built with Joel McCrea in mind.

TACOMA TAKIN'S

Olsen and Johnson Jump Orph to Oke \$8,900

Tacoma, May 16. Orpheum plays with the Olsen and Johnson gang the first half and Ruth Chatterton in "Rich With Us" (Chatterton) a nice \$6,000 for last half. Report that vaude out in this burg denied.

Bis holding up oke. Some big vaude bills ahead.

Estimates for This Week
Orpheum (RKO) (1,500; 50-75-85). "Ferguson Case" (FN). Olsen and Johnson stage unit clicked first half; then "Rich Always Wins With Us" (Chatterton) a nice \$6,000. Last week "Steady Company" (U) and "Night World" (U) off, but still at \$5,800.

Blue Moon (Hamrick) (650; 25-35-50). "Man Wanted" (WB). Off at \$2,000. Last week "Beauty and Boss" (WB) nice \$2,600.

Rialto (Fox) (1,200; 25-35-50). "Night Court" (M-G) two days. "No One May" (Par) and "Carless Lady" (Fox), double bill, two days. "World and Flesh" (Par), three days. All clocked mid to good of theatre. Last week "Feller Needs a Friend" (M-G), "Are You Listening" (M-G), "Winer Sex" (Par) and "Letty Lynton" (M-G), \$3,400.

Unseasonal Football

'Huddle' Dips Loew's, Louisville, to \$8,100

Louisville, May 16. Blackberry winter really put money in pockets of theatre men this week as the girls, dressed in spring frocks, felt the chill on downtown streets and dropped in pretty frequently for matinees. Night necking parties also less prevalent, kids preferring to hold hands in the rear seats.

Loew's is feeling the loss of Haden Reed's organology of matinees. Last week "Huddle" (M-G) off at \$5,100. Last week "Night Court" (M-G) oke at \$12,500.

Strand (Fourth Ave.) (1,765; 25-35-50). "This is the Night" (Par). Good \$7,000. Last week "Trial of Vivienne Ware" (Fox), \$6,700.

Rialto (Fourth Ave.) (2,710; 25-35-50). "Woman in Room 13" (Fox). Off at \$2,000. Last week "Lena Rivers" (Tif), \$5,600.

Brown (2,600; 25-35-50). "Symphony of Six" (Radio). Last week \$3,900. Last week "Girl Crazy" (Radio) off at \$2,900.

Young America (Fox) (1,000; 15-25-35). "Young America" (Fox). Weak with \$2,500. Last week "Sky Bride" (Par), \$2,700.

ROOM 13' PLUS VAUDE
NICE \$10,000, INDPLS.

Indianapolis, May 16. Downtown grosses wobbly. Lyric is celebrating its first week with eight ace vaude bill and "Woman in Room 13" (Fox). "Symphony of Six" (Radio) and "Letty Lynton" (M-G) look to close to good grosses. Sells-Floto hurt pening crosses Friday.

Grand Hotel (M-G) led the pack last week, but management decided it wouldn't click for second week. "Woman in Room 13" (Fox) was where firm was shown benefited by reopening publicity and brought in Merry Vienes of Vienna (Ger) for a week.

Cirle is hitting bottom and reports are that house will be taken on "Ferguson Case" and "Rich With Us" formerly played Indiana here, or may be that a stage band policy will be followed.

Estimates for This Week
Apollon (Fourth Ave.) (1,100; 23-35-50). "Lena Rivers" (Tif). Around \$4,500, a slight drop. Last week "Trial of Vivienne Ware" (Fox) mid at \$4,000.

Cirle (Skouras-Publix) (2,600; 25-35-50). "Symphony of Six" (Radio). May bring this house up to \$4,000. Last week "Famous Ferguson Case" (FN) got mid to good. Last week "Ferguson Case" (FN) got mid to good. Last week "Ferguson Case" (FN) got mid to good.

Indiana (Skouras-Publix) (3,300; 25-35-50). "Indiana" (RKO). Close to \$3,000. Last week "World and the Flesh" (Par) weak. Next big stage attraction house. Next big stage attraction house.

B'klyn's Nice Weather No Help; Letty, \$28,000, Big

Brooklyn, May 16. No excitement hereabouts with weather driving the customers to the beaches. Coney Island swamped over weekend.

Estimates for This Week
Paramount (4,200; 25-35-50-75-85). "Sinners in Sun" (Par) and stage show. Last week disappointing with "World and the Flesh" (Par) at \$31,500.

Alice (4,000; 25-35-50-65) "Young America" (Fox) and stage show. Away off at \$12,000. Last week "Vivienne Ware" (Fox) poor at \$17,000.

Albee (3,500; 25-35-50-75) "Carnival Boat" (Radio) and vaude headed by Pola Negri. Mediocre \$1,000. Last week "World and the Flesh" (Par) at \$1,000.

Metropolitan (3,500; 25-35-50-65) "Bright for possible \$28,000. Last week "Flesh is Weak" (M-G) slow \$11,000.

Strand (2,500; 25-35-50 "Mouthpiece" (FN). Favorite at \$15,500. Last week "Man Wanted" (WB), just fair at \$14,000.

JOLSON SMASH
\$53,000, FRISCO

San Francisco, May 16. The Fox-West Coast banner is waving over movie-making houses this week with "Grand Hotel" roadshowing at the California to \$53,000. "Symphony of Six" (Radio) and "Mouthpiece" are proving poor attractions for Orpheum and Warners.

A smash-bang campaign is drawing heavy attendance to Jolson and house has tilted its admish to 75c. A \$50,000 gross is possible. Jolson is guaranteed \$15,000 plus 50% over \$45,000 and he may walk home with \$25,000 for his share.

P-WC retrieved the California from a grind policy and converted it into a de luxe for "Grand Hotel" at \$12,000. First day had Wallace Berry in person and there were hundreds of turnaways that night.

Warfield trying its first condensed musical tab, "Africa," release of the colored "Lucky Day" recently at the "Lucky Day" means a little dough to the house.

"Scarface" holding up fairly well for a third stanza at United Artists. "Symphony of Six" (Radio) and "Mouthpiece" (WB) are proving poor attractions for Orpheum and Warners.

California (Fox) (1,400; 50-75-85). "Grand Hotel" (M-G). Opened splendidly with big ballyhoo. Last week "Woman in Room 13" (Fox) and "Al Jolson on stage with F&M Idea featuring Rachel Torres. Heavy business and \$50,000 pace is being set. "Africa" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

Golden Gate (RKO) (2,444; 35-50-60). "Golden Gate" (RKO). Last week \$3,000. Last week "Lucky Day" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

Orpheum (RKO) (2,770; 35-50-60). "Symphony of Six" (Radio). Last week \$3,000. Last week "Lucky Day" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

Paramount (Fox) (2,700; 35-50-60). "Paramount" (Fox). Last week \$3,000. Last week "Lucky Day" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

World and the Flesh (Par) (2,700; 35-50-60). "World and the Flesh" (Par). Last week \$3,000. Last week "Lucky Day" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

Warner's (1,365; 35-50-60). "Warner's" (WB). Last week \$3,000. Last week "Lucky Day" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

Young America (Fox) (1,000; 15-25-35). "Young America" (Fox). Last week \$3,000. Last week "Lucky Day" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

Strand (Fourth Ave.) (1,765; 25-35-50). "Strand" (Fourth Ave.). Last week \$3,000. Last week "Lucky Day" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

Rialto (Fourth Ave.) (2,710; 25-35-50). "Rialto" (Fourth Ave.). Last week \$3,000. Last week "Lucky Day" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

Brown (2,600; 25-35-50). "Brown" (2,600; 25-35-50). Last week \$3,000. Last week "Lucky Day" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

Young America (Fox) (1,000; 15-25-35). "Young America" (Fox). Last week \$3,000. Last week "Lucky Day" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

Mayor Walker's Beer Parade Helps Broadway Boxoffices; Capitol's Big Show with Feller' to Nifty \$85,000

BOLSTERING BIRM.

Second House Adds Stage Shows—'So Big' \$10,000

Birmingham, May 16. Alabama declined not to drop F&M units this week, and Empire opened May 16 with five independent vaude acts headed by Ray Teal and orchestra.

A considerable wad is being spent to drag customers into theatres. Ritz and Empire are putting 24 sheets on every billboard and wall in city.

Estimates for This Week
Albee (Publix) (2,800; 25-35-50-65). "So Big" (WB) and F&M unit. Mid \$10,000. Last week "Letty Lynton" (M-G) not up to expectations, \$11,000.

Empire (ETAC) (1,100; 25-50). "High Pressure" (WB) and vaude. Inauguration stage shows in small house, around \$6,000, oke. Last week "Alias the Doctor" (FN) weak, \$3,500.

RKO (RKO) (1,500; 25-40-50). "State's Attorney" (Radio). Poor \$3,700. Last week "Symphony of Six" (Radio) pulled a meagre \$3,600.

Strand (BTAC) (800; 20-30-40). "Disorderly House" (WB) and "New York" (WB) will help some, \$1,900. Last week "Broken Wing" (Par) staggered, \$1,400.

Rialto (ETAC) (500; 15-25-35). "Heart of New York" (WB) and "Devil's Lottery" (Fox) (split), \$900. Last week "Symphony of Six" (Radio) and "Cook o' Air" (UA), same.

STAGE BOOMING PROV.; 'SINNERS SUN' \$11,000

Providence, May 16. Three shows on the main stem are now fighting it out with stage shows as the principle weapon. Ten months ago this town had only one vaude house to brag about. Now the number of spots depending on stage entertainment has reached three, with each one using plenty plugging on stage attractions.

Riesed to add stage shows is the Paramount, where the unit, "Harlem Hot Shots," is expected to boost the business. "Africa" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

Fay's, the oldest vaude house in town, and directly across the street from the Paramount, is attempting to entice trade with personal appearance of Alice Joy, radio star.

Shirley Circus, a big event here, and dance marathon at the Auditorium to sixth via newspapers. Getting them so well, but the circus is tough competition.

Estimates for This Week
Kato Albee (2,800; 25-35-50-60). "Kato Albee" (WB) and vaude. Nicely balanced bill, but not doing so well at \$7,400. Last week "Letty Lynton" (M-G) came through with fair \$8,900.

Carlton (Fay) (1,400; 50-75-85). "Carlton" (Fay). Last week \$3,000. Last week "Lucky Day" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

Majestic (Fay) (2,200; 15-50-60). "Majestic" (Fay) and vaude. "Country Girl" (Monogram). House introducing Wild Range, new W. E. sound system. Show being plugged to sixth via newspapers. Getting them so well, but the circus is tough competition.

Fay's (1,200; 15-50). "Young America" (WB) and vaude. Alice Joy featured. Theatre making a bid for the kiddie trade and getting it. Sponsored tie-up with the radio station nightly for new air talent under direction of Alice Joy. These two factors have much to do with house lifting dose to \$8,500.

Loew's State (3,700; 20-30-40-50). "Huddle" (M-G). Nice notes, but not many takers. Units at \$14,000. Last week "Lucky Day" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

Paramount (2,200; 15-50). "Sinners in Sun" (Par) and "Harlem Hot Shots" (WB) and vaude. Alice Joy featured. Theatre making a bid for the kiddie trade and getting it. Sponsored tie-up with the radio station nightly for new air talent under direction of Alice Joy. These two factors have much to do with house lifting dose to \$8,500.

Rialto (2,000; 45-65-85). "Scarface" (WB) and vaude. "Country Girl" (Monogram). House introducing Wild Range, new W. E. sound system. Show being plugged to sixth via newspapers. Getting them so well, but the circus is tough competition.

Warner's (1,365; 35-50-60). "Warner's" (WB). Last week \$3,000. Last week "Lucky Day" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

Young America (Fox) (1,000; 15-25-35). "Young America" (Fox). Last week \$3,000. Last week "Lucky Day" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

Strand (Fourth Ave.) (1,765; 25-35-50). "Strand" (Fourth Ave.). Last week \$3,000. Last week "Lucky Day" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

The beer parade brought prosperity to the boxoffices Saturday, both mats and evening, but Sunday's near-summer sunshine set out to spoil them. All theatres fell off badly on Sunday, also suffering at night.

It is believed Mayor Walker's demonstration for the return of soda attracted a lot of people from out of town, helped the theatres' ability to fall into the main stream of the city, indicating the Fifth Avenue march could help downtown from neighborhoods they seldom leave.

Aside from the good and bad breaks, business flourishes at the Capitol, which is out front on a lot of spots for \$85,000 this week. House has "When a Feller Needs a Friend" on its screen, but the condensed screen draw is largely its big stage show, including Edmund Lowe, Victor McLaglen, Cab Calloway, Frit Doray, Arthur Tracy (Street Singer), and Burns and Allen. The layout stands the house \$18,000. Artists' salaries. Cap will be further helped by \$10,000 through five shows Sunday and during (Monday), first time occurred in years. Cap will be able to handle the crowds from the opening. After the second show a Mayfair, holding over the earliest Lowe has reached that decision ever.

For Paramount, bucking the Cap with "Everybody's Welcome," condensed, teamed with "Sinners in Sun," which is quite a ways behind. At \$25,000, the house must struggle, business is down.

Roxy, embattled in the race is the first week. It is the first week of Dr. Hugo Hensel and the return of the "Lucky Day" (WB) and "Cook o' Air" (UA), same.

Of remaining Broadway stands, the State is the most progressive, indicating \$25,000 with Chatterton's "Rich Always Wins With Us," which may hold over the figure.

Mayfair, holding over at that figure, may do around \$17,500, fair, but not strong. "When a Feller Needs a Friend" (M-G) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

One of the Public run gave a new one this week, "Scarface" opening at \$11,000. "Lucky Day" (WB) and "Lucky Day" (WB) are proving poor attractions for Orpheum and Warners.

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Kuechenmeister to Liquidate, Tobis, ASFI Branches Surviving

Amsterdam, May 16. Shareholders of the Kuechenmeister Concern, at a meeting here, decided to liquidate the company. Tobis and Asfi, two most important subsidiary companies, will survive after reorganization.

Shareholders called the company's loss is estimated at something like \$10,353,900.

Kuechenmeister has been sinking for some time. Dutch concern had many tentacles throughout the world, with a number of them going sour and affecting the entire network. Failure of the gramophone company branch in Germany some time back was the first serious blow, and another adverse condition arrived when the Tobis company in Germany found itself with too much paper and too little cash on hand. Tobis is the German electric license company and equipment manufacturer and six months ago was reported embarrassed by having several millions of uncollectible debts.

ASFI (Associated Sound Films Industries) as film producers and distributors in Germany was also (Continued on page 47)

'HOTEL' LONDON STAND SET, BUT NOT EMPIRE

Sam Eckman, Jr., Metro's British chief, leaves for London May 21 after a month in New York. He will take back with him a print of 'Grand Hotel' and will start arrangements for road-showing it in England immediately on its arrival. No idea yet what theatre will be used for the London opening, but probability is picture won't be released there until the Fall. One definite decision is that the picture will open in some house other than Metro's London show case, the Empire.

N. Bernard Freeman, Metro's Australian chief, leaves New York the day following Eckman, going to the Coast for a week in the studios before sailing.

William Melniker, Metro's South American chief, left Buenos Aires May 12 for New York and will arrive several days after the departure of Eckman and Freeman. He'll stay about a month.

Paris Goes for German

Film Titled in French

Paris, May 7. German films are swamping Paris, playing specialty houses with considerable success. This is due partly to the fact that French and German film tastes have some similarity, and secondly, to the fact that Paris audiences are accepting original versions with French subtitles, permitting showings of German versions without cost of dubbing.

Among the German films playing Paris are 'Maedchen in Uniform,' at Marigny; 'Dancers for Buenos Ayres Wanted,' and 'Emil and the Detectives.' All these are playing in original German dialog with French subtitles. Against this, the French version of 'Pommes de Pommes' is crowding the Miracles. At the Palace, 'Reve de Prin Temps' is an arrangement of a German original with an attempt at the sexily sensational.

Metro's W. I. Unit

Metro has incorporated a new company in New Jersey for the production of picture and sound. Goldwyn-Mayer of West Indies.

Offices are being opened this week in Trinidad, with Sam Burger from the New York Metro office temporarily in charge. He will appoint some one to take over before leaving.

'Express' B. Aires Hit

Buenos Aires, May 16. 'Shanghai Express' (Par) opened here Wednesday (11) and is a smash hit. Been playing to SRO from the first hour and doesn't look like cooling off.

Picture has thus far got more advance film booking than any other film this year.

'POTTED' MUSICALS

Australia's Name For Tab Versions As Presentations

Melbourne, May 16. Potted musical comedies have shown up here as stage productions for picture houses. In New York these are called 'tab' musicals for Australia.

Paramount is putting the shows into their Capitol, Melbourne, to start off shows then playing the Prince Edward, Sydney. First will be 'Rio Rita' with Gladys Moncrieff. Managements of both theatres figure that bigger presentations are a necessary for trade these days. Greater Union Theatres and Hoyts also are figuring on jacking up the stage ends.

PAR CONCENTRATES ALL FOREIGN FIELD CONTROL

John W. Hicks, Jr., Paramount's former Australian manager, arrived in New York yesterday (16) to take over his new duties as chief executive of all Paramount foreign companies in English speaking countries.

Office will be in New York, and his territories include Great Britain, Australia and New Zealand. It's a new set-up, with Jos. Seidelman head of Par's foreign offices and Hicks directly under him. Idea is to centralize Seidelman's work so that he will control his world field by direct contact with only a few men.

Also arriving in Paramount's New York foreign department offices yesterday were John L. Day, Jr., head of South American activities, and Fred Lange, in charge of the Argentine office. They're here to spend about two or three weeks looking at pictures and talking to the Par h.o. execs.

No Metro Direct Shot

Paris, May 16. Story goes the rounds here that Metro is again experimenting with direct shot French versions in Hollywood. Yarn specifically mentions a French version of 'The Guardsman' to be directed by Jacques Feyder and starring Charles Boyer and Claudette Colbert.

Arthur Loew says nothing to the story and Metro's studio execs nothing for the foreign market but synchronization. Jacques Feyder is on the Coast for Metro but has not been listed as having any assignments for the past two months.

Liberal Toward Cinema When Industry Suffers

Brussels, May 4. Smoking is at present strictly prohibited in all Belgian theatres and cinemas.

A deputy has asked the Minister of Industry to raise the interdiction at least as far as cinemas are concerned but not because he cares whether their trade is good or bad.

Not it's to help the tobacco industry which is suffering from the depression!

Dubbing Doug's Film

United Artists has having dubbed versions made of Douglas Fairbanks' 'Around the World in 80 Minutes' for the European market. German and French dialog is being put in.

Terra is making the German version for the picture and the indie French company is preparing the film in Paris at the same time.

Courtesy of St. Mark

Puenos Aires, May 12. Local writer who's been running feature for years under pseudonym 'Pearlfisher' was fired and took his wares to another sheet.

Former par inhibited him from using 'Pearlfisher' on new job, so he paid for an ad in 'La Nacion' saying neither he nor rag owned copyright—belonged to The Apostle Mark, and quotes Bible to prove it.

LOCAL OPTION SUNDAYS

Film Bill Dead and Situation Bad to Status Quo Ante

London, May 16. Sunday films bill is now officially dead, as predicted, with the government handing the responsibility back to local authorities.

As things stand now localities can apply to the Home office for Sunday film show permits if they can prove the public in their section is in favor.

Situation now, in other words, is identical to what it was 18 months ago before all the ad started.

FOX'S \$4,000,000 OSTER ACTION

London, May 16. Fox has engaged Sir William Jowett, former attorney general, in the action against lairds Ostrer, head of Gaumont British.

Fox is suing Gaumont-British in an attempt to regain \$4,000,000 invested in the British company. Court case is being prepared, with no details available from either side.

Understood in New York that Fox will attempt to show that it had a 'gentleman's agreement' with Gaumont British for Fox films to get a better showing on the G-B theatre circuit than previously, on strength of the buy.

Agreement is understood to have been that all Fox pictures be guaranteed about 20 weeks on the circuit. Despite that, for several years practically no Fox pictures were shown by the British. Recently, with the suit impending, there was a sudden spurt of Fox bookings, however.

For several years the deal has been a subject of discussion, first one side wanting to re-sell their stock and then the other wanting to re-buy, but the two companies never got together.

Dolores Del Rio Scored As 'Rio' Yanked, Barred From Mexican Screens

Mexico City, May 16. Radio's 'Girl of the Rio' was yanked from the program at the Teatro Regia after four of its scheduled showings, by the government ordering its elimination in view of the storm of protests from the public and press. The production allegedly insults Mexicans and their manners. Management substituted Radio's 'Everything's Rosy' for the balance of the week.

A presidential decree prohibits showing 'Girl of the Rio' in all parts of Mexico. Local communications all planned Dolores Del Rio for participation in the picture, asserting action un-Mexican.

Contending that the picture slighted Cubans and their customs, organized Cuban students here are agitating for the elimination of Metro's 'Cuban Love Song,' currently at the Cine Balmori, large nabe.

Bombing of 'All Quiet' Laid to the Hitlerites

Frankfurt-on-Main, May 4. Last year during exhibition of 'All Quiet on the Western Front,' bombs were thrown in two different performances in Frankfurt-on-the-Main. It was not possible to trace responsibility.

Later, however, the former manager of the so-called S. A. Home in Frankfurt (S. A. is the abbreviation for the Hitler youth) was questioned by the police on some political matter with the result he was charged with the outrage together with the former leader of the 'Stuag' in Frankfurt, and arrested.

GARAT WEDS

Paris, May 7. Henri Garat, French film star, secretly married Betty Rowe of the Howe sister team, here. He immediately left for Berlin, where he is to make a film with Lillian Harvey. This is Garat's second marriage.

All Europe Raising New Barriers Against American Film Product

BELL QUITS PAR

Departure Suggests Halt in Par's English Theatre Expansion

London, May 16. Major Charles Bell, technical expert and purchasing agent for Paramount in London, leaves the company Friday (20). He was generally considered in the trade here as being John Carr's right-hand man. Reginald Nichols, late of Western Electric, is expected to join Par for Bell's duties.

Bell's exit probably means that Paramount is finished with theatre development in this country for the time being.

PROFIT-SHARING FILM MAKING ON INCREASE

Berlin, May 5.

Production plans for the coming season begin to take definite form. It is to produce 23 German and 13 foreign versions. Christian Muelenlars, largest independent producer and financier of the German film industry, is producing 15 pictures.

The Swiss theatre owners Scotini, who hold the Terra Film Co. majority, intend to make six pictures in a collective, i. e. all collaborators in pictures, directors, actors, authors, setters, etc., will only receive sums necessary for their living and will later be paid in pro rata shares out of the profit of the picture when released. This new method of film production has first been introduced by the successful American produced Felix Pfitzer in Berlin, manager of Efa studios at Cierro-rasse and owner of Cierro Film Company.

Aafa Film Co. announces a program of 10 pictures. The smaller film industry is still being urged to obtain the funds necessary for production. In spite of all difficulties, rather serious on account of the thin capital available for the purpose. It is thought total of pictures in the coming season will be sufficient for normal needs.

Mex for 'Please Remi'

Mexico City, May 14. Newspapers down here have a way of letting debtors know it's time to settle. Custom is for the creditor to run house ads in bold face type and in black borders inviting Senior Soandso to call at the cashier's about a bill he has run up.

For the first time, one of the local sheets has used this method against a first line picture house circuit allegedly behind in its publicity bills. Prominently on its show ad, the sheet has used this method against a running announcement that looks like a death notice stating that it is sorry to announce that as the company has failed to pay a considerable amount owed for publicity and regrets to omit enterprise's ads until account is settled.

British-Dominion Head Here on Sales Mission

Hubert Marsh, managing director of British and Dominion, arrived in New York aboard the Aquitania Friday (13). He will remain about a month to look over conditions here and arrange for distribution.

British and Dominion recently closed with Paramount for the production of some Par quota picture abroad, details of which will be discussed by Marsh and Jos. Seidelman, Par foreign manager, during the current March visit.

Also he will discuss of American rights to 'Good Night, Vienna,' musical starring Jack Buchanan, which is reported doing big business in London.

TOBIS LAB BURNS

Paris, May 16. Sudden fire in the Tobis studios here was disastrous. Laboratory was almost destroyed, including a considerable amount of undeveloped film.

No estimate put of the damage.

Central Europe is again seething with trouble for American film companies. Not since just before the coming of talkers has there been so much talk and agitation for contingents, quotas and restriction.

Most immediate trouble-maker is Czechoslovakia, with all American film companies ready to close their offices and walk out of the territory at a minute's notice. Notice to that effect has already been served by several of the major U. S. firms to the Czechoslovak government, and George Carty, film expert for the U. S. Department of Commerce, has made several trips from his Berlin office to Prague in an attempt to straighten things out.

Subsidy to Own Films

Trouble started when the Czech government proposed a high tax on all imported films, to be applied on the earnings within the country. It was proposed to hand such money as a bonus to Czechoslovak film producers. All companies objected strenuously to this with the result it was shelved. New proposition is to set a tax of about \$450 on each feature-length film imported into (Continued on page 47)

POWERS HEADING HOME BRINGING SCORE BIP'S

London, May 16.

Pat Powers sails back to America Saturday (21) after a week in London, during which he talked over plans for next year with British International.

Powers picked out the first batch of the 20 I. P. pictures he'll handle for U. S. distribution while here.

31 Foreigns on Metro Lot Make Coast Babel

Metro is currently working on nine Italian, 11 German, and 11 French versions in Hollywood. In the works for all three languages are 'Susan Lennox,' 'Mata Hari,' 'Passionate Plumber,' 'Arsene Lupin,' 'Empire,' 'Letty Lynton,' 'As You Desire Me' and 'Grand Hotel.' Only Italian and German versions of 'Sporting Blood' are being made.

'The Champ' is getting German and French versions. 'Tree Song' and 'Reducing' are being turned into only French and 'Tarzan' only into German.

Buy Am. Films Outright. For Dubbing in Spanish

Hollywood, May 16. N. E. Galentine, Mexican importer, is here to buy independent pictures for exhibition in Mexico. This is Galentine's first picture buying.

Films will be bought outright for Mexico and will be taken to Mexico City for dubbing. Native actors will be used to inject the proper Spanish.

'SHANGHAI BIG IN MEX.

Mexico City, May 14. Biggest smash to hit these parts in a long while is Par's 'Shanghai Express,' in at the Cine Olimpia, largest local first run shop and Par's show window.

All newspaper critics, except one, rave.

Weather

Paris, May 16. Happy days in Paris. It's raining and theatres are packed.

Also an influx of British visitors due to the Whitsuntide holidays.

Amsterdam, May 16. Heat wave is troubling theatre folk here.

Show business couldn't be worse.

London, May 16. Uncertain weather here should be turnaway business in the West End.

Suburban houses also doing very well.



CH

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FI

"A
New Star"
is right!

Only a Re-Glorified Ruth Chatterton could have kited grosses 50% and more in Philadelphia, Washington, Cleveland, Milwaukee, Portland, New York! Now you don't need to wait a minute longer for PROOF that you can bring back the crowds, the coin of 'Madame X,' with—

RUTH CHATTERTON

in
"The Rich Are Always With Us"

With George Brent, Bette Davis, John Miljan, Adrienne Dore. Directed by Alfred E. Green. A First National Picture.

—and it's all due to —

ATTENTION SATISFACTION IN FIRST DATES

We Said It - - The Critics Check It! - -

"Like the rich, Chatterton fans are always with us. Before-noon frequenters of movie theatres who are used to taking their choice of the house found themselves shunted off to side seats if they arrived 10 minutes after the Warner theatre opened Wednesday morning. Personally, I'd just as soon hang from a chandelier to see Ruth Chatterton, and I'd buy an ear trumpet any day to hear her. Never, even in 'Madame X' and 'Sarah and Son' has she been more fascinating."—*Milwaukee Sentinel*.

"Warner Brothers have done right by Miss Chatterton in all departments."—*N. Y. American*.

"Miss Chatterton is finely competent. Give her a role and she can play it."—*N. Y. Sun*.

"Delightful. Women will love it: Made to order for Chatterton. Ruth is interesting, amusing, gallant, real, in top form. Her first Warner picture is delightful entertainment."—*N. Y. Mirror*.

"Ruth Chatterton's new contract with Warner Brothers calls for her to select her own stories. Judging by this first production Miss Chatterton exercised her rights very shrewdly."—*N. Y. Journal*.

"This time Ruth Chatterton gets away from those sombre dramas of romantic frustration and defeat in which she has been appearing."

—*N. Y. World-Telegram*.

"Made to order for Chatterton fans."

—*N. Y. Telegraph*.

WARNER BROS.

with great restraint by Ralph Graves as the boy's father and with the remarkable emotional sincerity the Cooper boy is always able to command is the sentimental high

with great restraint by Ralph Graves as the boy's father and with the remarkable emotional sincerity the Cooper boy is always able to command is the sentimental high

Miss Nevlin asks an accounting.

NEW YORK
NEXT FRIDAY, MAY 13!
 Re-inaugurating
 the Famous Roxy
 Theatre Symphony
 Orchestra of 80
 Pieces



Under the
 direction
 of
Hugo Rosenfeld
 Broadway's Greatest
 MUSIC MASTER Presenting
 his New Inaugural Overture
ROXY
 204 AVENUE OF THE STARS

Theatre Advertising as Indi-
 cated from Various Cities
 On Week Days

SCHWABSTADT
ABSOLUTELY FREE
Sent Saturday
One Share RKO STOCK
 WITH EVERY \$5.00 WORTH OF ADMISSION
 TICKETS BOUGHT FOR THIS THEATER
RITZ THEATER
 1070 N. Y.
 BIG DOUBLE FEATURE PROGRAM
 "Mother's Millions" and "Chasers at
 Play," with an All Star Cast.
 Program
 For Today

NEW YORK
Greatest Show in Capitol History!

EDMUND LOWE
 of "Candored World" and
 "What Price Glory" fame

**VICTOR
 McLAGLEN**
 CHARLES JUDELS

**FIFI
 D'ORSAY**
 Not from Paris

**BURNS &
 ALLEN**
 Stars of "The Great
 Gatsby" and "The
 Sign of the Cross"

**CAB
 CALLOWAY**
 Cotton Club Orchestra

**STREET SINGER
 (ARTHUR TRACY)**
 Radio King of America

**JACKIE (CHAM)
 COOPER**
 and **CHIC SALE**
 When A Feller
 Needs A Friend
 (A New Broadway Hit)
 Based on the Broadway
 Musical "The Sign of the Cross"

CAPITOL
 Coming Next Friday—Nack Bellinger's "NIGHT COURT" with Walter Huston

NEW YORK
THE INTERNATIONAL HIT!



**"CONGRESS
 DANCES"**

The most glamorous musical spectacle
 the English language has ever known.
 With Europe's reigning Queen of the Screen
LILIAN HARVEY
 and **CONRAD VEidt** LIL DAGOVER
 with a supporting cast of thousands
 Every principal player a star!

★ ★ ★ ★
 Four Stars—Extra-
 ordinary. The lead-
 ing screen hit of the
 last two years!
 —Franklin Jones Smith,
 Library Magazine

Tunes that you will hum and whistle all summer!
GALA AMERICAN PREMIERE
TOMORROW at 8:30 P. M.
NO ADVANCE IN PRICES
RIVOLI
 UNITED ARTISTS
 B'WAY
 49TH

NEW YORK
**BIGGEST
 SHOW
 VALUE IN
 NEW YORK**

Palace
 11 A.M. to 11:30 P.M.
 8WAY
 64TH ST.

10-VAUDEVILLE-10
*** PHIL BAKER**
*** WILL OAKLAND & GIRLS**
*** GUS EDWARDS REVUE**
*** JACK DENNY**
*** JOE LAURIE, JR.**
*** ERNE GARD**
*** KING DING & ORLEY**
*** ETHELIND TERRY**
*** AND HIS WILDWOOD ASTORIA ORCHESTRA ARTISTS**
*** CHERRY & PAUL**
*** THE CHORUS DANCERS**
*** AND HIS**

SAME BIG SHOWS AT HALF THE PRICE

NEW YORK
**Focus State—the only theatre on Broadway
 offering big time vaudeville plus great pictures**

STARTS TODAY!
JOHN CRAWFORD
ROBT. MONTGOMERY
"Lilly Lynton"
 With Wild Atmosphere
 A Tremendous Hit
 10 to 10:30 P.M.

**GREATEST UNDEVELOPED
 TALENT IN YEARS!**
GEO. SIDNEY
SMITH
DALE
IN PERSON
KRAMER & BOYLE
MISS PATRICOLA
 Joy Seiler & Willis Frances
THE ANDREASSEN

NEW YORK
**World's Biggest
 Bargain Shows**
 Not One Word But Every
 Word! The Only New
 York Theatre to Bring
 You Broadway's Sainst
 Hit \$6.00 Musical Shows
 —Complete! Instant! At
 Popular Prices.
 Together with the
 Finest Screen Attractions.

**NEW YORK and BROOKLYN
 TOMORROW!**

On the Stage
NEW YORK PARAMOUNT Presents
The Musical Comedy Smash Hit!
FRANCES WILLIAMS in
EVERYBODY'S WELCOME
 With the original Broadway Cast including
ANN PENNINGTON
LAWRENCE GRAY **HARRIET LAKE**
JACK SHEEHAN **ANDY & LOUISE CARR**
 Plus Sensational Dancing Beauty Chorus
 Book by London Comedy—Lyrics by Irving Berlin—Music by Sammy Fain
 Drama staged by Wm. Mahood under supervision of American Ranch
 Complete! Instant! Exactly As It Packed Shubert Theatre
 For Monthly Now at Regular 40c, 65c, 85c. admission prices!

— ON BOTH SCREENS
Daring In Its Unconcealed Intimacies!
 Hectic in its throbbing story of a
 generation that flaunts its love in the
 midnight — where once youth made
 love in the dark!

**"SINNERS
 IN THE SUN"**
 A Paramount Picture with
CAROLE LOMBARD
CHESTER MORRIS
 Carole Lombard
 Chester Morris
 Making History at N. Y. THEATRE

On the Stage at "BROOKLYN" Paramount Theatre
 Headline Stars of Stage, Screen and Radio in Big Whopper Show!
BOSWELL SISTERS
 Returned by Popular Demand — Radio's Favorite Musical Comedy
THE RITZ BROTHERS **LUCILLE PAGE** **THREE FLYING DEVILS**
 Comedy Dance Troupes *Star of "The Palace"* *Thrilling Icebreakers*
TOMMY ATKINS SEXTETTE **THE DAVID BINES DANCING GIRLS**
 Extra Added Attractions! **RUBINOFF** and **PARAMOUNT ORCHESTRA**

EXPLOITATION

By Epes W. Sargent

Color Signals

Stunt recently reported, of an Italian manager who uses different colors to indicate the type of film wanted is not very new. It was originated by the Berlin theatre in Berlin some 10 or 15 years ago with colored posters.

Midwest manager has been using various colored globes for an eye light above his house sign. If the globe is green it is a signal for everyone to come. Blue light suggests that while it won't hurt the kids, the story probably will interest them; while a red ball is for adults only. Scheme was adopted when it was found that parental protests were being reflected at the boxoffice.

Working from an entirely different angle, Sophie Smith, of the Little Picture House, N. Y., makes blue front lighting her trade mark. House is on a side street and she knows that people walking down the avenue can spot the blue lighting more easily than the house sign.

Made Crowd Boar

Denver. Harry Huffman pulled a big winner for 'Crowd Roars' at the Aladdin because of the publicity he got. He got full newspaper support. Stunt was worked at the auto track and can be adapted for almost anywhere. Huffman used a three-lip race open to all cars, but with the proviso that he could purchase the winner for \$100.00. The entries to the class he sought. So many cars turned out the race had to be run in heats.

Replacements were that the driver start his car, circle the track, kill the engine, drink a bottle of pop, start up again, circle the track, kill the engine, circle the track, walk to the judges' stand and back, walk around the car, start it and make a third lap. Built the picture to the best gross in weeks.

July Fourth

If no one else has thought to store an agitation for local Independence Day celebration, there is an opening. If anyone has already done so, climb aboard the bandwagon.

In small towns, with a draw from still smaller settlements, it can be possible to interest the merchants in a celebration that will bring them in from the country. Run off the games in the afternoon and contests, open your house for a morning observance of the day, with speeches and patriotic songs. Announce the games in the afternoon as close to your theatre as you can arrange. If the pavement permits, have a street dance in the evening. Keep the show going and stress the fact that it is a good place to rest between spurts of holiday making.

Ice Cream

This is the time to form ice cream contacts for the summer. Manufacturers are working on new campaigns now. Best angle for the theatre is ice cream for the children, but the manufacturers prefer to go to the older persons, and the formula would be to combine the two. One stunt which was a winner last year, and several others, was a weekly ice cream eating contest. Six boys were selected to eat a pint of ice cream in 15 minutes. Company added extra chocolate to improve the color scheme.

Spoiled Pictures

If juvenile patrons have tired of the standard drawing and coloring books, capitalists will find a trick which uses small boys—and some of the best—to draw whiskers on the faces of pretty girls on advertising posters.

Have a portrait or scene cut run off—a line cut if possible—and offer it to those who will draw whiskers. The most absurd effects with the fewest number of strokes. It is good for the first one who wins a weekly magazine found it helped circulation for a 10 weeks run.

For Stoop Sitters

Manager of a house in a section where most of the residents sit on the front stoop after sundown, maintains a peanibulator which blows out an atom of smoke. Fan carries an illuminated sign which reads both sides 'Why sit on the hot stoop when you can be cool at the Grand for 25c'.

Worked it last year and attributes its late patronage to the effect of the sign so it goes into use again this year.

WB Drops and Keeps

Contest lined up for both the New York and Brooklyn Strands, extending over a period of six weeks, has been dropped by WB for the Broadway house due to expense of over \$1,000 in booth over-

test starts May 17 and ends June 21. Each week house will project scenes from various pictures. Contestants must identify the star and the title of each, then write a 10-word slogan telling why they prefer it. Winner to be named.

Awards, arranged by Lou Gold-berg, include two round trip tickets to Europe, two round trip tickets to Washington, 18 round air trips to Washington, plus expenses, 18 round trips to Niagara Falls; 10 Royal typewriters, credits for coats, suits, dresses and for facial treatments, cosmetics, etc. Additionally, each winner will be dined at the Hollywood restaurant.

Met the Emergency

Proprietor of a neighborhood house has been suffering from a growing spirit of rowdiness on the part of a group of boys who came to the first night show and expressed their opinions of the pictures they did not care for with too much emphasis. Appeals to the police were of no avail, and he was advised to swear out warrants.

This was not practicable, for the law was mostly the sons of the boys who were the trouble. He figured it would hurt more than the demonstrations. Finally he picked one of the huskiest of the youngsters, made him monitor and put him on the first night show. The boys were then quiet, but no violence. Now the house is back to normal and quiet.

Seating

Several managers have made successful attempts to exploit the interest in the picture. One suburban house, taking the idea from the Little Picture House, which is a Film Guild enterprise, has made a similar arrangement.

Each purchaser of a 16mm camera is offered a membership in the club named after the picture. The previous owners are also located through the camera dealers. A room has been set aside where the members can congregate with facilities for running off pictures. Eventually the house hopes to own its projector, but now it merely supplies current. The man who has a small camera can generally buy tickets, which is the last analysis.

Watch Your Show

Summer is the time for cold lobes and managers are on the lookout for features which will permit an arctic treatment of the entrance. Generally this is the familiar layout of fir trees and cotton snow, both of which are highly inflammable.

There is no record of a serious fire caused by these decorations, but there always exists the danger and fire departments won't on the display. Sprinklers and should be avoided, but it is possible to make a log cabin out of the boxoffice and thick whitewash will make even their snow look like cotton, when applied to the logs.

Beats a Trailer

Small house manager whose patrons kicked at the trailers as too long has figured out a talking trailer that for a time, at any rate, has been successful. Announcement puts it over with an Amos 'n' Andy junior broadcast. One of his boys, who is a local star, is made up to look like the other and can do dialect. Manager goes through the motions of tuning in on a radio and brings in the usher and a string through the loud speaker. Opens with local quips and some jokes, the usher then explaining the picture. Announcement deemed an asset, and all it costs is an extra \$5 to the usher.

The Entire Menu

No manager ever made a restaurant practice of ordering side dishes but the show has been so successful that a lot of men buy two or three tickets and make no mention of them in their ads. Unless the entire bill is exploited, both in the newspapers and other billing, the manager is paying for something just as useless as those unneeded side dishes. It may well happen that a good two-reeler will sell more seats than an indifferent feature, but to play up the show is only a weak feature is weak is too much of a tip-off. Do it all the time.

Stunt Drops Pinch

Spokane. Charles (Lefty) Loucks, publisher for the State, films, was called over to the Shielock Holmes street stunt in connection with showing of 'Behind the Mask'. Loucks hired a paper in made up as Holmes and Watson. They were taken into custody while grazing at a lamp post through a magnifying glass. The duo were causing traffic congestion.

Fine of \$1 and costs.

Screen Dictation

St. Paul, May 16.

This one so new, the dailies topped over themselves with news of the stunt with art.

In a tieup with an employment agency the Riviera theatre staged a contest for stenographers by having them take down dictation from a two-reeler on the screen. Photos were taken of the stenographers in the theatre seats, armed with notebooks and also of the winner who was guaranteed a job and no commission to pay.

Although clicking big the trick cost no cents and reaped plenty of publicity. A real test for the stenos, too.

Price Cuts

Present tendency is to allow the admission to as close to a dime as the business may seem to demand. Generally it gets results, but the manager has to be careful. Business with a higher price for off nights when the picture will appeal to the better class.

One theatre in New York, catering to Park Ave. trade, makes capital of its 15-cent crowd, though recently it has made a concession to the extent that a block of 25 tickets will be sold for 50c apiece. House runs 60-80 day releases, but the patrons wait to see the picture in what they regard as congenial surroundings. Identical only where there is a sufficient number of the particular to form a clientele, but a lot of small houses are losing out to the big ones. Admissions on one off night a week.

Columbia's Club Quota

Columbia, on its Buck Jones Range Club, which started five months back almost by accident, has set a quota, similarly to those on film, of a membership of 250. The quota of this year it will instruct all its salesmen to go out and organize clubs where not now in existence.

Experiment, which ties in with the Buck Jones releases, is being

watched by other companies. Universal is figuring on similar clubs for Tom Mix.

Under its plan, Col works through the theatres which play its westerns, with the account supervising the organization of the local club and presiding at weekly meetings. Columbia supplies suits and all equipment of a new club at cost. The membership of the clubs at cost.

Claims a Record

John G. Heinz, of the Forest Hills theatre, Long Island, Skouras house, claims to be the first manager on the island to promote a Ford car of the new model for a ballshoo.

He hooked up with 16 local merchants, who purchased the car and who united with the theatre in an intensive campaign. This was done late in April.

It used to be possible to get a car from the local dealer in return for the advertising, but that was last year. Best the dealers will do these days is to clip the price a trifle. But they will clip.

When to Open

Most theatres without cooling plants make more of open doors and windows when the weather warms up, but they open the windows at the wrong time. If there is a ventilating fan the windows should be closed during the day and the doors kept closed as much as possible to keep out the sun heated air.

Windows should not be opened until after it gets dark. Leaving them open all night will make an appreciable difference in the interior temperature, provided they are closed again before sunrise.

Goggled 'Em

Frederick, Md. Bill Hendrick, of Warners' theatre, hit something when he opened 'Crowd Roars'. Got a lot of prominent citizens to pose in helmet and goggles of a race driver and offered a prize for the best identification. Not much left to identify. Richard, an interesting local photographer made the shots in return for a credit line and the newspaper made the cuts in return for the tickets offered as prizes, stunt being turned over to the paper as its own.

BEHIND the KEYS

Pittsburgh. Managerial changes in WB's Pitt division announced last week. New managers include Joe Murdock at the Memorial, McKeesport; Dick Brown, Wilkinsburg; W. C. Doves, Ambridge; Harry Siegel, Zelmar; Earl Rosser, Cameraplane; F. A. D. Doves, Wilkinsburg; William Zent, Enright; Frank Roberts, Liberty; New Kensington; Forrest Show, Harris; Russell Rothen, Harris; Butler; Norman Bailey, Asaf; and J. J. Doves, Wilkinsburg. Who goes to Enright as mgr. C. F. Turan, Strand, Ridgeway, and Jack Williams, Harris, Tarentum.

In most cases, managers simply changed houses with only two or three dismissals. Willot Warren, mgr. of O-Public House, Harris, Butler; Jack Pierce, mgr. of Harris, Pittsburgh, also out, house closing for summer.

St. Louis City, Ia. W. C. O'Hare, of Duluth, has arranged to take over the management of J. A. Koffel's theatre, succeeding Roland Douglas, transferred. Douglas goes to Omaha temporarily for RKO.

Youngstown, O. After more than two years of vaude-film, Keith Palace switches to straight pictures on full week policy. Vaude due to return after Labor Day.

Indianapolis. Management of the Bijou theatre, formerly owned by C. E. Kline, now dead, include R. E. Kremp, president, and Felix Vonnegut, treasurer. C. J. Hoffman is house manager.

Louis E. Goulden retained president of the Famous Players (the) Theatre. Earl Cunningham elected as manager.

St. Louis City, Ia. William O'Hare, manager of the Princess theatre 10 years ago, has returned as manager of the Orpheum. Roland Douglas slated for management of the Main Street, Kansas City.

Brattleboro, Vt. Town-owned Auditorium theatre will be rented to J. M. Bettencourt promoted from assistant manager of local Pathe beginning June 5. J. M. Bettencourt succeeds Roland Douglas slated for management of the Main Street, Kansas City.

St. Paul, May 16. J. M. Bettencourt promoted from assistant manager of local Pathe beginning June 5. J. M. Bettencourt succeeds Roland Douglas slated for management of the Main Street, Kansas City.

Shea's Court St. (Public) downtown pop picture house, closes June 15. The first to announce summer slide.

Buffalo. Pearl theatre, which has been badly damaged by fire, will be rebuilt, according to owner, M. S. Silverman.

San Francisco. Phil Freese has closed his Majestic at Denica, Cal.

Much for \$10

Dick Wright of the Warner Strand, Akron, O., sends a batch of stuff on 'So Big' with the comment that the campaign cost him only \$10.

He hooked a local crowd chain, having 21 stores in the town, to the idea that their soda with a double scoop of ice cream was so big, too. That got him streamers on all the sidewalks, showing the picture and the So Big soda. The idea repeated on white cards which were tacked to about 150 menus. Cost of this was about \$10. The value of the cards selling the Edna Ferber idea cost \$4 for 5,000 and all were used. This might have been better had the makers included a list of the Ferber novels. Good gag to hold it all to 'So Big', but that does not help a return of so much.

Then there were 15,000 four-page heralds which cost nothing. A political ad on the back page paid the printing bill and distribution was made by the 100 newspaper carrier who were to deliver the paper.

Use Coupons

If managers tie to a summer drink they will not only avoid the cost of the drink, but the value of the stunt to the co-operator if distribution is made by coupon instead of the drink being dispensed at the theatre.

Idea of the manufacturer is to build of a demand for the drink, and to make four twelve in the additional advertising value if the drink is to be had at the fountain. The idea is to make the value of the drink being dispensed at the fountain. There should be some fountain near the theatre; generally there will be, but the coupons will be good for any store handling the beverage.

Ads and Milk

Cleveland. Sid Dannenberg hitched his star to a milk wagon. Got a milk company to make four twelve in the additional advertising value if the drink is to be had at the fountain. The idea is to make the value of the drink being dispensed at the fountain. There should be some fountain near the theatre; generally there will be, but the coupons will be good for any store handling the beverage.

One of the best run kid clubs is to have a new gag this season. Children who go on vacation trips are to be asked to send in picture postals to the club. These cards will be read at each Saturday morning meeting and then displayed in the club. The cards will be read at each Saturday morning meeting and then displayed in the club. The cards will be read at each Saturday morning meeting and then displayed in the club.

Manager figures that by the end of August will have a fifty long list of interested children, as well as club members. Got the idea last season when several of the children sent in cards.

Postcards the Club

One of the best run kid clubs is to have a new gag this season. Children who go on vacation trips are to be asked to send in picture postals to the club. These cards will be read at each Saturday morning meeting and then displayed in the club. The cards will be read at each Saturday morning meeting and then displayed in the club.

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Assembles Magicians

Seattle. Jim Clemmer, of the 5th Ave. had Thurston, the magician, and the train by members of a local magic association. Locals pulled in a lot of business for the act. Got good news breaks and pictures. One night three members of the local society, all business men, went on the stage and joined Thurston's act. Seattle society said to have the largest membership of any in the country. About 150 business men belong.

Pretty Raw

The Ohio theatres, O. goes the full distance with a two column display which runs in a two line.

A GRAND picture

The words 'grand' and 'hotel' are in 48-point type and the remainder in 12-point. The sign is regarded as smart selling, but it probably will be found that the after-effect is costly. The Chamber of Commerce made in ticket sales.

On Radio City

RKO is planning an elaborate building in Radio City, all RKO houses throughout the country. Enlarged photographs of the model of the city will be sent to every theatre with card copy detailing the various units of Rockefeller Center. The idea is to make the value of the building, which will be expected to plant in their daily papers.

Backing Up

Hasterton, Pa. Ben Cohen of the Capitol figured that old-time pictures would turn nicely with 'So Big'. The picture was the Chamber of Commerce a reel of local scenes made in 1924 and it is helping.

SOCKS NEW YORK!

**Packing 'Em In at the Roxy Theatre, New York
Against the Stiffest Opposition of the Year!**

**THE PICTURE
TELLS THE
STORY!**

ROXY

**"NO
GREATER
LOVE"**

Dickie Moore • Alexander Carr • Richard Bennett
Beryl Mercer Hobart Bosworth Alec Francis Betty Graham

Columbia

YOU NEED 'EM



—WE GOT 'EM!



WE SAID "Watch Wynne Gibson" when she aroused comment in "Ladies of the Big House." Wait for "The Strange Case of Clara Deane" said we, when fans cheered her in "Two Kinds of Women." Now read what



CRITICS SAY About

"THE STRANGE CASE OF CLARA DEANE"

with

**WYNNE GIBSON • Pat O'Brien • Frances Dee
Dudley Digges • George Barbier**

Directed by Louis Gasnier and Max Marcis. From the play by Arthur M. Brilliant. Screen play by Max Marcis.

"Wynne Gibson gives a grand performance...sincere...superb...splendid."—*N.Y. American*.

"Wynne Gibson gives one of the outstanding performances of the season... proves herself one of the best character actresses of the screen..."—*N.Y. Graphic*. **Wynne Gibson's**

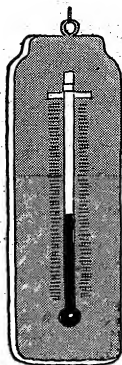
arrived! A picture that will shoot her to stardom! A sensation!"—*N.Y. Mirror*. "Wynne Gibson does effective work as Clara."—*N.Y. Times*. "Wynne Gibson gives a beautifully sustained dramatic performance."—*N.Y. News*.



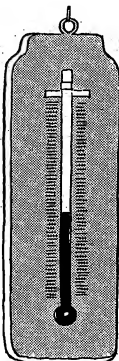
★★ **PARAMOUNT**

WONDER WHAT A THERMOMETER THINKS ABOUT!

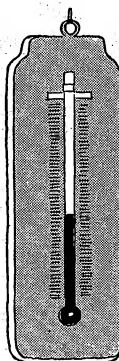
(with Apologies)



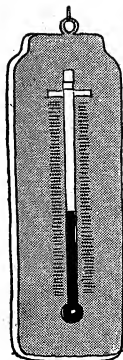
"Ha! Ha! The Boss is sure worried. I'm getting hot and he's getting cold. A little more of this nice spring weather and I'll be alone in this theatre!"



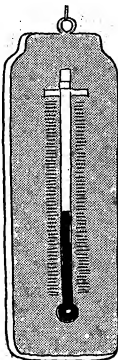
The old boy fooled me. He's playing 'LETTY LYNTON' this week. The weather doesn't seem to count when Joan Crawford's on the screen - but just wait!"



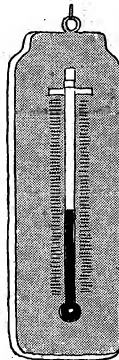
"What right has the Boss got to smile at this time of year? Last Spring and Summer he used to watch me like a hawk. Since he booked those Metro-Goldwyn-Mayer pictures he doesn't seem to notice me any more!"



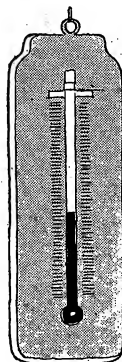
"Well, this can't go on all Spring and Summer! The lucky stiff is doing good business again this week with 'NIGHT COURT' but I'll get in my dirty work yet."



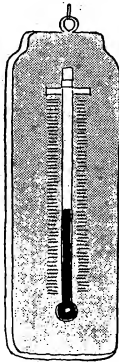
"Gosh, I heard the porter talking about the theatre down the street that's been hit by this fine weather. The lucky thermometer down there gets plenty of attention. I bet!"



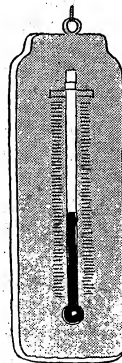
"Darn it, just when I thought I had the Boss on the run, he sticks up a sign saying Norma Shearer & Clark Gable are coming in 'Strange Interlude'. Fat chance for me!"



"They're running around in circles here talking about a picture called 'HUDDLE' starring Ramon Novarro, surprise hit of the year. The news of Dressler-Moran in 'PROSPERITY' has me nuts - I'm as useful here as a beauty spot on a colored dame!"



"That's adding insult to injury - in one day he turns on the cooling plant, chills me to the bone - and announces GRETA GARBO in 'As You Desire Me'. I sure feel low to-day!"



"I'm worried sick. I heard the Boss tell the porter to throw me out. No need for a thermometer in an M-G-M house. I can't even get a job in a hospital. They tell me I'm not the type!"

Chi Admish War Seen; RKO, WB, B&K Start Cuts

Chicago, May 16. General price cutting war among Public-B&K, Warners and RKO is being anticipated, following the initial steps taken by each circuit in the past two weeks. Reductions at the boxoffice had been talked about for a long time, with the situation at a standstill until RKO took the initiative by slashing the State-Lake scale from 85 to 60 and reinstating balcony price of 40 for the first time since the house has been in a straight picture policy.

At the same time B&K decided on reopening the Roosevelt, after it was closed less than a week, with a price policy of 35 and 25 and turning to 'E' and 'O' film releases. Warners followed by slashing the Avalon scale and going back to single features as a test case which is expected to determine the status of double featuring in the rest of the 15 Warner houses in town. Avalon went to a 40c top while heralding the new policy in spurge of newspaper ads with the tag line of 'variety entertainment.'

Jones, Linick & Schaefer went back to a grind with the Loop-End (former Rialto) at 15 and 25, playing second and third runs and laying low on overhead. House is only carrying ads in the papers once or twice a week now.

Attitude seems to be a watching

Unexpected Matinee

Hollywood, May 16. With a matinee opening scheduled for the run of Zane Grey's South Sea Adventures at the Biltmore on percentage, Sol Lesser arrived at the theatre around noon with a friend to test for sound, etc.

Noting around 200 curious onlookers standing about the lobby, Lesser frankly opened the doors, installed a projector in the booth and admitted \$100 worth of customers without benefit of tickets or boxoffice.

The late flash opening was forgotten.

and waiting one, with the next move expected to come from B&K as the theater leader in town. Discussion is still under way among the B&K execs as to the feasibility of reducing prices at the Oriental and going to a balcony scale. Indies are standing on the side-line: awaiting the moves being made by the big fellows and will probably guide themselves accordingly. Double feature evil is being muffled over and over again but no drastic action has yet been taken, nor is any in sight unless the get-together is a unanimous one, which so far doesn't seem likely.

METRO'S I.A. ACTION

Cedar Rapids, Ia., May 16. First Metro suit as distributor against G. L. West, owner and operator of the Beardsley, Red Oak, Ia., for \$1,316, filed in district court for the fall session.

Lengthy action contends that West refused to accept certain films under contract.

OPPOSE TWIN BILLS

Michigan Allied Petitioning for 100% Uniformity

Detroit, May 16.

A new concerted attempt is being made locally to eliminate double features. A petition is being circulated by Allied in an attempt to have the exhibits line up 100%.

The plan has the support of the exchanges.

Union Trouble Closes

7 Chattanooga Houses

Chattanooga, Tenn., May 16. Seven theatres have been closed here by owners for an indefinite period as the result of a clash with the operators' union, which caused a strike. Dark houses are the American, Cameo, Park, Ritz, and Rivoli, of Independent Theatres, Inc., and the Bijou and Bonita, of Signal Amusement Co. Only the Tivoli, Rialto, and the Regal, public houses, and two Negro theatres remain open.

Act that precipitated the strike, owners declare, was a demand of the Chattanooga local of stage employees that the index put on a maintenance man at \$40 weekly. Some 31 union men are affected by the lockout.

RKO-WB EXCHANGE

RKO Wants Strand Films for Syracuse—Vaudeville House

Syracuse, N. Y., May 16.

RKO and Warners are negotiating a deal here whereby RKO will take over the WB Strand. Reason is that RKO wants to strengthen its film product for Keith's, its vaudeville house, and will let the pictures it desires from the straight film sites. Expectations are that the agreement will become effective May 28.

Arrangement is reported on an exchange basis whereby RKO will turn over the Sheridan Square, in Pittsburgh, to Warners to compensate for the local Strand. Latter house will become a second choice booking spot.

Pitt Nabers Wise to

2d Film on 2d Day

Pittsburgh, May 16.

Nabe filmgoers are getting wise to the practice of a flock of suburban houses in bolstering their feature with a western on the second day of run. As a result, they stay away the first day. Stunt has become quite common and mob is going the last day so they can see two pictures for the price of one.

A number of nabe sites have already gone over to the brace of features as a steady diet. Those that haven't yet succumbed are falling in line.

Theatre Sale Stayed

Shamokin, Pa., May 16. Appeal from a Northumberland County Court order, authorizing a sheriff's sale of the various theatres of the Chamberlain Amusements Enterprises, Inc., has been filed in the Pennsylvania Supreme Court. Will probably prevent the sale of the six or seven theatres until next fall, perhaps later.

Meanwhile, the theatres remain in charge of the receiver, Stephen L. Gribbin, of this city, who opposed the sale. Gribbin's yearly statement of operation shows that a profit of nearly \$21,000 was made in a year's time out of gross receipts of nearly \$450,000.

St. Louis Labor Move

St. Louis, May 16.

Managers of legitimate and picture theatres here have put a 35% reduction in theatrical labor costs up to the unions.

Paul Beisman, manager of the American, and president of the Association of St. Louis Theatre Managers, said conditions make reductions of expenses necessary. He added the managers are not concerned how the reduction is affected. The method, he said, is up to the unions.

Ratify on Arthur

Fox Theatres board has ratified the agreement made with Harry Arthur for purchase of the Poli circuit. Arthur operates under the corporate name of Arthur Theatres, Inc.

W. W. Atkinson, former Metro official, is the new president of Fox Theatres, succeeding Harley L. Clarke in that post.

Admissions Figured as Basis For New Chi Protection Code

Chicago, May 16.

Film row is expecting an entire new setup of the protection schedule with the coming of the 1932-'33 selling season. It comes as the result of the revision of prices among both the loop and neighborhood houses.

Instead of the present release system, known as 'city or district week of releases,' the new method would be the 'price week' which is in practice in several other film centers. It is reputedly working out particularly well in Los Angeles.

Present release schedule has been absolutely powerless to cope with the epidemic of price slashing. Exchanges have generally been opposed to the drastic pricing of admissions but have been unable to stem the torrent, being unable to use their one effective weapon—the

pushing back of houses which slice prices.

New setup will be based upon a contract which automatically clips the protection of houses which reduces prices. Instead of designating the theatre to a certain week of release, as is the present custom without 'taking' into consideration possible future price revisions, the new contracts will merely state that a house charging so much will be in such a week of release, and that if it cuts to so much less, its position on the release list slides accordingly. This will work regardless of the size of the house and even its circuit affiliations, which is now the regular case.

Exchanges feel that such an arrangement would prove a hearty incentive to the theatres to keep up the scale as much as possible and would eliminate the evils of five cent admission by way of cut-rate tickets. They feel it would also prevent such local mixups which have 15c houses playing ahead of those charging 25c or 35c.

Hope of the exchanges is a contract based on a scale, long approved by local exhib associations, calling for 25c the first week, 20c in the second and 15c in the third. The 10c and cut-rate houses would be dropped to the eighth week of release. Giveaways would also automatically slide the theatres down to the eighth week, which would prevent the better theatres from indulging in the 'something for nothing' orgies.

Hamrick's Downtown 15c

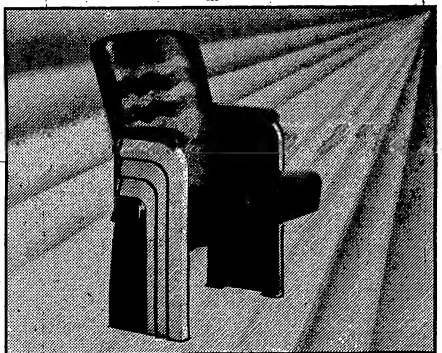
Worries Tacoma Nabes

Tacoma, May 16.

Following announcement that John Hamrick would open the Temple theatre, only legit house here, with 15 cent run pictures, has the nabes up in arms.

Neighborhood spots have been charging 25 cents at night except on special country store nights, etc. Hamrick's downtown 15 cents may force their admissions down, and they say they're just getting by now. No opening date listed yet for the Temple.

Here's the CHAIR DESIGNED FOR THE NEW EARL CARROLL



3,000
of them

This chair meets pattern to colors. Heavy upholstered back is covered with coral mohair plush of brilliant monochromatic design. Seat is full spring of mattress comfort edge type. Little 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.

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the
Many Good Wishes
I Have Received

Dr. Hugo Riesenfeld
Roxy Theatre
New York

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The box
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book
1932-33

Step
out
with
Universal



PALACE'S FIRST WK., MAYBE \$20,000

New grind policy at RKO's Palace, New York, started off well with \$5,000 over the weekend. Of that, the five shows Saturday, opening day, grossed \$4,500 at the \$25-31 scale.

Although the initial grind bill of 10-acts was budgeted in advance at \$5,000 for salaries, the cost reached \$13,500 when the bookings were completed. Phil Baker is the headliner at \$5,000.

Last week, its final in two-day, the Palace dropped around \$12,000 on a gross of \$12,000, which sent the Palace's loss, since Jan. 1 to over \$100,000.

Indications from the new policy's opening two days' business are that the first week's gross may be about \$20,000 for an even break or slightly better.

Ruth Etting was offered a Palace spot on next week's bill yesterday (Monday), but turned it down in favor of a trip to Hot Springs. Negotiations are on for Jack Pearl for the second show.

Publix About to Displace F&M Units with Its Own N.Y. Type Deluxe Shows

Publix is planning to route its own stage shows from the New York and Brooklyn Paramounts into big deluxers now either having Fanchon & Marco units or locally-booked shows, including Boston, Buffalo, Detroit, Chicago and St. Louis.

Playing the big house in Chicago, the Chicago, this would create a route of seven weeks for Publix's own shows. Whether or not other cities will be added later is not mentioned. No date yet set for the first of the New York-Brooklyn units to take for the road, but it will be sometime in June.

St. Louis and Detroit are cities which now do not play F&M shows through their routing into local Fox houses at those points.

F&M has a three-year contract with Publix, covering 20 cities, with cancellations ranging to as high as 20 weeks, depending on where they fall on the route.

So far Publix has not taken up the matter of cancellation with F&M. Publix may provide new spots to make up for those where they supplant F&M ideas with their own units.

ONE AGENT FOR EVERY 2 ACTS BOOKED BY RKO

Eddie Reilly goes with the Lee Stewart office and Harry Lang (Lang and Stewart with M. M. Bentham, both as associates, by permission of the RKO agents' association. Applications by six others for RKO agency connections were turned down by the board of governors.

Those rejected, along with agencies that applied for them, are: Joe Stork, who is Franklyn Graham (Sol Turk), Eddie Reilly (Joe Sullivan), Arthur Pearce (Henry Bellitt) and John Daly and Mark Murphy (Sam Shannon). Daly and Murphy are former Keith bookers. Reasons for the turn-down, withheld, but the already overcrowded condition on the floor was reported as the reason. There are about 120 agents for the 200 acts booked weekly by RKO.

Ates' 3 for WB

Roscoe Ates flew from the Coast to three new Warner stage weeks at the Stanley, Pittsburgh, Friday (17).

Ates plays Philadelphia and Jersey City later.

AIR ACT'S WEEK

San Francisco, May 16. Al Pearce and the "Happy Go Lucky" gang of KPBC are set for week of May 19 at Loew's Warfield, booked by Fanchon & Marco.

NO CONRAD ALIMONY

Court Doubts 'Probability of Success' of Marion Eddy's Suit

Because Justice Frankenthaler didn't think there was any 'probability of success' in the suit by Marion Eddy against Eddie Conrad, her erstwhile vaude partner and husband, she was denied her plea for \$200 weekly temporary alimony during trial of the issues in the future.

Conrad's counterclaim alone was the reason why Miss Eddy was awarded \$250 in counsel fees, which the comedian may pay in two installments; \$125 in 20 days and the balance when the case comes to trial.

Julius Kenderler acted for Conrad.

FRED STONE TAB AS PUBLIX ENTRY

Publix is dickering with the Shuberts to book the latter's musical, 'Smiling Faces', starring Fred Stone, in condensed form.

Main trouble in getting the deal reported being Stone's salary demand of \$5,000. Publix is willing to pay half that amount.

Show recently closed after an out-of-town season during which Broadway was ducked.

Should the Publix deal go through a proposal to bring the musical to Broadway as a summer show with a new supporting cast would be killed.

Heidt Band in as Publix N.E. Stage Show Feeler

Publix is feeling out its New England straight picture territory with stage shows, possibilities with the Horace Heidt band, at \$3,500, booked for four weeks by William Morris as the first feeler.

The band opened Friday (15), in Hartford and follows with Providence, Springfield and Worcester, staying a full week in each spot. All four towns have been Publix straight picture stands for a long while. Stage shows' status depends on the impression Heidt makes.

GAS COMA

Louise Morawek Explains It's An Accident

Baltimore, May 16. Louise Morawek, vaude actress, appearing at State, an East Baltimore house, last week, was discovered in a coma from gas in an East Baltimore street, recovering at Johns Hopkins hospital, Miss Morawek said that she must have fainted while sitting near the gas stove, her body disconnecting the hose as she fell.

Mary Ettelson, vaude performer at same theatre, was Miss Morawek's room-mate. Actress is recovering. Her New York address is 985 Kelly street, Bronx.

WB Shifting Acts to A. C. From Philly for Sundays

Acts on six-day stands at the Mastrbaum and Earle theatres, Philadelphia, will be shifted to Atlantic City on Sundays this summer for the one day there at the Warner. Neither of the two Philly Warner houses will send its shows to A. C. intact, but each will contribute acts for a straight variety show.

The A. C. boardwalk house will also play one name act weekly for a full week starting in June, with the names to double in the longer Sunday bills after playing alone the other six days.

OSTERMAN'S FLASH

Jack Osterman is framing a new act with Harold Arlen, songwriter, at the Palace, New York. Charlotte Murray and Alvarado and Lawrence, June team, will be in.

Split Union Week

San Francisco, May 16. Plaza, Sacramento, considers itself the most union house in the country. Theatre is union Friday to Sunday when vaude is the attraction. But for remaining four days, when the union stage company holds the boards, house is non-union.

LOEW COOL TO F&M-WB IDEA

Fanchon & Marco and the Warner booking office are reported to be trying to interest Loew's in a possible booking deal for stage shows which could bring about 75 weeks of combined time. But there's nothing definite to date beyond discussion. Loew's apparently being cool to the thought.

Mike Marco arrives, in New York today (Tuesday), from the Coast. Reports are that he wants to see Loew's theatre exec.

A previously projected F&M-Warner booking merger failed to materialize last month at the last minute despite that even details were practically set.

Turned Back Houses May Be Indie Vaude's Biggest Opportunity

The coming season holds the best opportunities for indie vaudeville since talkers swept it aside, is the opinion of the independent booking agencies. All believe they will have a wider field in which to operate by the fall. This is based partly on indication that theatres by then will be turned back to a far greater extent than has already transpired.

Numerous former large indie operations, who either sold out to chains, took leases or entered partnership, are believed certain to come back on their own, in which event they are expected to use the vaude chain associations killed out.

TOO MANY SUITS PART MAE MURRAY AND UNIT

Los Angeles, May 16. Encountering numerous legal distractions after booking Mae Murray for a 'Merry Widow' idea, Fanchon & Marco settled its contract with the star. Becomes effective after the forthcoming Frisco and Oakland dates, which gives her a total of five weeks played. Blanche Sweet replaces.

With her salary tied up at box offices by various claims, plus the resultant extra time they take to permit, it just disturbed F. & M. Billing complaint was also expressed by the actress over the co-booking of Eddie Peabody at Loew's State, L. A., week before last.

Daphne Resumes

Los Angeles, May 16. Daphne Pollard, who had to abandon her RKO route when taken ill with flu at the New York City March 8, resumes her route May 30. She is reopening in Seattle and finishes her tour in Los Angeles.

Sylvia Clark-F&M

Los Angeles, May 16. Sylvia Clark, of musical comedy, has been contracted by Fanchon & Marco.

She will star in 'Bandana' idea.

MRS. RUBIN ON MEND

Benny Rubin returns to the Coast in a month to join his wife who is at a Menorah, Calif. sanitarium. The comedian says Mrs. Rubin is greatly improved and he is building a home out there. Rubin is selling his Beverly home.

TED LEWIS' L. A. REPEAT

Los Angeles, May 16. Ted Lewis will play a return date at Loew's State here June 17. Previously here April 9.

Coast RKO Policy Shakeup; Split Weeks, Cheaper Units and Films

ADJUSTING BERNIE

Maestro's Four RKO Week Probably Being Rearranged

Another Palace booking engineered prior to change to a grind policy, which will probably be adjusted is that of Ben Bernie. Now on the road for RKO, Bernie under his' original booking was to have come to the Palace, New York, for three weeks starting June 18.

After that he has a single week under that contract to follow at the Albee, Brooklyn.

Bernie's RKO salary is \$6,000. CBS arranged the vaudeville bookings.

KATE SMITH'S 10 FOR PUBLIX AT \$8,000

Kate Smith will open 10 weeks for Publix probably in July, following the completion of her RKO contract at about \$8,000 a week. Opening date is as yet tentative.

CBS songstress plays three weeks out of town for RKO, in Syracuse, May 21. Under her RKO contract, Kate Smith's top salary of \$7,500 per week, on a sliding scale basis, will be exceeded by her Publix contract.

Miss Smith will not play New York or Brooklyn for Publix until the end of the contract.

N. Y. PAR'S \$9,000 BILL; CAP'S \$18,000 SHOW H.O.

The heavy name barrage on the Broadway picture house front continues next week with a \$9,000 variety bill following 'Everybody's Welcome' at the Paramount, and the Capitol holding over its current \$15,000 show.

Dorothy Mackall at \$3,500, Cliff Edwards and Jack Benny at \$2,000 each, and Les Jollys dancing act are in the Par lineup, besides the house ballet. With production, cost of the show is expected to reach around \$15,000.

BIRM.'S VAUDE

Indie Four Acts Booked out of Atlanta

Birmingham, May 16. For the first time in years Birmingham has two houses playing vaudeville. Empire opened May 15 with independent acts booked in from Atlanta, bill headed by Ray Teal and orchestra, with four other acts.

Alabama is playing Fanchon & Marco shows but will drop them May 28, going straight film. The shows were scheduled to be discontinued after this week but last-minute changes prolonged the house as a vaudeville a little longer.

Flu and the Rocky Lay Off Terrell-Fawcett Act

Chicago, May 16. Billy Flanagan jumped into the New unit 'Forward March,' the Oriental last week after Terrell and Fawcett dropped out at the beginning of the week when Jimmy Fawcett was kayaked by the gripe.

At the same time Zen Tere got word that his wife presented him with a baby in New York, so took the layoff opportunity to hop a train east.

Bentham's Staff

M. S. Bentham's office staff re-alignment has Harry Lang (formerly Lang and Henry) in charge of the vaudeville dept. and representing the agency on the floor of RKO. Jack Norton heads the production department and Frank Milson, formerly of Empire, heads the bookings of the independent theatre. Denis DuFour heads the picture dept. Paul Durand continues in charge of foreign booking.

Los Angeles, May 16. Policy shakeup involving RKO's entire coast division, under direction of Cliff Work, was effected last week under supervision of Harold B. Franklin. Theatres in Tacoma, Portland, Seattle, Oakland and Spokane go from full to split weeks May 23 on the theory that these towns no longer are able to support one show for seven days.

Vaudeville goes back into the Orpheum theatres in Los Angeles and Frisco, May 19, while the Hillstreet in L. A. and the 'Frisco Gold Gate policies on vaudeville to stage bands switch on that date.

Four-unit, five-unit acts currently coming from the east will be dropped for new eastern-booked five-act units on a lower budget. These units will play as far as Oakland on split weeks. At Frisco the best six acts from the two five-act splits will go to the Orpheum, while the other four play the Golden Gate in front of the stageband, both for a full week. Same for L. A., with the six acts going into the Orpheum and the four into the Hillstreet.

Stage Band in L. A.

Paul Ash will supervise and m.c. the Hillstreet stageband shows with Lou McDermott starring. Owea Sweeten goes into the Golden Gate as m.c.

Bern Bernard, talent RKO booker, will handle the local work with Kees Dalley assisting.

Split week policy for the northern houses was okayed by Harold B. Franklin after conferences with Work, Joe Plunkett, Phil Reisman and Homer Gill, latter northern division manager.

If the split week policy has any success it will be installed in other divisions where, full weeks aren't holding up.

Film Rental Cuts

Returning east with Harold B. Franklin, Joe Plunkett and Bob Slak, Phil Reisman will have the job of figuring substantial film rental cuts from the coast division. In line with the general effort to pull the division out of the red, Franklin has approved of the cut. How much or how soon the new rental prices will go into effect has not been determined.

Last minute change of the vaude booking has Bernard leaving for Chicago on Wednesday to book the supplements to the coast division. New York office will send the other five-act units out of New York. Shows booked by Bernard will only play the four weeks on the coast, two splits and two full weeks. N. Y. shows will play from the east as intact units.

Teddy Joyce, m.c., has been engaged for the Golden Gate 'Frisco with Ben Black star of the show. Joyce came here for Warners 'The Crooner' from Pittsburgh where he was at the Stanley for two years.

Miles Out West

Las Vegas, N. M., May 16. Charles H. Miles, one time theatre circuit operator, with vaude houses in Detroit, Cleveland and other Ohio-Michigan cities, is operating an auto camp on the outskirts of this town.

Miles sold all his theatrical holdings several years ago and since that time has suffered from financial reverses.

Lipstone Laid Low

Chicago, May 16. What started out as an ordinary cold developed into more serious consequences with Louis Lipstone, production exec. of B&K, who has been laid up for more than a week. He is now recuperating slowly.

"Variety" FOR SUMMER

Place a subscription for 'Variety' over the summer. From now until Labor Day + + + \$1.50 Mail remittance with name and summer address.

Licenses on Big Minn. Houses Delayed, Reform Comm. Films Burlesque Show

Minneapolis, May 16. After voting to recommend the Gayety (stock burlesque) 1932 license be denied because of alleged indecent performances, the city council license committee held up the license applications of all other leading Minneapolis showhouses.

Action was taken to give the other theatre men an opportunity to come in and justify their right to continue operating their show houses, contention having been made that 'there are other theatres just as bad as the Gayety.'

This development, threatening the closure of all Minneapolis theatres, represented a victory for the Committee of One Thousand, organized by W. A. Anderson, local reform mayor. The committee comprises representatives of various civic, moral and church groups and individual reformers.

RKO's Orpheum was injected into the committee meeting when Alderman H. C. Miller inquired of the committee, appearing to oppose the Gayety license only, if a stenographic report of the Olsen and Johnson act at the Orpheum recently 'didn't disclose a situation just as bad as the Gayety, or worse?'

Queried as to why, on the basis of reports made to him, he hadn't revoked the Gayety license himself, as he had done in the 'Crazy Quilt' case, Mayor Anderson replied that the "censured jump on me when I prohibited 'Crazy Quilt' from showing here and ordered theatres closed, so I decided that the council should share responsibility with me this time."

Took Pictures
It developed that, unknown to the Gayety management, the Committee of One Thousand had been taking motion pictures from the audience of stage action at the Gayety. Committee representatives appeared at the meeting armed with a two-reel film of these pictures, and also a stenographic report of Gayety stage dialog.

Alderman Walter Robb asserted, however, that 'there was nothing in

the reels of film' that he hadn't seen at other theatres.

Cheers, applause, jeers and cat-calls marked the committee meeting, which frequently became disorderly. Representatives of organized labor, business men of the Gayety district, businessmen not on the committee and Hirsch argued in favor of the license.

Alderman I. G. Scott, Socialist, took sides with Hirsch. "Some people get a kick by going to the Gayety," said Scott. "These women, here, get their kick by delving into all the dirt. There are 75 people working at the theatre. With all the present unemployment, are you going to throw them out of jobs?"

It was indicated that a fight will be staged on the council floor to overturn the license committee report and grant the license.

At the eleventh hour, just before the matter was to come to a vote in the city council, Harry Hirsch withdrew his application for a new license for the Gayety, stock burlesque house. The alderman permitted him to obtain a refund of the \$100 license deposit money.

MINN'S AMATEURS

In Contests, But Both Public-RKO Ready to Drop Stage Shows

Minneapolis, May 16. The Minnesota theatre, ace Public 4,200-seater, is going in for amateur nights. They will be dignified by the title of 'Opportunity Nights.' At the eleventh hour, just before Monday local talent will try out in the theatre's own stage show which supplements the regular F-M unit. Winners will then be placed in the theatre's stage shows running the full week.

However, both Public and RKO are getting set to abandon stage shows here if desired. Six weeks' notice has been posted at the Minnesota, while at the Orpheum two weeks' notice has been in effect for some time.

Elimination of stage shows at both these houses would find this city, with its 500,000 population, practically minus flesh-and-blood entertainment.

2 CBS Songsters Set

Little Jack Little, CBS singer, is booked into the "Academy, New York, for the week of May 20.

Boswell Sisters, also CBS-booked, are at the Brooklyn Paramount this week under a one week Public contract.

FRANCES LANGFORD'S ACT

Frances Langford, WOR sustaining soloist, breaks in as a vaudeville single May 21 at the RKO, Patterson, N. J.

Max Tishman is agenting.

Saranac

N.V.A. Sanatorium

Thomas Abbott. Mike McMamee. Dan Astella. L. McCarthy. Fred Bachman. Thelma Meeker. Happy Benway. Phyllis Milford. Chas. Bloomfield. Alma Montague. Fred Buck. Richard Moore. William Canton. Danny Murphy. Alice Carman. Harry Namba. Ethel Clouds. Nellie Qualey. Edith Cohen. O'Leary. Mae Delaney. Gladys Palmer. John Dempsey. Angela Papulis. Frisco DeVere. Joseph Parker. Harry English. Annamie Powers. Jack Flaum. Nellie Qualey. Bert Ford. Ford Raymond. Frank Garfield. Fred Rith. Chris Hagedorn. Ben Shaffer. Dorothy Harvard. Patricia Stover. George Harrison. Royal Temple. Ida Howard. Tommy Vicks. Millie Jasper. Cath. Vogelle. Val. Kincald. Eddie Voss. Jeaneane LaFauja. James Williams. Vernon Leary. Kela Edwards. Lilly Leonora. Dorothy Wilson. Charles Libecap. Lillian Zeigler. John Louden.

Harry Barrett, 302 Broadway. Charles Barrett, 302 Broadway. Charley Borley, Riverside Hotel. James Chambers, Raybrook, N. Y. Marion Greene, 58 Riverside Drive. Margaret Groves, 16 Marshall St. Dave (DDH) Hall, 76 1/2 Bloomingdale.

Russ Kelly, 19 Broadway. Joe Lang, Clancy Cottage. Marilyn Moran, Raybrook, N. Y. And. Molony, 71 Bloomingdale, Ave.

Rita. West May 21, Denver, Col. Joe Kelly, 45 Franklin St. Louis Rheingold, Clancy Cottage. Dolph Singer, Clancy Cottage.

RKO VAUDEVILLE INTACT 81

(Week May 21), Oakland, Calif.

WALTER (Mouse) POWELL
Benny's Bad Boy and
"RED" PEPPER
The Gayenne Comedian

The Three Playboys
DENNY LYNCH
MYRL ALDERMAN
RAY EHRHART
The Ultimate in Harmony

BENNY MEROFF

and His Famous Orchestra

Personal Mgr. George Wood

(Dir. Bill McCaffery-Leo Fitzgerald)

RKO VAUDEVILLE INTACT 71

(Week May 21), Denver, Col.

THE ORANTOS
"Beats Up"
World's Only Double-Perch Act
(Direction of Jack Weiner)

MASTERS AND GRAYCE
in "GESS WHOTIS"
(Dir. West May 21, Denver, Col.)

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 May 21), Omaha, Neb.

VERNON RATHBURN
"The Prince of Rhythm"
AND HIS SAXOPHONES
(Dir. Harry Ward-Max Gordon)

EDITH BOW

With Her "MAN TROUBLE"

Songs by Jean Paul

(Direction of Le Stewart)

THE ELECTRIC TRIO

Wes and Lisa Adams

Bernice Merahon

(Direction of Harry Fitzgerald)

DOCTOR ROCKWELL

QUACK-QUACK-QUACK

(Direction of Harry Fitzgerald)

RKO GUARANTEES PHIL BAKER 6 WKS. AT \$5,000

RKO is guaranteeing Phil Baker six weeks at \$5,000, with options for three more on a booking by Weber-Simon. Options depend on how long he can stay at the Palace, New York, where he's currently in the first week of a two-week booking.

At least four neighborhood or out-of-town RKO theatres will have to play Baker at the same salary to carry the contract. It was found necessary to play Baker in other spots in order to get him for the Palace.

Baker's \$5,000, of which he's getting \$4,500 net, is a \$1,000 raise over his previous RKO salary.

MORE RKO CLOSINGS

Two in N. E. May Be Followed by Three More

On Saturday (14) two other RKO houses in New England went straight pictures, Concord, N. H. and Fitchburg, Mass., which were booked out of New York by Jack Dempsey, Lowell, Auburn and Portland may go out later.

St. Louis goes off the RKO books as a full week Thursday (19).

Rae Davis' Flash

Rae Davis has combined with the Capital Steppers, male quintet, in an act produced by Lew Cantor.

Freddy Stockman, Raybrook, N. Y.

Left during April, Dolly Lewis,

Allie Bagley.

New arrival during April, Patricia Stover.

Loew Rejects RKO's Request to Assume Ziggy Tab Options

The RKO-Ziegfeld deal for four musicals to be tabloidized is off through Loew's not being interested in producing these miniatures. RKO wanted Loew to assume its options on the Ziggy scripts. With the refusal RKO will drop the idea, being out the option money paid.

Loew is going through with one Ziegfeld show, 'Rio Rita,' but will pick its own scripts for ensuing tabs. 'Rio Rita' goes into production next week to open at the Capitol, N. Y., June 10. Cast not yet set but Ethelind Terry, who had the title role in the original, will have the lead. Miss Terry is current at the Palace, New York, as a single.

RKO's options on the Ziegfeld pieces included 'Sally' and 'Sunny.'

LINDER GRABBING OFF DOWS' INDIE HOUSES

The Jack Linder indie book is growing at the expense of A. & B. Dow. On top of getting Beacon, N. Y., Linder has grabbed four houses operated by Henry Grossman and Henry Frieda, two of which have been in vaude right along. The other two, Ticonderoga and Fort Henry, N. Y., using acts only during the summer, starting May 26 with five acts on last halves. Playhouse, Hudson, tabs first half and five acts in, and the Colonial, Utica, a tab and three acts last halves, swing from the Dows to Linder Thursday (19).

Can Use Standard Acts and Bands

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GENERAL MANAGER

MARVIN H. SCHENCK

BOOKING MANAGER

RKO VAUDEVILLE INTACT 88

(Week May 21), Seattle, Wash.

THE GENIAL ROTUND

LARRY RICH

with

CHERI

"Miss Perfect Paris"

TOMA GENARO

South America's Newest Dancer

TOMMY LONG

"The Elongated Express of Comedy"

AL HODGES

"Oklahoma's Ambassador"

ENGLAND ONG

The Comic's Holocene

JOE BELL

"The Voice with a Heart"

GILBERT LAWRENCE

and His Snake Hips

And the

RICH RHYTHM BAND

(Direction of Biondini & Mack)

RKO VAUDEVILLE INTACT 87

(Week May 21), Seattle, Wash.

THREE BREDVINS

Athletic Comics

(Direction of Hugo Morris)

GERALDINE and JOE

International Kiddie Stars

(Direction Weeden-Schulz)

NAYAN PEARCE and JAY VELIE

in "RED RHAPSODY"

Boyd Davis, Musical Director

(Direction of E. S. Keller)

AMERICA'S EGOTIST

Harry J. Conley

In Person

(Direction of Curtis & Allen)

RKO VAUDEVILLE INTACT 86

(Week May 21), Tacoma, Wash.

The Dark Cloud of Joy

BILL ROBINSON

IN

"HOT FROM HARLEM"

WITH

JOHN MASON

PATNEY DANDRIDGE

MYRA JOHNSON

NAOMI PRICE

FERDIE LEWIS

ELI SMITH

JACKIE YOUNG

and

"THE BROWN BUDDIES"

Chorus of Eighteen

(Direction of Mary Forikins)

BARNEY GERARD LEANS TO REVIVAL OF WHEEL

Barney Gerard, once one of the aces of Columbia Burlesque but for six years in the realty business in Westchester county, is leaning toward a speculative return to producing of girl-and-gag shows.

Gerard doesn't look for the present type of burlesque to last more than part of another season and is figuring on a return to the old style entertainment on the 'cycle theory.'

He recalls a peculiar parallel between the present business situation and the tail end of the 1907 slump. Gerard produced his wheel show, 'Follies of the Day' in 1908, which marked the turn in the business tide from down to up trend. The feature of that troupe was a satire on politics and William Jennings Bryan, the parallel being the current hit of 'Of These I Sing,' based on the follies of the statesmen of the present day.

Former producer says he has laid out a show and will produce it in New York if he can get the theatre

he wants, with the idea of testing an old-style comedy entertainment for possibilities in Boston, Philadelphia and Chicago, ultimate idea being to seek a 12-house chain after the old wheel pattern.

CAN'T CUT RENT, SO PAN OUTS MINN. HOUSE

Minneapolis, May 16.

Unable to obtain a drastic reduction in rental, said to be \$50,000 a year, Alexander Pantages is preparing to abandon the Pan theatre here. Under the lease he is permitted to do this by renouncing title to all improvements made by him and equipment installed in the house, estimated to aggregate nearly \$100,000. The theatre then reverts to its local owners.

Located on one of the Loop's busiest and best corners and seating nearly 1,600, the theatre has been dark most of the time for the past two years since the demise of the Pantages vaudeville circuit. United Artists had the house under lease for six months this season.

DE GRAY WANTS DIVORCE

Charges Wife Wouldn't Retire With Him and Settle Down

Cleveland, May 16. With the burlesk biz shot, William H. De Gray, former comic, decided to quit and settle down. But his wife refused to leave stage, and raise a family for him, he charges. De Gray asks for a divorce from Mrs. Edith W. De Gray of New York.

When they were married April 6, 1921, husband claims his wife was a \$30-a-week chorus girl. Since then, he says, she has graduated \$85 weekly as a principal. De Gray is now a salesman.

More Dates for F&M In Plan to Split RKO Junior Time with Units

Chicago, May 16.

Possibility of Fanchon & Marco getting more RKO time in the mid-west is likely, with RKO mulling over the idea following the box-office impression made by the F&M act in Madison, Wis. Chief drawback to the deal right now is the question whether RKO will be able to rearrange its own route without conflict in the jump to Seattle from St. Paul.

Understood to be under consideration by RKO is the advisability of breaking up the junior houses now being booked through Chicago by splitting the time with F&M. As it is the last half in Madison is still playing five RKO acts, with F&M taking the first half. Meanwhile the local RKO books remain as is, although with summer approaching some houses are expected to drop out, with Lincoln, Neb., already mentioned. No serious losses are expected, however, with more than 10 weeks outlined from here and additional time anticipated. First of these is the Rialto, Louisville, which takes on five acts on a full week starting May 21. House formerly played F&M shows.

Schools Turn Sound

(Continued from page 1)

the printed courses. But with the lectures coming over the phonograph by way of the spoken word the non-readers are finding they can learn by ear.

Loudspeaker-Minded
Public also has become distinctly ear-conscious, not only from radio but from the talking films, and students who formerly were unable to concentrate on the printed page find it perfectly simple to keep their minds fastened on a phonograph lecturer.

Certain subjects, the correspondence school declare, lend themselves completely to the disc method. Those subjects which are based on the listening organs, such as telegraphy, music and harmony, public speaking, foreign languages, how-to-sell, dancing and rhythm.

The great merit of the disc system, state the schools, is the ability to give vivid examples for the students to follow. In selling, the correct words, inflection, speed, etc., are all able to be delivered by the tutor. In telegraphy in which it's mostly all ear-work, the mail-order educators agree generally that the disc-taught pupil learns twice as quickly as the book-reader.

And, state the schools, it's all based on the constant drumming of the loudspeaker on the ears of the populace, to the end that the megaphone method has become second-nature to the American radio listener. While many people find it something of an effort to read more than two paragraphs at a time, say the schools, they are able to listen for hours to the radio-type voice and digest all, it says.

LOPEZ DOUBLES UP

Vincent Lopez will supplant his present aggregation at the St. Regis roof with the orchestra he uses for vaudeville.

All but four members of his band at the roof were given their notices last week. The holdovers are Nick Pisano, violinist, John Morris, drummer, and two trumpeters.

DAYTON BLOWS

Burlesque Is Town's Last Stage Show—Films Replacing

Dayton, O., May 16. Lyric theatre, where the Serclub Amusement company has been presenting burlesque stock on the co-op plan for some months, is going films. It is the last stage show theatre in Dayton to succumb.

Arthur J. Cooper, who operates picture houses in Ohio and Pennsylvania, will open the house June 1 on a lease for five years. Burlesque exits this week.

Dallas Drops Intacts

Dallas, May 16.

RKO is dropping its intacts here May 25 for the summer, leaving New Orleans the lone vaude situation in the interstate fold.

Straight pic policy will continue until around Oct. 15, with five instead of four act units probable then.

Prov. Stock

Providence, May 16.

Sol Myers has taken over the lease of the Modern for next season and after alterations will open the house in August with a burlesque stock co.

Has recently closed a season of 13 weeks with burley stock produced by Talbot & Walters.

Boles for Publix

Hollywood, May 16.

John Boles is eastbound to play five weeks of Publix dates.

He opens at the Ambassador, St. Louis, May 20, and then plays Chicago.

4th Burlesk House

Los Angeles, May 16.

Gore Brothers' Moon theatre is the latest Main street picture house going burlesque in abrupt local revival.

Others switching in past few weeks from straight pictures to burlesque are the Majestic, Grand and Burbank.

Ohio, Col., Ousting Stage Shows; Units' Sameness Is Blamed

Columbus, May 16.

Loew's Ohio, for months the only house regularly presenting stage shows, of the unit type, is about to go straight films. Loew's has asked all stagehands, musicians and operators to take cuts. Operators have already rejected the proposal.

For the past four months the Ohio has struggled to keep out of the red but has been in the hole about three weeks to each one out. Sameness of units plus product locally blamed.

BUFF. MAYFAIR RESUMES

Buffalo, May 16.

The Mayfair having compromised its difficulties with the unions has resumed its policy of stock burlesque.

JIMMY MYRTLE CONLIN and GLASS
Enroute RKO
Direction, TOM J. FITZPATRICK
Palace Theatre Bldg., New York City

EDGAR BERGEN
"THE OPERATION"
EN TOUR RKO CIRCUIT
Dir.: WEBER-SIMON AGENCY

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WEEK MAY 21 LOEW'S STATE, NEW YORK

(NEW ACT)

Dir. WILLIAM MORRIS AGENCY (Inc.)
Productions: BILLY GRADY



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KING BROS. AND CULLY

THIS WEEK, MAY 11
RKO PALACE, NEW YORK
Direction, WEEDEN-SCHULTZ

EDDIE GARR

"HOLLYWOOD IN PERSON"

• **RKO PALACE** •

THIS WEEK, (May 14) NEW YORK

Personal Mgr.
HARRY YOUNG
Room 1111A, 1560 B'way
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RKO Representative
PHIL OFFIN
WEBER-SIMON
AGENCY

Freak Atmosphere and Settings Flop as Paris Nite Spot Draws

Paris, May 9.

Paris night club owners are at their wits end. Nowadays \$0 cent drinks with neither wine nor evening dress compulsory can't even draw patrons to the smartest places. Even then, business is way below par, nor is there any attempt to put on worth while shows except at rare intervals. Only current exceptions are Montmartre on the right bank which is now and then does a little business, and on the left bank Lucienne Boyer's Clocchards.

The numerous Montparnasse dance joints, which were doing considerable dollar a drink business when wine was compulsory in the ritzy places, are fading one after the other, with former patrons using the dollar for a meal. On the right bank efforts are made by owners to revive places by means of attractive settings.

Fade Out Soon

First to do so and cash in was the restaurant known as Lou Cabanon, with an atmospheric Biarritz effect—place quickly turning into a B class night club and fading.

The Riviera atmosphere was then used by Leon Volterra to revive El Garon, under the new style of the Bol: a Mateote (Sailors' Dive). After brief but brisk trade, place began to fade. Montmartre, ex-Florida, was then reopened next to The Casino de Paris with an atmospheric effect of the open air square on top of real Montmartre. Comparative newness of the place brings it most of the current business. Joe Zell entirely changed his fittings before reopening, also giving his place a Riviera atmosphere and taking down the numerous caricatures of his customers. Business hardly seems to justify the change. The club under the Pigalle, is now named Z44 with a setting, to match the alrshp's name, and outside porters in fling attire. Flying venture results in a brodie.

A Spanish setting has been introduced at the Pigalle's restored Villa Rosa with poor business. And on the Place Pig Alley, the old Abbaye Thelone has been revived by Volterra without anything of the old gaiety. On the Champs Elysees the Lido club is still in operation, but has been cutting exp. see considerably owing to the drop in business of the gambling club underneath. Other club on the Champs Elysees—the Embassy—is drawing mild tea table patronage by using local names for acts.

GROSS STAYS VERTICAL AS SCHAAF TAKES DUKE

By JACK PULASKI

Madison Square Garden resumed pro indoor boxing Friday (13), before a slim crowd. Not that the boys have lost interest in punch throwers, but the card looked mediocre and was little better than that. Main bout indicated something. Either Ernie Schaaf was looking for Jack Gross, Philly southpaw, is better than figured. He stayed the 10 rounds and that seemed a surprise to all except his manager.

Schaaf was billed as Schmelling's next opponent, despite that Jack Sharkey will meet Bert Maxie in the new Garden bowl in Long Island City in June. The gob was in Ernie's corner, as usual, having a piece of the guy. He was not introduced and there were no calls for him to take a bow. He resumed training for his match with the German.

Gross is a lurid sort of fellow. He exhibited little of the punching power accredited to him, but he out-smarted Schaaf by circling to the latter's left. That kept Ernie's right mitt virtually out of commission. Gross stepped in with his left and landed to the face, but the blows did not seem to have a sting. Maybe Schaaf has one of those iron domes that socks can't hurt.

There were plenty of bets that Gross would be horizontal within five rounds. Some close followers of the game thought the decision against him was cheesy. Fact is that, although Schaaf seemed wary of Gross he counted many points in close. Jack appeared to know little about fighting. That he was upright at the final bell was enough to those who bet he would not be kayoed. Gross had plenty to win and Schaaf had nothing to gain. Actually Ernie was a disappointment.

Another Flurry

Semi-final might have meant something but that, too, was a flurry between King Tut and Morrie Sherman. Latter seemed to get a bad break in the decisions around here last winter. He should not have complained that Tut got the win because he respected the kink too much.

This week there should be better attendance for the card which will have Jackie Kid Berg and Sammy Fuller in the wind-up.

5-Team League

RKO will not have a baseball team this year, dropping out of the film league which it was instrumental in organizing two seasons back. As a result the league will contain only five teams, Warner Bros., Fox, Columbia, Universal and Erpl. First games of the season will be held Saturday (21). Arthur Foster of WB is the new president of the league, succeeding Ed Wherity of RKO. William Brennan, of Col. last year's secretary, is sec. and treasurer this season.

7 Ringers a Side in Witmark-Variety Game

On May 24 at 5 p. m. a flock of mugs from the Broadway sector will try to get past 10th ave. in an effort to reach the recreation field at 54th street and 12th. If arriving they'll proceed to chase the kids from their neighborhood playground. After the kids scam the Broadway guys will go through the motions of a baseball game. The opposing teams will represent the Witmark music publishing firm and Variety.

As each side is allowed seven ringers the teams may not be so representative. But it's a case of ringers and not many runs, or no ringers and one inning contest after which they'll all fall down from exhaustion.

Advance alibi being up for consideration, Variety offers the statement that it's nearest approach to participation in the national pastime in 17 years was on that day in 1927 when one of the staff caught a foul tip off Terry's bat in the right field stand at the Polo Grounds. His bat was in a machine and had to give back. Variety's last real game was in 1915, against the NVA club. It ended in the third inning when Jolo, known as Kid Whiffer, ripped his one and only silk shirt when doing a nip-up instead of a hook slide into second base.

The Witmark-Variety game was really steamed up by Colonel "Gimp" Snyder, who is still burning over the shellacking Witmark handed Robbins last week. Robbins called the Col. in to play for them. The Col's bad gas was extra bad that day and he hired a kid to wait around and run for him in case he got a hit. The kid is still waiting and the Col. is humiliated.

Out of respect the music industry the game will be played in bars instead of innings, while the pitchers will toss 'em up in three-quarter times. Base line coaches also will give orders to the lyrics of "Was That the Human Thing to Do?" (Witmark). Umpires, if they live long enough, will call the strikes, if any, in English.

On Variety's all-star team will be found such famous headliners as Babe Pulaski and Honeyboy Hoffman.

I'm Telling You'

By Jack Osterman

IN THE SPRING A YOUNG MAN'S COLUMN LIGHTLY TURNS TO A LOAD

Spring is Here

Here 'tis again, doctor, good old spring. Only noticeable change it brings to Broadway is the new Palace policy.

Once upon a time when an actor couldn't play the ace hour, he considered himself laying off twice a day. With the change in policy it's still the same, except that the actor not playing the house is now laying off four times a day. I'm sorry I brought the whole thing up.

Information

Music publisher in California wired Benny Davis asking him how the music situation was on Broadway. Benny shot back: 'Music business left Broadway and took the situations with it.'

A Dog's Life

While Russ Columbo was crooning the other night, a large dog strolled out on the Wodmanstein Inn dance floor. One of the wisest guests chirped:

'Look, one of Crosby's spies.'

Sorry, Al

Things are so tough in show business Al Jolson was forced to sign on the back of his salary only 15 grand a week for a month of Coast picture houses.

Which reminds of John Chapman's swell crack about seeing a sign on the back of a Rolis Royce reading: 'Bring Back Prosperity.'

Another One

Remember the time a young lady tried to make a profession from Lew Brice to Monte Brice. One of the boys informed another of the boys about it, who, without hesitating, said: 'Leave the girl alone, she's suffering with Brice disease.'

Historically Speaking

In discussing the keen wit of the late Grant Clark, Monte Brice recalled the gem of all Grant's episodes. It was the opening night of the Club Richman. Clarke was there running up quite a check. Wherever he descended the song writer signed the tab.

Richman went to the table, told him he wouldn't care only he had partners and had to account for

them for every check. Clark insisted that he wouldn't pay that night and softly whispered to Harry:

'This is one time history repeats itself, Grant takes Richman.'

It's Possible

Mike Durso swears he saw a fellow in the subway drop a nickel, then put his head down and wait 10 minutes for the pictures.

The Right Answer

Rube Bernstein received a note from his dentist asking for payment, also stating that he gave him a set of teeth that enabled him to eat. Rube answered, 'If things keep up, am sending the teeth back next week.'

Early Birds

Sign front of Minsky's Central theatre reads, 'First Show 10 A. M.' Imagine those poor girls who must get up and dress at 9:30 in order to strip an hour later.

Discovered

You probably saw Tarzan on the screen. But what puzzled us were the three gorillas which did an adagio with the heroine from tree to ground.

It remained a mystery until we suddenly recognized one of the trio—Rufe LeMaire in a racoon coat.

Heart in His Game

It was a snappy twosome on a L. I. golf course. A messenger rushed up to one of the players and handed him a telegram which read, 'Come home, your wife is dying.'

After reading it the worried goffer yelled to the foursome ahead: 'Hey, can we play through?'

Osterman

The address of NBC on Fifth avenue is 711... would you call it the Natural Broadcasting Company? ... While Jerry Gray may go to Lindy's, this dept. attends Moore's for the expensive news... Rubinf, who airs for Chase & Sanborn, drinks tea, in a glass... George Kauffman gave his share of Pulitzer Prize money to Leo Michel to distribute among theatrical charities ... Misprint in a paper had my name spell Osterman... am I that fat?... and on Broadway some guys' act so important you might express it, every man for themselves... ARE YOU READING?

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BEST MARSHALL
THERE'S ALWAYS JULIET
A Comedy by John van Druten
"A sure and honest and whetting very amusing play"
George Jean Nathan, Judge
HENRY MILLER'S Theatre, 124 W. 44 St. 81.
Eves. 8:40. Matinee Thurs. and Sat., 2:30.

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LESLIE HOWARD
THE ANIMAL KINGDOM
"The season's most gratifying adventure."
—Corydon, Herald Tribune.
Staged by Gilbert Miller
EMPIRE THEATRE, 636 and 40th St.
Eves. 8:40. Mat. Wed. and Sat., 2:30.

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JOAN CRAWFORD
Robt. Montgomery in "Lulu Sybil"
of Lou Vandewalle
George Sidney, Smith & Dale,
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Edna Lane, Burns & Allen, Vic.
for McGeehan, Cal. Callaway, Fifi
Dorsey, The Street Singer
(Arthur Treves)
JACKIE COOPER
in **CHIC SALE**
"Who's a Fool
Needs a Friend"
Coming Friday, "NIGHT COURT," Walter Huston

ROXY SEVENTH AVENUE
AT 50th STREET
HUGO RIESENFELD
and Romy Theatre Symphony of 80
"NO GREATER LOVE," with Alex. Carr
and Doris Moore
On Stage: "AROUND NEW YORK,"
a Romy Theatre Spectacle
Beginning Friday, Eliza Lantz in "The Woman
in Room 13"

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57th Street
2ND BIG WEEK!
JOHN BARRYMORE
in "STATE'S ATTORNEY"
RKO-Radio Picture with
HELEN TWELVETREES

PALACE 81way & 47th St.
Continuous, 11 A.M. to 11:30 P.M.
Altitude, Sun and Hot, 25c-50c. Orch.
and Ball; Rm. 2nd, 3rd, Sun & Hot.
25c-75c. 5c Mat.
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PHIL BAKER, EVELINE TERRY,
JACK DENNY and 7 Other Star
Acts

86th ST. 84th, Len. & 3d Aves.
Continuous Shows
Wed. & Friday, May 18-20
BILL BOYD
in "Carnival Boat"
with
GINGER ROGERS

81st St. On Broadway
Continuous Shows
Wed. to Friday, May 18-20
BILL BOYD
in "Carnival Boat"
with
GINGER ROGERS

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Patent Expo's Wild Eyed Newtons Are Old New York's Newest Menace

It isn't the crowds pouring into the Grand Central Palace for the Patent Exposition that are wearing down the show's promoters; it isn't the size of the hall that gives them that frightened look. The questions they're asked by the customers don't harry them, nor does the eerie music of the Exposition's ace attraction, The Phantom Orchestra, set their nerves a-jangling. They can be seen darting hither and yon amid the echoing halls of the Palace fleet and artful as jackrabbits, but it isn't the shouts who have developed such swift agility in these hunted men. They're learned to sprint like Nurni, but they don't start at the sound of a gun nor run all on the same track. One glimpse from the corner of their eye of an approaching inventor is their signal; bang, and they're off in the opposite direction. They're dashing through space, each man for himself, each man picking a course he fervently hopes will lead him far, far away from the advancing menace. Inventors did not always affect them so, but since the show has opened they've gotten to know them. Better now a coward's flight than to be trapped by these men of science and determined creatures.

The promoter's of the Patent Exposition had carefully documented, collected in allied groups, and displayed without prejudice 4,500 new inventions. Before the show opened they wrote to every inventor listed in the Patent Gazette as having been granted a patent, offering him the opportunity of exhibiting his invention in their show for a \$12 fee.

Want to Explain

Four thousand five hundred inventors responded, sending in their inventions and models. But the inventors, but some of the inventors were not content to let their models speak for them; they wanted to be permitted to explain their brain children in person. These hopeful souls were then permitted to stand by the side of their exhibits, wear a lovely blue badge stamped "Exhibitor," and tell the customers they could corner, these enchanting privileges all granted merely for the payment of an additional fee. The promoters felt that such an arrangement was more equitable to all concerned, and they were all ready to relax from their labors after the opening, but they failed to reckon with the inventors.

Inventors they now admit in those rare moments when they are not running away from one, are unreasonable. For some perverse reason they are convinced of explaining their inventions to the show's officials too is their duty as well as their right.

Some of the customers grow quite gloomy and even cynical now when asked to describe inventors as a breed. "Inventors are publicity mad," said one wary officer of the Exposition, all set to bite the instant he caught sight of one. "They're fanatics on their own ideas. Otherwise normal fellows, their eyes light up with a crusader's zeal when they see anyone who looks like he can be induced to listen. They approach you stealthily and their opening is, generally give them a chance to present, and then they transfixed you till you've heard the whole story, which, because of their tremendous enthusiasm, is a little difficult to follow. Once you've heard the whole story, you must appear to comprehend, you must agree that he has just what the world's been waiting for, you must nod your head so frequently your neck hurts."

Wear Each Other Out

If we could only get them to explain their stuff to one another, then maybe we could live as free men again. But no; the inventor doesn't give a damn about other inventor's discovery. He will only listen to his own voice. Get out of my way! There comes the guy who makes a fool out of the law of gravity!"

And he was off like a shot, only to run straight into the arms of the man who's invented a way to float across the ocean. This lawless official, in his eagerness to escape, forgot, looked back over his shoulder, and was lost like Lot's wife.

Cellophane Belts

Altoona, May 16. Local boys and girls are smoking their cigarette dry, not in spite of the cellophane wrappers but because of them. Girls are folding the transparent wrappers, linking them together and making belts with 50 wrappers required to encircle a modest waist. Sale of cigarettes reported boosted due to fad.

MEXICO PLANS HIGHWAY FROM LINE TO CAPITAL

Mexico City, May 14.

Government is working out a new kind of a five year plan to enable the Republic to become a prime tourist land. Proposition calls for investing around \$25,000,000 and employing from 20,000 to 25,000 men in completing by 1937 a road to connect Mexico City with the U. S. border at Nuevo Laredo and two transcontinental highways.

Funds for enterprise will come from federal budget allocations and proceeds of two cents a liter tax on gas. This levy yields an enormous sum yearly as may be judged from the fact that Mexico's gas consumption last year was approximately 254,000,000 liters.

Two transcontinental roads will be from Vera Cruz City, via Mexico City, to Puerto Vallarta, a picturesque Pacific port, and from Matamoros, on the Gulf of Mexico coast, across the border from Brownsville, to Mazatlan, another Pacific seaport.

Hotel Sherman Co. Gets Receivers Over \$4,120

Chicago, May 16.

Hotel Sherman Co., operating the Sherman, Ambassador and Fort Dearborn, hotels here went into receivership last week on a friendly petition of the National Cash Register Co., which claimed an unpaid debt of \$4,120.

Federal Judge James Wilkerson appointed Ernest Byfield, president of the hotel outfit, Frank Boring, former general manager, and Bertram Winston, real estate man, the operating receivers of the properties.

Hazzard's Legal Hazzard; His Salary Garnished

Frank Hazzard, singer at the Hollywood restaurant, New York, was served with a garnishment notice last week by Sol Tepper, agent who has judgment for \$125 against him. Hazzard's right name is Hornaday Tepper, through Irvin Scher, secured judgment recently on a managerial contract. Hazzard had paid \$30 of the judgment but failed to satisfy the balance.

After Village Speak

Federal padlock action has been started against the "Village Playhouse," alleged speak at 45 Grove street, in New York's Greenwich Village.

Joseph Duffy and Walter Monahan are named as operators of the alleged basement barroom.

MARRIAGES

Melvin Heymann, of Metro's New York publicity staff, will marry Coil Gansler, of Newark, non-pro, June 2. Will honeymoon in Bermuda.

Faye Hausner, Famous Music, will marry Jack Blum, non-pro, in New York City, May 19.

Jerome Sackheim of Radio story department and G. K. E. Davis, non-pro May 14 in Los Angeles.

BIRTHS

Mr. and Mrs. Harry Lenetska, daughter, May 15 at the Madison Avenue hospital, New York.

Bar tenders Guaranteed Pay When and If Serving

Reno, May 16.

Customers of several of Reno's dispensaries were given a break when price was cut to two-bits a drink from 50 cents. Along with liquor drop went 50% slice in wages of bartenders. Cocktail mixers in the other joints are putting up an awful howl.

Bartenders have been picking \$10 per eight-hour shift and guaranteed \$100 daily (if they are tossed in jail) while serving sentence. The price-cutters have set wages at \$5 per shift and have had no trouble so far in getting plenty of workers.

Bartenders have no union and no pickets to walk up and down in front of wage-cutting joints such as the cooks and waiters here are employing now.

Liberal Group Wants 'Barleycorn' as Film For Dem. Propaganda

Hollywood, May 16.

Independent group financed by a national liberal organization is planning production of a film as propaganda for light wines and beers.

Undertook to be negotiating for Jack London's "John Barleycorn" for its use as a vehicle for the propaganda. The film will consist of a hefty swing against prohibition.

Diary of a Stooze

By Claude Binyon

Los Angeles, Friday.

I still feel like I am in a dream and that if I could only wake up I would find out that Moe Bowers really isn't going to break up the picture. Oodles of scenery, too, as the transcontinentals jump from tropics to temperate zones and back to hot territory frequently.

Tillie almost talked to me today. But she didn't so she wasn't feeling so good because there were not many people in the theatre to clap at, and when we got off the stage she looked at me and I looked at her and she opened her mouth like she was going to say something. But she didn't so I walked away and got out of my purple suit with the tomato stains on it.

I don't know whether to go home or stay in Los Angeles for a while after there isn't any more act. If Tillie wasn't at me I might have would ~~decide~~ to go back to Peoria together and get married. I'm sick to death of this act and I don't want to mind some good looking for a change.

But I guess I'd better practice on my banjo.

Los Angeles, Saturday.

I've decided what I'm going to do. It's all so simple, comrades and recipes that I bought has enough funny things in it for me to make an act out of, so that's what. I'll say a few funny things and then play my banjo and then say some more funny things and play my banjo. I think I'll say that up until somebody tells me to stop.

When you figure it out, it's not bad at all. I won't have a lot of expense hiring a bunch of stooges like Mr. Bowers had. There'll just be me and I can keep all the money myself. If I start off at \$300 a week until I get used to being on the stage, and I can make \$100 a week, and then when I get good I'll be getting \$500 or maybe more and I can live like a king.

In about a year I can retire and go back to Peoria. Everybody will be surprised. I think I'll have a chauffeur and buy that big house that the Donlins lived in until they started buying stocks.

It's all so simple. I feel silly for not thinking of it before. Here I was worried about nothing.

Los Angeles, Sunday.

Scaramouche and I were talking today and I guess I'll change the act. He said he's been a stooge for five years and he's sick of it and doesn't know about the show business is nobody's business. Any stooge that thinks he can have his act cruddy, he says, but I asked him how did people ever get to be stars if they didn't start as stooges or something.

Scaramouche didn't have any answer to that. Then I told him about what kind of an act I'm going to

All Show Branches in Beer Walk, N. Y's All Day Spoof at Volstead

Beer!

St. Paul, May 16.

Hamn Brewing Co. has purchased 15 new refrigerators for the first in the beer sector since prohibition.

And are tongues wagging?

BEER VS. THEATRE TAX SUPPORTED BY PLAYERS

Players, both men and women are being sought as petitioners by the League for the Modification of the Volstead Act in its New York petition drive for stage names. The special actor's committee of the League, headed by Elizabeth Marbury and William Kent, met for the first time Tuesday in New York, going on record as believing that the theatre would be benefited by light wines and beer.

Kent, who presided as chairman, predicted that a tax on beer would cost the treasury between \$350,000,000 and \$500,000,000 yearly, a sum greater than the proposed taxation on amusement, radio, etc.

Petitioning now for actors' names for the cause, she said. A committee will be sought on pictures and radio.

Other show business branches, except burlesque, figured in Mayor Walker's beer parade up and down Fifth Avenue Saturday (14), the parade itself being one of the biggest and longest lasting free shows in the city in years. Plus the actual entertainment people, there were plenty of would be performers, both in the parade and on the sidewalks.

Legit figured in three large units, represented in current attractions on Broadway. Two were from Sam Harris musicals "Of Thee I Sing" and "Face the Music." Third was Max Court's "Circus and a Cowboy" with all three in costume. Billy Gaxton, who does a "Mayor Walker" in "Sing," and Victor Moore led the unit for that show and stopped at 2nd Street in the morning third of the parade to shake hands with the dapper Mayor. Following Moore and Gaxton was the "Supreme Court" chorus of the show, wearing stage costumes, beards and everything.

Other show units were made up of a show band, a group of theatre employees, two units consisting of Friars and Lams' club members, motion picture operators. In that part of the parade that walked Court's chorus of the show, wearing stage costumes, beards and everything. Among the line of march exhibits were a trained dog that looked like a vaude or circus performer, an American Federation of Labor Men in the band were paid the union wage by the Federation.

Beer walk was dotted with floats, some good and some bad. Number of the floats were dressed up with girls.

All day long a host of would-be performers did their stuff. Included were wisecracking comedians wailing, plus the parlor entertainers on the avenue were singers in the parade who exercised their pipes at every available minute, particularly when cross traffic held up the walk. And uncouth amateur quartets singing "Sweet Adeline" as the show's theme song.

Advantage to get free advertising plugs was taken by several outfits in various lines. An ice company had several trucks on view. Ice companies could use beer. A cake company had a float. Other represented were a Greenwich Village joint and a summer camp. Duke Wellington, who handles art work for Paramount Public, designed one float in the parade.

Parade itself, as was inevitable, was a somewhat disheveled affair. Later condition couldn't be avoided due to the number of military units making up the show. Reported that if all the units that wanted to walk had been given place in the parade it could have lasted four or five days. That there were plenty of Federa around, just in case.

Tommy Tucker Boom

A flock of song-writer-entertainers are four big birds for the record time as means to tide over the dogdays. Abner Silver has a piece of the Lake View at Lake Hopatcong, N. J., and will make it a permanent residence. The tune-masters are in position for the guest-artist thing, which is a break all-around, with the visiting talent deadheaded on the board and bed in exchange for their services.

"Variety" FOR SUMMER

Place a subscription for "Variety" over the summer. From now until Labor Day + + + \$150. Mail remittance with name and summer address.

Ice Rink Dance Cold

Irland, the ice skating rink converted into a dance place, closed Saturday (14). Venture was a bust. Cost of remodeling the place is reported at \$150,000, but with business at a minimum.

Paris

Desha to Bordeaux.
Helen Henderson around.
Madame Genot's is closed.
Chaville Gordon very quiet.
Fred Ulmann's honeymoon.
Don Wilson off to New York.
George Jean Nathan expected.
Mary Ellis to buy clothes here.
Business at bars is picking up.
Arthur Bodansky back for rest.
George Arliss expected shortly.
Mistinguette out of the Casino.
Eric de Renzier up from Tours.
Norma Talmadge to the Riviera.
Tita Rott heading for the movies.
Cheap shows for a defeated Paris.
Frank O'Neill popular at Paris.
Scognamiglio likes Harry's bar.
Mary Reeves better after operation.
Gilbert Clark now settled in London.
Evelyn Ware looking the clothes over.
Film stars all trying to get in legit.
Claire Luce wading for her apartment.
Claire de Lorez seen around Paris.
Walter Lang back, but changing hotels.
Super Trask asking for more voices.
English Players back in three weeks.
Anna Roselle at the Opera Comique.
Pepi Lederer still galloping around Europe.
Jimmy Shields back from Switzerland.
This depression Paris all-nighters after war experiences.
Story is told of well-known local man who, after the war, was broke and starving. American Aid refused help and he found his second wife, who paid passage class back to New York. Third wife came down to see him off.
Champs Elysees American dressmaker fined \$4 for employing Danish mannequin without a working permit. Fine very satisfying to local since dressmaker alleged that after examining 100 French girls none had been found as well built as the Danish girl.

The Hague

By M. W. Ety-Leal

Rotterdam boasts the biggest open-air swimming pool in Europe, 1,800 dressing rooms.
In Arnhem first open-air automobile market held last week, mostly second-hand car bargains.
A small town near Rotterdam on market day eight young pigs sold for equivalent of a nickel.
New shop-closing act took effect May 10 in The Hague. The law not applicable for three weeks. Midnight shopping is the vogue for the interval.
A young lieutenant got drunk and hit a policeman in a nightclub. His friends testified he could drink 23 cocktails without any harm to himself.
Jan Musch, comedian of van der Horst legit company (Dutch), played the role of Harpagon for 150th time in Dutch version of play by Moliere, 'L'Avare'.
Taxis in The Hague since May 1 when new tariff took effect, cheapened in Europe. Chauffeurs had to take out in salary, and so now all are on strike.
Papers comment bitterly on financial success of foreign legit here. Critics say that performance of Hofstadts (local) is superior to that of Pallenberg in 'Eins, Zwei, Drei', 'Molok'.
Wedding of the week was that of the American Carol Lee Johnson, beauty contest winner of Abilene, Texas, who is now being married in The Hague who fell in love with her photo; took passage to the States and returned her back for a wedding last week.

Argentina

By Harry E. Goldfain

Not a British film on market.
New Porteno featuring running-water cuspidors in lobby.
Government paying employees and there's more cash about.
Antonio Tassinari orchestra, Osvaldo Fresedo, mostly tango.
Swanson picture, 'Tonight or Never', at Ideal, turned out never.
Germans here in force. Lillian Harvey's 'Congress Dance' at Astra drawing.
Molly Picon here. Wife of Nino, the best thing well at Ex-celsior in comedy.
Max Ehrenreich, Cal head here, effective in his working of territory this month.
New Cine Astor opens with Pique de la Meza.
House has everything bar beating and cooling.
After trying to sell 'Jillody' without success, Astoria released it, took it, broke. This one comes as

CHATTER

London

American Women's club for the first time.
Clifford Harmon has given up his Paris apartment and gone to Majorca.
Natalie de Bogory the only one in Paris who knew truth of Chalfant's death.
Another expiration in Montparnasse is that of La Grande Chamier.
French Book Club of America has offices in the American Library.
Jean de Limur back to London confident his picture with Chalfant is all set.
Movie critic on 'Eco de Paris' refuses to speak French if an American is in sight.
The Pantheon paying up advertising bills and opening 'Greeks Had a Word for Them'.
Natan back from Brussels after giving a showing of 'Croix de Bois' attended by the king.
Cleora Wood another of those American gals who got society to help out her opening at the Opera Palace.
Herald men looking for some of the good-looking dames Frank Kelly mentioned from Riviera as working on the sheet.
Abracadabra at the Arts is none other than 'Hocus-Focus' tried out two years ago in States by Al Woods with Warners owning picture rights.
Rene Richard panning new 'Z' cabaret because it's gotten up like interior of a Zeppelin and he thinks this depressing Paris all-nighters after war experiences.
Story is told of well-known local man who, after the war, was broke and starving. American Aid refused help and he found his second wife, who paid passage class back to New York. Third wife came down to see him off.
Champs Elysees American dressmaker fined \$4 for employing Danish mannequin without a working permit. Fine very satisfying to local since dressmaker alleged that after examining 100 French girls none had been found as well built as the Danish girl.

prize winner, local papers asking why.
Monroe Ison, Univ. head, back from Rio, reports smash opening 'Frankenstein', which also opens here. Gruesome picture also hit in Chicago.
One smash hit registered so far 'Sidelwinds of New York', which was SRO all the week at the Broadway and topped anything yet released. Garbos, Shearers, Crawford and all.
Murray Anderson's show due for Prince Edward theatre, scheduled to cost \$57,000, understood only costing \$50,000.
Maurice McKenzie, head of A. P. here, has written a musical show, which Rudolph Mayer, of Daniel Mayer Company, is reading.

Riviera

By Frank Scully

Red Lewis in.
Philip Barry leaving.
Vesta Tilley gone to London.
Albert Spalding clicking at Monte.
Fritz Kreisler still sore at the war.
Ross Saunders strong man of Cannes.
Ed Perkins angling for Janet O'Connell.
Caresse Crosby's brown and pink costume the cat's.
The Melitzer \$20 Stetson the talk of the day.
Houille (pronounced 'hooley') is a suit-hole in French.
Square parlors for sidewalk cafes the latest gag.
Dagmar Godowsky touring Austria by car with titled pals.
Monte Carlo, in the red plenty, says no dividends this year.
Frattalini Brothers only here for three days on Cirque d'Hiver's first visit.
Bob Brown to New York for a bit of rewriting on 'Let There Be Beer'.
Sax Schuster penciled in for four weeks at Villa Vaporia beginning June 28.
Jack Weaver from Cannes to London, where Peggy Wood hasn't been well.
Admiral Morgan, N. Y. legit, married Haars, Dutch key pounder, at Menton May 1.
Gordon Selfridge burned when tied in by Gould's p. a. on Jennie Dolly's alleged gambling coups.
Philip Elton, Nina Wilcox Putnam, in suit for two months for not having paid up on cars.
Carmello, class Cap Ferrat estate, completely blinded in one eye from accident while cooking crepe Suzette.
Harry Macomber to Hontecatini for the cure, Italian Eposon salt center where Verdi wrote Falstaff.
Dame not wanting to be seen in pajamas got a flat tire and with her cheeks on fire and to walk all over her in her pajamas.
Efforts of Nellie Harris to stop Tobin and Gertz's authorized blog for Harry's negative in America, but said to have succeeded in London.
U. P. describing Laurence Vail as an actor goes pretty far back. He did once for Provincetown's 15th 900 from Harris' negative in America, but said to have succeeded in London.
Dagmar Godowsky, Dorothy C. Frazee, and Sydney Howard Maugham dining together before Dag's trek to Vienna, looked like scribbles short of copy.
Edouard Baudois, spelling it was a great year for casinos, and summer at Juan les Pins will be even better for the beach bunch wired for Bronx cheers.
George Axelsson, Express' egg, only strong reason for scribbles, now rooming at the Pension Scandinavie, being the only male in a household young Garbos.
Box Ingram supposed to be all set for his next picture, says a Capt. Scott, who still hasn't got his \$20,000 from Harris' negative of which Ingram himself has attached for unpaid bills.
Don't Compton feels actually were stolen—for one day. Everybody kicked out of villa and doors locked. Ingram supposed to be next morning. 'Gyps had put the foot back. Next to Betty and her mother, maid was only person who was in when Ingram in an old hot water bag. Maid later fell in love with a chauffeur, so then four times Ingram's birth subsequently.

Berlin

By Max Magnus

Erlich Pommer in London.
Greta Garbo expected here.
Marcel Hellman in Brussels.
Betty Stern keen on publicity.
George Bertram, pianist, 50 years old.
Gitta Alpar back from Juan-les-Pins.
Arnold Hoeflitzger here for a few days.
Bruno Walter guest conducting in London.
Richard Tauber for two months to London for guestplaying.
Erlich Hanussen is a better publicity manager than clairvoyance.
Henry Bender's theatrical restaurant closed account bad business.
Louis Gravenius will present concert sound pictures for Comstock Film Co.
Wilhelm Soerensen, Swedish author, wrote a book, 'Hollywood, Ltd'.
Erlich Maria Remarque declares he doesn't want to become Swiss citizen.
Fritz Wendhausen elected president of the Association of German Film Directors.
Narcis Wittrich, tenor of the State Opera, taken ill by serious kidney trouble.
The Russian film director, Eisenstein, back in Berlin after two years America.
Ed Perkins gave a press tea at the Adlon for the American mask vendors.
Margarete Slezak, daughter of Leo Slezak, to sing at the State Opera.
Prince Sigvard of Sweden and the Swedish writer, Wilhelm Soerensen, hands at the Adlon.
Walter Jerven to lecture in Rome.
Arthur Kahane, Max Reinhardt's collaborator, 60 years old.
Josephine Baker, former general manager of National Service, here studying the local situation.
Prince Sigvard of Sweden will stage Richard Strauss' opera, 'Naxos', at the State Opera.
Sliters Dorothea and Ruth Albu on their divorce, but the valuable very short time after their marriages.
Performances of 'Spinnin' net' ('The Spider') had to be interrupted, as Johannes Riemann, who played the lead, was taken ill suddenly.
A picture of a picture? they are asking here.
Leopold Jessner suffered a severe accident in performance of Schiller's 'Rauber'. His right foot was caught and badly hurt by the iron curtain.
The theatre season closed this year's theatrical season and will reopen with Gitta Alpar in lead of 'The Russian's opera', Katharin the First.

Honolulu

By Mabel Thomas

Jay Gould back for the polo season.
Mrs. Laurence D'Orsay visiting here for a month.
Charles E. McKim, writer and critic, accidentally killed here.
Princess Katchofsky, novelist, here for a week en route to France.
The Fred Beaton of the Hays office, Los Angeles, honeymooning here.
Sin of Madelon Claudet, with Helen Hays, a new face here, doing nicely.
Bill Collins, manager of the Princeton, expecting his mother next month.
Fritz Hart, symphony director, returning to his home in Melbourne, Australia.
Shirley Quin returning to Hollywood to assist in the filming of her book, 'Dark Heritage'.
Roy Scott, accompanied by Ira Morgan, en route to Manila to film another life there for the Flitter Film Co.
Mrs. Marie Green, wife of the comedian, Harry Green, house guest of her sister and brother-in-law, Eddie Mitchell.
Mrs. Frank Borzage, wife of Fox actor, and her jeweler, involved for \$35,000, here last week. Soldier who found same rewarded with \$200.
Philip King, publisher of the Chicago Tribune, completed his report of the Massey trial and left on the Niagara for Australia and New Zealand.
Otto Schutte, one of the Fairbanks party at Tahiti, was rushed back here for a few days in order to append a report. Yacht made a record run from Papete and returned the same day.
Dolfini Prinz returned from a cruise of the Pacific and will be here for some time, planning to do a Hawaiian opera.

Broadway

Arthur Gales' new offices.
Ed Carter to the Coast soon.
Lola Woursell is having moving day.

Joe Levy gonna be a poppy again; second.

Frederick Sperling is with Mortimer Fishel's law office. Fishel is with a lot of stars.

Mitchell Fitzer, Syracuse-Buffalo exhibit, around town for a look-see. Public Opinion got out a special on the Paramount sales convention.

Exhibits and others still talk about that Harry Thomas dinner at the Astor.

Mildred Schroder, formerly in "Scarface", recuperating from burst appendix.

George Gerhardt's vacation set back through sudden opening of "Scarface".

Friday, with new shows at N. Y. Bklyn Paramounts, are busy days for Gus Eysell.

Albert Johnson, scenic designer, has to learn Russian for that Big Show contract.

Nickle shoeshines on B'way. Special summer rates in stores paying big dollar rentals.

New York's race tracks, starting, but stewards won't drop admissions. Clubhouse still \$7.50.

Charles Hiltchland landed a couple outside jobs while waiting for a film spot to open up.

Paul (Al) Burns and Gladys Glad on the Europa last Wednesday (11) for European vacation.

Prize, U. S. salesman, showing the gold medal he got for high powered contract-getting.

Charles Purnow, Maxwell Market dancer, had her purse stolen when she fainted in a subway.

Paul (Al) Burns returned Monday (12) yesterday. A tip around the exchanges he's boss over.

Courtesy at the Uptown theatre all people to get a tip around later when finding house filled up.

Louis Calhern to the Coast in two weeks for another picture. Filmmaker, at WB, commencing June 11.

Florence Rogers, Roxo ballet mistress, sails for a two-hour vacation in Europe, the first, in June.

Leonard Gaynor, assistant to Alie Hiltchland at the Paramount, left Saturday (14) for a vacation in Havana.

Those girls now solicit the newly registered at some hotels by telephone. Evidences a stand-in with the clerk's door, a tip around.

Theatre section of the beer parade was okay. But the barking dogs of the actors afterwards was something else again.

Dayton Stoddard's caustic article annoys the Richard Maney's trip to Europe in the next few weeks. Stoddard is new city editor.

In writing reviews of shorts for his own company, F. B. S. Sam Miller isn't tossing any bouquets when they show up bad, including Fox product and Fox shorts.

N. Y. Film Board moved into those swanky Paramount offices at the rent paid, old, shabby quarters. A hopping place.

Company leaving the \$25,000 painting, etc. Leovy barbs \$100 includes shave, haircut, massage and shampoo. Shaves down to 20c and hair-cut, B'way, 10c.

Used to get \$18-22 guarantee; now it's straight 50-50 with the boss on all checks.

Jersey Shore

By Wee Noite

Concession rental slow.
Now it's horse-shoe pitching.

Edward O'Brien likes to benefit. A Little theatre at Point Pleasant. Clarence True Wilson at Ocean Grove.

Several roadhouses are putting on cock fights.
A sudden cold wave brought out the fur coats.

New ordinance bans milk reading at table Silver Lake, N. J.
Dick McAllister, burlesque comic, lives at Fair Haven.

Kay Reilly, Dave Gould girl, ill at her bed Bklyn.
Gruberg's World's Museum opens on the Keanburg boardwalk.

Mrs. Lon Haston and Mike Jacobs are both swell bowlers.
Coast guards unusually active. N. J. big catch.

Asbury Park Casino prices down to 25c and 50c; were 50c to \$1.
Fire destroyed the home of the late Oliver Byron at Long Beach.

The roof of the Kingsley Arms hotel, Asbury Park, won't open this year.

The churches are after the county prosecutor to clean up gambling, liquor, etc.

Talk of an all-year-round boat line from New York to Atlantic Highlands.

Howard Marsh and Bob Hunting discuss the merits of their speedboat whenever they meet.

Cludson Dwyer, of the Savoy Stock company, plucked at Asbury Park for driving over a fire hose.

Harvey has been nudged so much he now attends the Saturday

night dances at the Players' Boat club.

"Dunny" Bryan, former Paramount p. a. for the shore district, now manages The Belmont, a B. & K. house on 4th St.

Charles K. Champlain of Red Bank trying to sell his "House of Doom," a \$55,000 place in the local real estate, to the films.

A New York hotel advertises a \$55,000 place in the local real estate, to the films.

The Hollywood Restaurant.

Election of city commissioners at Long Branch gave several orchestras work. Two candidates had bands mounted on trucks driving around the burg. They both lost.

Albany

By Henry Retonda

Three children of Lou Golding are ill at home.

"Grand Hotel" into State as road-show at \$150.

Edward Hayes out as salesman for Educational.

Charles Symansky has taken over Bates at Mohawk.

Tommy Dick is fighting for Sunday movies at the polls.

Edward McAvoy and Moe Streamer stopped off for a better visit.

Charles Wilson, owner of Bijou, Troy, planning a new theatre there.

Barney Frank added to Universal sales force, succeeding Pete Davis who took over Empire, Glens Falls.

F. H. Kells, who operates Ritz at Scotia, has taken a three-year lease on Community theatre at Schroon Lake.

Van Deussen, booker for RKO-Pathe, won the prize for maintaining the best booking system in the circuit.

Lou Lazar, Warner Bros. zone manager, subpoenaed as a witness in the suit over "Mouthpiece" at Scotia.

Lou Lazar and Wilbur Grant to N. Y. for a conference with Warner Bros. and Chris Buckley, indie exhibitor, also to N. Y.

All branch managers in Albany will pass by Great Meadows prison to attend the jail's baseball team games.

Ninety theatrical men throughout state attended testimonial dinner for Tony Ryan, local Fox branch manager, and presented him a travelling bag.

Toronto

Howard (Imperial) Knevels' new car.

Joe Carol in town buying French-Canadian blankets.

"Grand Hotel" doing turnaway biz at \$150 per week.

Benefit days at race-tracks suggested for unemployed.

Benjamin London, Eng. to peddle "Breath of Promise".

Govt. tax boosts liquor prices two bits a quart with his family.

Fred Griffen, now Russia-bound, ghosted that "Canada's War Bird" picture.

Claude Loftus says she has 30 pieces for that come-time movie of the writing.

Tyrol and Shea's Hipp will remain open; operators have taken a 10c cut.

Burton Lewis from Washington "Post" to Toronto "Telegram" as editorial writer.

Cammy Seagrass disposing of 25 nags and whole stable to go if biz doesn't pick up.

Adam Dockrey, chorus director at the Roxby, used to be a church soloist and choirmaster here.

Walter Hagen recalling how he headed for a lawsuit as George Eastman and got 15c for 18 holes.

"Young" Strubling will motor up north with his family.

For the Joe Doctor bout here.

"Sunshine Susie", British film about a girl in U. S.

Into three week at Tom Daley's Uptown.

Traditional British-Iron trademark cannot be used here by British film companies because MGM's Leo was registered first.

Add comedy-drama reported newstands circa. drop of Toronto "Daily Star", Jimmy Cowan, city's p. a., says it's done with "Mirrors".

Red (Telegram) Reeve, who gave "Vivie" the money that she had in the title, didn't know she had been barred at the border and couldn't headline the Imperial bill.

White sold papers at the "Kling-York" corner. Archie Selwyn, born on Yonge street, was arrested here for a kid for lighting bonfires on the main drag; Bert Lytell attended "Unge Canada, Colours; Rauff, Red Lion, now David Munro, graduated in forestry from the University of Toronto; John Selwyn's father is in the line-up; and Leon Leontoff used to be ballet-master at the Uptown when Florence Rogers was premier danseuse and Betty Compson was in the line-up.

Saranac Lake

By Happy Benway

Jack Hirsch here boosting house fund.

Ford Raymond downstopping, at his best.

Edna the 13th Marion Perrotte's milestone.

Patricia Slover a newcomer at the lodge.

Tommy Vicks is toothaching via many pullings.

Constance Reeves doing well with her downtown studio.

Mike McManee holding up okay, but strictly bed patient.

Thelma Meeker showing to great results, mild exercise at times.

Ida Howard strictly abed, holding up 100% summer exercise soon.

Dan Astella promoted now headman via the bug-chasing squad.

Wrote to those that you know in Saranac and elsewhere that are ill.

Pre Buck is a year older. Greetings extended via a birthday party.

Charles Vicks the big comeback, all reports on the oke side.

Tommy of David baseball team penciled in for a summer showing here.

Weekly shows at the lodge through the efforts of Jack Engle, great.

Dorothy Wilson downtown once a week, picking up weight and health.

Tom Lenihan is resting easily at the local Samaritan hospital, Los Angeles.

Nellie Quasly still high-tempting and in bed off and on, but all looks better.

Ben Shaffer seen walking around minus the cane, looks good; but, her leg is still shaky.

Harry Namba up for short intervals, a little rummy as it were, but looking good.

George Harmon, the san's wit, says: "Short romances are just a bit of Hollywood."

Tommy and William Morris arrived at Camp Intermission. Now Saranac is Saranac.

Tommy and William arrived on short exercise after two months of that bed thing, looks healthy.

George Newell just returned from Canada motoring to Huntington and near border towns.

Jack Nicoll admitting many friends via his business.

Jack still on the cure thing.

Edward Casey, legit producer; now managing the Overlook Inn, has added talent and band.

John Dempsey, Boston's IATSE baritone, now down to his department of lodge; limited exercise.

Joseph Parker gets nice x-ray report; mean mean add outdoor walking and doing tasks.

Roadhouses and speaks on the flop account of mediocre talent; imported warblers not clicking with natives.

Frank Garfield anticipating a vacation; he is doing well and has gained plenty of Saranac fat.

Lila Leonora wants it known that the reason that she has pet turtles in her room is because the san will not stand for seals.

Walter Hagen himself shot back to bed via a bad x-ray showing. Outlands news now through the phone.

Francisco DeVere back to lodge from hospital. Being a real vaudevillian, she says that the cure has been indicated during the depression. Doing well.

Fred Rith operated on successfully, took the nerve operation with a smile. The cut was minor; says Fred, "as I used to work the Pan time."

Howard Marshall crooning over station WNEB assisted at the keys in the morning.

George Eastman is hitting on the Nelson Cut Rate program.

Marion Greene, 55 Riverside Drive, is not a bed-ridden now. Pneumo-thoraxing to good results; she is still nursing a three-year-old child from the big town to attend a good cheer letter would help; try it.

Phyllis Milford added another year to her crop of teens. Birthday party and everything, well attended.

Sue Milford, her mother, made special trip from the big town to attend the blowout and blowing of the 19 candles.

Phyllis road show stopped off at the lodge while en route from Lake Placid to Malone, N. Y., and gave the san an eye and ear of real entertainment.

Great show given by Vernon and Alton, Delia Paul, Pat Moran, Joan Moran and Joan Clifford, all bed-ridden.

A piano playing. Patients here much elated as the show was a great musical comedy.

Annual automobile show for Lake Placid, Saranac and vicinity held RKO acts: The Filmores, three comedians, and a band.

Reynolds Trio, roller skaters; Ray Vaughn, dancing xylophonist; Rex Vaughn, dancing xylophonist; the Hagenback-Wallace show; the Lev-

ons, hand-e-hand act, late of the Ringling show, Perry Dring and his 11 Georgian from the Savannah Beach club furnished the music. Four days of capacity business.

Montreal

Harry Hertz still missing.

Cap Deane managing Empress. Leo Kennedy space writing "Herald."

Pay slashes and staff reductions at Star.

George Rotsky putting on newly-weds contest.

First invasion of U. S. anglers this week-end.

Louise teams warned to act like gentlemen.

Stanley Day again writing; out of St. Agathe by Fall.

"Ingalls" at last reaches Montreal at Orpheum last week.

Canadians and Maroons in the red.

Win Philip playing Richelieu hotel, attracting tourist biz.

Henri Lendental, art scribe local French paper, produces play.

Ten straight days sunshine putting outdoors on map at last.

Victor Harting pictures in drawing biz away from main stems.

Montreal game wrestling-crazy with Phil McDonagh banging the drum.

Larry Stephens reports biggest advance sale of year for "Grand Hotel."

Hal White, late of Windsor Hotel, reorganized and gone into new Chez Moi.

Peel street cluttered up with racing men drifting in for season's opening May 28.

Belmont Park, another amusement open-air in red last year, opened May 24.

Victoria Day (24) Dominion Holiday, longest week-end stretch of year, being boosted as excursion capital Friday to Wednesday, by railways.

Hartford

By M. H. Hammer

Palace's "Grand Hotel" opened big.

George Pascettali joins Warner art staff.

Jane Colby makes one-night stop in Hartford.

Art Maloney returns to management of State.

Jack Sanson recovering from an attack of influenza.

State theatre tries out two-night stand of colored vaudeville.

Mortenson gained eight pounds in three weeks after marriage.

Frank Morin will spend a few weeks touring New England.

Four Hartford pictures in Hartford did big during recent holidays.

David Daniels is now press agent for the theatres in Hartford.

Arthur Menard possesses probably the most cheerful grin in splendid Hartford.

Publicity in tie-up with local laundry.

Picketers in front of Poli houses limited in hours when downpour dampens their spirits.

For first time in history of over 35 years vaudeville leaves Capitol which goes straight films.

Police may halt telephone racket getting grocery order by offering to share profits with orphans.

Local bank in receivership paying off 100 cents on dollar to holders of accounts less than \$100.

For the tenth time in twice that number of weeks Princess goes out to receive local success.

Sam Shubout getting more and more knowledge of the theatrical world is almost doing so.

Phil Rose, "Courant" appears much worried about the theatre situation that the managers themselves.

Furriers form organization to control clearing and dryer in town featuring storage and repairs for the summer.

Joe Harting pictures in Hartford of the Capitol, plays golf in his oil and estate to paint the spring sunrise.

Every large store in town trying to draw business with the greatest splurge of anniversary, selling out, and auction sales, attempted in Hartford.

Indianapolis

By Gene Haynes

Friday the thirteen crowds good for Sells-Floto.

Harold Cork has opened a taxi dancery at the Municipal airport.

Friends glad Helen Coburn, local gal, received a Metro contract last week.

Dennie Dutton's band playing at the Stables, dance and eatery. Price per dance is \$1.00.

Frances Dale and Isabelle Arnold, local stock fairs, have joined Berle's stock at Keith's; also May Ray.

Edward Dowle, former juggler with the Minors, has opened a law office. Quit the stage last year.

The "Star" is giving two free tickets to the Circus, one to each patron employing a depression worker for one day.

About 70 gasoline chariots being trimmed for the annual Speedway dash May 30. Next to biggest field yet.

Charlie Davis' band has left the Indiana road. Louie Lowe, formerly at the Astor Hotel, replaces Davis' band soon will open for summer at Lake Manitou.

Three choristers at Colonial, burst into house, singing "The Star" and gas fumes when an unidentified person hurled a bottle of gas with Davis' band, before going to Pittsburgh as m. c.

Dick Powell, crooner, recently given film contract, stopped off last week to visit corners at the Indiana. Powell will visit Davis' band, before going to Pittsburgh as m. c.

Parks, both municipal and commercial, closed for rain. It rained nearly every day. Opening crowds at Riverside, big commercial district, were small.

Although there were plenty of free ride duents out.

Reno

Painting contractors cut wages and it sits up big turmoil in Reno labor circles.

Leard's Backs tosses mean pair of dice at Bank club for recreation daily, but it costs him money.

Restaurants, hotels and city parks bloom with divorce seekers sprawled on grass trying to keep cool.

Every member of Silver Slipper night club orchestra is college graduate who is cashing in while waiting for a job.

John Wansamaker III has tied up his yacht in N. Y. and moved to work a fleet of motor servants for a six weeks' sojourn.

Senator Key Pittman of Nevada seeks the Democratic nomination for the Clark county Democrats.

Bannister-Harding personal appearance here, week ago in divorce suit drew largest crowd to courthouse in months and gate was slammed in minutes.

Al Tompkins, T. & D. Jr. Enterprises manager here, has been promoted to manager of the new Fox theatres plan and given full charge of three Reno houses.

Syracuse

By Chester B. Bahr

Ken Sparron, leader of the Keith house band, claims a singing find. He says he has found a new voice.

Williams warms Kate Smith numbers in a novelty overture this week. The "Star" for the first time.

herself at Keith's next week, Lew's setting back Arthur Tracy (Street Singer) for the first time.

originally booked in to oppose Miss Smith.

John Pendergast is again pinching his nose, of Heart's Journal; Franklin H. Chase, dean of the local critics, has called for still another round of the "Star" and "Herald."

England and France this week.

Bishop Charles Fiske, who used to be a member of the Episcopal diocese of central N. Y. last week that the movies have become more insidious perils than drink or political corruption.

Wally Grisham, who was launched upon a career as a comedian, is making a contest at Keith's a few years ago, is playing Lorne this week, along with Bernice and the "Star" and "Herald."

Sanford Skinner, after a try of four months, has decided that Syracuse did not want dramatic stock, and fiddled the Frank Wilcox troupe at the Keith's.

One of the local newspapers may give credit to Variety for numerous clippings on its theatre column. Another is already doing so.

Al Coote, publicity, for ritzy Broadway Bushnell Memorial, will remain on job. Summer planning, p. a. material for forthcoming events.

While Thomas plays golf at six in the morning Jack McGinnis, owner of the Capitol, draws along his oil and estate to paint the spring sunrise.

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Newark

By C. R. Austin

Larry Shead handling Freddie Kelly, boxer.

Par-Newark has let out some of its house staff.

Frankie Kalmine's wife lost her mother Thursday.

Harold Rodner here to install organs in Warner Club.

Gus Shry to locate at Broad and Market trying to locate the tubes.

Victor Hyde to stage a local revue at the Paramount-Newark.

'Howdy' now got out by Eddie Bremer of New York. Still edited here.

Frank Costa is moving into his summer home in the mountains near Ridgewood.

Proctor's playing up daylight saving in ads showing how last full moon starts 9:15.

Ben Weshner of the Royal, Bloomfield, is expecting, and betting (and hoping) it will be a boy.

Frankie Burns, father of a girl and Sam Bonfanti ditto, born within two days of each other.

Warner has supplied the Skouras notices with new 'To our employees' instructions in houses.

Joseph Gilbert of the Millburn won the last weekly prize in the Kalmine Kash Olympiad, a \$50 watch.

George Kelly of the Ritz, Elizabeth, promoted to police court clerk for Harry Warner and Dan Michalove.

Pat Radner believes the big sign here that every purchaser of a new car gives employment to 72 men and has bought a Ford.

Joe Turletta's sister for rental inquiries this week to Jerry Norman, Willie Osborne, Charlie Andrews, Al Ben Rockaway, Leo Orvini and Spitz Kohen.

Eddie Sneiderman burning and wanting to know how to get the first through his Kate Smith face on the sidewalk. The illuminated three-sheet went opening day.

Brooklyn

By Jo Ranson

Anthony Trini's orch at the Beau Rivage.

Henry Spiegel going to the Lido for his sun baths.

George Ettlinger doing a Lawrence Tait on W.L.H.T.

The Boswell sisters purchased a new car while in town.

Ben Grierer wants to buy a good second-hand automobile.

'Rian James' tomé, 'Crooner' due on the bookstalls in June.

George Kinler, F.P.A., spends his Sundays at Far Rockaway.

Alfred Jones is writing a book about his theatre experiences.

Coney Island plans a picnic dinner with many celebres present.

Wendell Hammer of the 'Eagle' has written a play about the Federal courts.

Sam Raymond, burlesque manager, opens the Brighton this month.

Maurice Bergman and Ed Charly driving to Ohio and Indiana for vacations.

Bob Weitzman, Park manager, roars on Prospect park lake after the actors.

Charlie Hastings, Brooklyn 'Times' aviation editor, spent last week at the circus grounds in Flatbush.

Martin Dickstein, film critic on the 'Eagle,' going abroad with his wife, Eddie Cushing to sub while Dickstein is away.

Oklahoma City

By George Noble

Frank Tracy sick in bed.

E. W. Clarke on next Christmas eve in a chicken coop.

Society ladies in Oklahoma City are enjoying bicycle riding.

As far folks are concerned, there are no bargains in used saxophones.

Jim Burroughs memorizes reams of poetry for his picturesque speeches.

Henry, the band chief, bought an auto and the next day the model dropped \$55.

Sue Dillon, the drummer, is Frank Tracy's nephew and the tuba player is Tracy's brother.

O. W. Skirvin, expert violinist, rarely displays own talents except to intimate friends.

Ether Car practices acrobatic dances on skates down the hill in front of the City residence.

Joe Crawford's latest is to stop boys on bicycles and give them a red reflector for each wheel.

One may assert his independence in Oklahoma City by splitting an ink.

A sub-bed is a remarkable thing to her father: 'Daddy, the price of a blonde would keep a fellow in bed for two years.'

Paul Starnett, one of the youngest building operators we have ever heard of, promises to build another theatre here in a year or so.

Henry Robertson, golfer, never went to pictures until he joined the Commercial League, then sponsored by Warner Brothers. Now he is a confirmed firstnighter.

New Haven

By H. M. Bene

Walter L. Main circus due May 25.

Poly Paige has the pip.

Park trying amateur nites.

Civil orch folds for the season.

Little Theatre folds for the season.

Toni Russo tripping light fantastic.

Amateur theatricals doing a fade-out.

Frankie Finn's home town ovation.

Ozzie Nelson one-niting in Bridgeport.

Nell Miller and his trained frog.

Eddie Leonard calls his son Junior.

Stage dancing lessons now half a buck.

Club Monte Carlo 'no dancing Sat. nites.'

Sol Spinnell pining for old Shubert.

Harvey girls give Paddy Carter the flitters.

Meriden strikers accept terms of Ozzie Nelson.

Harvey's Corp.

Haven't heard a peep yet from Jenny Players.

Joseph E. Howard back on the job at Stony Creek.

That Lil Tashman photo in Par musicians room.

Harvey Cocks can't get used to the store molar.

They've got Albie Booth on Yale from a Yale friend.

Why do they call Jimmie Mahon 'The Crisco Kid'?

Luella Lee broke all records in teaching St. Louis.

John Grinold accused as this column's stool pigeon.

Alec Bookman, the 'missing link' of the Arthur chain.

Swor and Goode looking for this new sign with a razor.

Harry Jans' pappy in to get a load of the offspring.

Eddie Wallace lamping the dance scene.

Concetta Di Cerbo hopes to N. Y. for warbling concert.

Joe Cost Jimmie's second two bucks to get his hound back.

J. B. Spencer was a schoolmate of Jack (Little Boy) Markie is down on his last air neckties.

Par staff knocked off a neat social eve at their dance.

Barney Rapp hobnobbing with Herschel Stuart in N. Y.

M. A. Guest now hangs his hat at Arthur's headquarters.

Wottaquy-Kearney Walton sends photo with postage due.

Russ Spang takes deep-breathing exercises while drumming.

Ruth Quint's big moment came in the Mackall interview.

Walter Kelly and Pat Rooney recall old S. Z. Poll bookings.

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That smell of ham around City Hall was hangover from Mayor Murphy's stage appearance with Friars.

Loop

Jimmy Coston back from Broadway.

Riverview Park opened on time this year.

Charlie McClintock here with Helen Hayes.

Covenant and Standard clubs talking of merging.

Dr. Max Thorek the best amateur photographer in town.

Joey Stool flipping east for another conference.

Leo Leslie in town again reading his summer show.

Frankie Masters' car grabbed from his chauffeur.

Agnes Seward is fast coming out of last appendectomy.

Leo Saklin recovered from a three days' growth of hirsute.

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Pittsburgh

By Hal Cohen

Johnny Harris has taken a penthouse.

Willows roadhouse turned away 500 opening nites.

Karl Krug doing local publicity for Friars' Frolic.

Town's school had only three weeks before raiders got there.

Bob Hall's son enters Johns Hopkins in the fall to study medicine.

Jerry Blanchard turned up at the Tavern with a new \$3,000 wardrobe.

Ben Bernie booked for one-night stand at Willows roadhouse, May 24.

Variety club breakfasting Friars' troupe upon arrival here Saturday morning.

Earl Bell constantly kidding Jimmy Baines about how much he eats, and vice versa.

Dick Powell due back from Coast Wednesday to resume as m. c. at Stanley two days later.

George Tyson, W.B.'s advertising chief, organized the INS bureau in Florida several years ago.

George Jaki simply can't stand going to dinner without dragging along his last dozen guests.

Mike Culen has 10 suits he can't wear any more, having put on 27 pounds in the last year.

Frank Butler, 'Post-Gazette' reporter, spending his vacation studying for first-year law exams.

Ray Thompson, m. c. of Sheridan Square so long he knows most of his patrons by their first names.

Joe Wallace opening as m. c. at the Silver Slipper in Atlantic City following long engagement at Nixon place.

Bill Lewis, 'Sun-Tele' drama ed, doubling up with lopping off of Clarence Grundish movie trick, from payroll.

Bill Goldman has nothing on Jimmy Harris. Former has his G. Getters so Harris has his Hard-Hitting Henchmen.

Robert Casey's new novel, 'News-Event,' has critics at Won Kow's in Chinatown.

Ralph Kettering gave up fishing long ago to look several B'way shows for the Adelphi.

Low Goldberg runs up and down the Keddies cries when one of his girls turns in.

Allice White and Cy Bartlett blew in for a brief respite before embarking for Hot Water.

Glenn Frank, the Wisconsin U. prexy, has become a celebrity nite fan around the local spots.

U. C. ed, joining the Paul Whitman unit at the Biltmore, New York.

George M. Cohan has pencilled a broadcast publicity stunt suggested by the Shubert office.

Jimmy's coming a week ahead of his Oriental opening and found the layoff satisfactory.

Mort Singers celebrated their 25th anniv. with Mrs. S. coming on from the Coast to meet her husband here.

Kyoch is opening a branch bookstore in the financial LoSalle street district in about a fortnight.

Radio boys riding the Chicago river now say the price has been sliced to 15c.

King Levinisky was handed his first kyo at the Garfield Park hospital, losing both tonsils and adenoids.

Edna Thompson out of the American hosp after nursing a cold, that threatened to break into pneumonia.

Those two Bills, Hollander and Pinc, are walking around with burnt schnozzles as a result of a premarital contest.

Tommy Maloy back from Arizona and in the pink. Takes over the show at the Washington track opening.

Wayman got a divorce here on the grounds that his wife was always cross and disagreeable every time the Culus sat a ballgame.

George K. and George Christy have taken over the south side Howard, former burlesque spot, for reopening shortly with films.

Joe's favorable comment about the lobby display for 'Thapsody in Black' at the Apollo.

George Alaband is responsible for the flash idea.

Two showmen members of the Covent City bus meet officers.

Louis Harrison, exhib, is president and Morris Katz, father of the Publix chief, treasurer.

Denver

Fay Liddle Denham stock.

Fay Liddle Denham stock.

Kurt Lammie (Carl's nephew) selling out of Denver U. exchange.

J. H. Ashby and RICO-Radio and Public salesman to Chicago for sales confab.

J. T. Lane, Salt Lake film board sec., through here on way home from Montana vacation.

Ed Bluck, owner Hiawatha theatre, to Missouri and New Orleans for month's vacation.

Steve Brodie has been added to Harry Huffman's staff in charge of exploitation and promotion.

Bob Day, former Pathe, mgr. Salt Lake, now selling for Columbia here, replacing Bob Ryan, resigned.

'Scarface' at preview as true picture of gangster problem in larger cities—but, oh, my no, not in Denver.

Wayne Ball, m. mgr. in Salt Lake, now Col. mgr. here, succeeds Hugo Strickland, who resigned.

Complete list of staff for Harry Geo. Naylor, western div. mgr. here, made the change.

The following exhibs were seen on film row: M. P. Foster, Del Norte, Colo.; Joe Gertz, Pine Bluff, Wyo.; Ed Schulte, Casper, Wyo.; Fred Fisher, Cheyenne, Wyo.; Wm. Menagh, Longmont.

Emmett Thurston, sec.-gen. counsel for the state, called by H. A. Atherton planned to marry secretly.

Applied for license at Ft. Collins, but someone applied the beans.

Plan a June wedding and return here to make their home.

Paul Whitman and his wife, Margaret, called by H. A. Atherton planned to marry secretly.

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Almeo McPherson-Hutton, has closed her revival here after sixteen meetings.

George Baker back from a trip around the world; pretty good as a theatre manager.

Persistent rumors that Frank (Cotton) has been appointed fourth coach for Missouri U.

Fairplay park opens May 1. Harry Duncan, manager for the past year, has been replaced.

During her stay here with "Smiling Faces" Paula Stone was made the colonel of the death-in-funery.

Bert Rogers, father of Buddy Rogers, made a heroic attempt to undergo a major operation, but the doctors now think it may be averted.

California's new governor has been inaugurated at Riverside destroyed by fire the first of the week. Officials say the fire was caused by a short circuit for the spring opening May 2.

Damage about \$25,000.

Going Places

By Cecelia Ager

Contented Actress and Why Not?

A 'contented' actress becomes an unselfish actress, it seems. Ruth Chatterton, said to be lyrically happy now she's moved to the Warner lot, lets the wise cast of 'The Rich Are Always With Us' get into the picture. Of course, the whole cast, the story tells, is just mad about Miss Chatterton. Part of Miss Chatterton's new found pleasure in her work is attributed to the fact that at Warner's she decides upon her own stories.

Content at last, Miss Chatterton relaxes in her first Warner picture, listens less rapidly to the beautiful sounds of her own singing enunciation and more intently to her fellow actors' proclamation about what a fascinating, splendid person she is. She is most understanding when Bette Davis, her younger but none the less ineffective rival, admits her helplessness when pitted against that singular Chatterton allure. Surrounded by the nicest sort of lighting and the friendliest photography, she always has a kind word for the servants who have to get along now on \$100,000 a year, for Miss Chatterton is rich in no p-cayane way. She is of such a high station in life indeed, so assured in her aristocratic bearing, that she dresses like an English duchess most of the time, tweedy, forthright, scornful of the fitted waistlines of ladies not so well born. Once or twice she gets into a dress that is but that's really to show her friends how cleverly she keeps her figure. Graciously always, she moves through the picture a hotly desired creature, prettily bewitched by the ardent passion she seems to arouse in spite of everything.

Bette Davis, despite her new make-up which gives her the outward appearance of a smart young thing, will have to erase the discontented droop from her mouth and the glaze from her eyes before she can be convincing as a chic and dangerous young thing. She's achieved a stylized poster look and wears her clothes well; now she should attack the subject of animation.

Carole Lombard's Modes and Moods

As Carole Lombard's ability to subdue the most riotous picture characters and make them human grows, her talent for humanizing stock picture characterizations appears to shrink. She's cast as a model in 'Sinners in the Sun'. She does so gloriously by the costumes assigned her that she must be getting even the most extravagant hopes of their designer. The story tells that ladies buy the clothes she wears right off her back, and that at least is no exaggeration, but she has a role to play too, a girl yearning for the finer things of life, and this requirement bests her.

It's not much of a role, it's been done many, many times and yet it has its grains of truth, but Miss Lombard can't seem to bring herself to believe in the moves through the picture wearily, preoccupied with her own thoughts. She puts on her striking costumes in turn, and even looks distinctively smart in the little pink dresses that are supposed to make up her personal wardrobe, but the synthetic troubles of the picture heroine never touch her. If only they did, they might not be so synthetic.

Miss Lombard demonstrates several interesting coiffures for indolent blondes in her depicted progress through the film, the best of them a hairdress that gently confines all its little curls at the back of the head and behind the ears, allowing only a soft bang to cover the forehead. She makes Empire a beautiful line in evening clothes, and can even turn a cloak of gold sequins into something incredibly simple and desirable.

Adrienne Ames, whose picture personality reflects kindness and sincerity, is cast as a bold young modern. Sophistication is injected into the story by the gift of diamond clips to agreeable ladies instead of the old fashioned conventional bracelets.

Too Conscious Charm

Until 'Congress Dances' unveiled its delicate beauty at the Rivoli, Lillian Harvey belonged only to

New York's foreign language picture houses. Only they know of her lovely assiduously blinking eyes, her diligent poutings, her sweet little grimaces. Now she's available to Broadway, adorably eager to be Broadway's pet too. Her work in 'Congress Dances' crystallizes all the mannerisms she's been developing so earnestly in the past; Broadway has been granted the privilege of seeing Miss Harvey in her most dear moods.

Unfortunately for Miss Harvey's assault upon the Heart of the World, Broadway is in no mood to dicker. Broadway, what with one thing and another, has lost patience with prettiness that knows all about how very pretty it is. Broadway wants to discover the prettiness itself; it doesn't care to have it pointed out by the lady who embodies it. Miss Harvey's young Diana figure will receive due notice, her long eyelashes will be fairly measured, the ripe curves of her mouth appreciatively checked, the lithe grace of her movement justly observed, but the little lady herself for all her beckoning, and because of it—will have to prouette along just being the idol of Germany. Broadway wearied of her style when the D. W. Griffith heroines grew up with the War.

Lili Dagover, too, proves just why she was not the girl Hollywood simply had to have during her visit to America. Hers, too, is the heavy handed vamping that vanished with the War.

The exquisitely detailed, unobtrusively fine production taste of 'Congress Dances' is its real distinction. Luxury may be heavy with splendor yet always restrained and basically beautiful, it teaches. Its set designer so outshines its actresses in artistry, he makes them not only artificial but superficial.

Did You Know That—

Louise Fazenda and Helen Ferguson are playing 'The Alarm Clock' in Hollywood... the women sigh over George Brent these days... Fox made a heavy out of him... Judith Wood is in town and may have her nose slightly altered after that auto accident... Rubo Goldberg was responsible for a highly amusing skit at the Illustrators show last week... Lenore Ulric looked very chic at the closing performance of 'Child of Manhattan' in a navy blue and red ensemble... Gloria Foy and Allen Edwards were there, too... Douglas Dumbrell has been signed to appear in 'The Glided Lily' next season with Dorothy Hall... Lucille Gleason has been selected president of the Hollywood Dominoes Club, Mary Forbes will be first vice president and Mrs. Cecil DeKline second v. p... Bert Lytels will be back in town next week after touring for RKO... the races are still drawing the theatrical folk... the girls are raving about Carole Lombard's clothes in 'Sinners in the Sun'... Lillian Harvey is exquisitely graceful and sweet in 'Congress Dances'... those great big powder cases are getting over... Herb and Bobby Harris are in Washington.

unction. Luxury may be heavy with splendor yet always restrained and basically beautiful, it teaches. Its set designer so outshines its actresses in artistry, he makes them not only artificial but superficial.

Uncommon Chatter

By Ruth Morris

Roxy Itself Again

Dr. Riesenfeld's reinauguration of symphonic overtures at the Roxy sides back to glory with some of the nice old customs that the Cathedral has ignored during the last semester. Months have gone by since the cyclorama was flooded with a red glow to dramatize figures silhouetted in the foreground. It's nice to see it back looking so well.

A salute to Old Home Week sounds with the full-throated singing of a Roxy chorus. Things are as they should be when Roxy choristers assume the stiff postures of so many concert soloists caught, by some mistake, in a semi-circular ensemble. When the scenes of 'Around New York' remember to include a trip to the Roxy, there is proof that it is once more conscious of its place in the community. For a time it seemed to forget that out-of-town visitors classed it with the Aquarium, the Statue of Liberty and the Empire State.

Throughout changing policies the Roxy has been faithful to the game of Guess Who. This week it is carried on by the ballet corps—a large bunch of lilacs one minute, the next, chiffon clad maidens flourishing floral stalks around Old Washington Square. Patricia Bowman rolls on the scene, her tulip frock spread over the cushioned seat of an open barouche. Representative of fine old graces, the carriage is drawn by a white horse whose bony structure

must embarrass the two footmen who lead him reverently back to the wings. As 'New York's Finest,' the Roxy-ettes dance far back in history to pre-investigation days when no one knew of tin boxes or of musical comedy themes to the Police Force. Heads high, uniforms spotless, they parade as righteous, well-trained dance-guardians of the peace.

Dizzy and Glad of It

Gracie Allen used to delight audiences with the admission that she was dizzy and glad to be dizzy. At the Capitol, she derives the same result from fixing her partner with an eagle eye and claiming to be very, very shrewd.

Either way, audiences like her. It matters little what Miss Allen says now that expert material has established a superbly befuddled manner. Audiences do not grow restless when they listen to her familiar, ad-libbed thinking. They race ahead, pleased to know the point that is coming, and wait for her to catch up with them. This ideal strategy is followed, for one day Burns and Allen will need a brand new routine. But for the time being, the important factors are Miss Allen's dizzy daintiness, her descriptive intonations and complete understanding of well timed material.

Fifi D'Orsay, co-starred on the Capitol program, doesn't believe in conserving capital for personality. She rushes on-stage, very French, very gay, very ooh la la. She saves no tricks to tide over the weak spots of her routine. Exhausting her resources immediately, she depends heavily on material that seems a hastily contrived makeshift of entertainment.

'Uncle Tom' In Disguise

To be true to itself, 'No Greater Love' should carry the sub-title, 'This Week, Uncle Tom's Cabin.' In no other way could it more frankly admit allegiance to the dated school of dramaturgy.

'No Greater Love' has its Little Eva who rises from a cripple's couch to prove that faith and sweetness conquer all. Topsy's prototype is a cunning little boy, always ready with a pouting quip or a sunny fabia. Uncle Tom is played by Sidney Deane, a Russian vender with a Russian dialect and a heart of gold.

Simon Legree is replaced by a nasty old lady who introduces scenes of domestic terrorism and little perking up. She represents systematic, organized charity and, played by Martha Mattox, is a demon of self-righteous intolerance. Audiences of the old days would have rewarded her with vehement hisses.

Beryl Mercer restores faith in humanity with her sweet smile, determined sympathy and ability of throwing together a steaming dish of Irish stew. Betty Jane Graham does her best by Little Eva. Dickie Moore had the good grace to memorize lines and recite them with a brooding path and an alternate winning smile.

Lady Mgrs.

(Continued from page 1)

ticket agencies have or used to have with well to do theatre-goers.

Among the most prominent of the women managers is Mrs. Edna Saunders, in charge of the city auditorium at Houston, Texas. She started as a specialist in operatic and recital affairs and has been equally successful with other types of attractions. Well up in the going is Mrs. L. S. Neart, manager of the Nashville auditorium, as are Guselle Oscar of Waco, Mrs. George F. Clark of Des Moines, who she is rubbing for her husband who is ill, Mrs. Robert Deice Carson of Tulsa, who is her husband's partner, Mrs. Allen of Shreveport and Virginia Dendovers of Green Bay, Wis.

Success of the Women is a new angle in the theatre. They have ideas away from routine. Good show executives uniformly respect them.

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 total. There are 10 items covered by the reviewer, with the named points opposite each player's name. Slight comment is added.

STATE											Total	Comment.
Maidhana	Nations	Make-up	Culture	Lighting	Personality	Diction	Music	Originality	Appearance			
Miss Patricola....	8	7	9	9	5	8	9	8	3	9	75	Makes unfortunate compromise between her own brisk style and more modern delivery; her own would establish a more individual personality.
Miss Andressens..	7	8	10	8	6	8	10	10	3	8	73	High perch stunts sold with speed and accuracy and enhanced by a daintily feminized acrobatic costume.
Frances Wills.... (Seiler & Wills)	7	7	8	10	6	8	9	8	3	9	69	Dance specialist whose best work is given to a dramatically built-up control routine.
PALACE												
Gloria Gilbert.... (Gus Edward's Revue)	7	7	9	7	6	6	9	8	6	10	73	Her remarkable toe whirls need smoother weaving into her dance in order to get the most out of her feat.
June Preisser.... (Cherry and June Preisler)	6	6	9	9	6	9	8	7	4	10	73	An impley young sprite whose lithe acrobatics will prove even more amazing with show-wise costumes and routining.
Leni Bouvier.... (Von Grona's Dancers)	8	9	8	8	6	6	8	10	3	7	72	The spirited leader of a distinctive dance troupe.
Ethelind Terry....	7	8	10	10	6	6	7	8	0	8	70	Her flourishing gestures, fancy manner and kitchenian conduct distract attention from loveliness of her voice.
Von Grona Dancers	8	9	8	8	6	4	7	10	3	7	70	Fresh dance routines arranged into striking stage pictures.
Hildegard	7	8	8	7	5	8	8	8	3	7	69	Dialect comedienne activating audience response with unaffected ease.
Virginia Lee.... (Gus Edward's Revue)	8	8	8	8	5	5	7	8	0	7	64	Her Bill Robinson imitation would improve with quieter taps.
Abor Twins..... (Gus Edward's Revue)	9	8	8	9	6	6	6	6	1	6	63	Their good looks their most valuable contribution to the act.
Cherry Preisser... (Cherry and June Preisner)	6	6	9	9	6	6	6	5	0	6	58	An attractive foil for her talented little sister.
Keating Twins.... (Gus Edward's Revue)	8	9	8	7	6	5	6	6	0	5	58	They look alike and that's always fascinating to an audience.
Will Oakland's Piano Trio...	7	9	8	7	6	4	7	5	0	5	58	Uniform costuming for these girls would lend a more professional tone to the act.

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15 YEARS AGO

(From 'Variety' and 'Clipper')

Coney Island was feeling the war. Owing to the report that the government would order all lights out at nine o'clock, concessionaires were chary of making contracts for space. No profit in so short an evening. Feared that German war ships would come over and shoot at the lights.

Canada barred the entrance of all actors of military age (21-30), to hold shows in the States for possible draft-calls. Permits if return of players was bonded.

Carl Helm was trying to rent a tabernacle built in Chester, Pa., for a revival and now idle. Planned a big musical show. Religious element prevented the lease.

Louise Dreiser appeared in a vaude sketch, a war drama in which she sacrificed her honor for country. After the first week the playlet was rewritten to delete this portion, regarded as in poor taste.

Chicago was hearing the no payment to artists for plugging songs with a 'song contest'. Agents hired unemployed singers to go into contest for 50 cents to \$2 a night and plug. Association kicking.

Speakers were talking up the first Liberty Loan in the vaude houses, but the four-minute men were still in the future.

Burlesque managers were warned to be careful in picking titles for evening shows. Several musical comedy titles had been infringed and it cost coin.

Actors Fund fair did a gross of \$110,000 and a net of around \$50,000.

Lanbbs were assessing members \$15 per capita to meet interest on the building bonds.

50 YEARS AGO

(From 'Clipper')

Manager in Bradford, Pa., had a windfall. Forepaugh's circus failed to show, and he put on a matinee for the circus crowds, getting paid for houses afternoon and evening.

W. W. Cole was featuring a large elephant, Samson, with his circus, but couldn't come up to Jumbo.

Barnum show was suffering from wet lots in Pennsylvania. Lost two days and got the tent up only in time for the night show on another stand.

Capt. Bogardus, champ rifle shot, was plugged by his son aged five, who worked in the act. He held a glass ball in his hand for the kid to shoot at. It was cold, and the child missed, but got the thumb.

Prof. Carl Myers, show aeronaut, had invented an 'aerial velopede'. Suppose to permit the balloonist to steer a course, but it only worked in light winds.

'Clipper' told an inquirer that no man ever broke his neck doing a triple somersault. Explained that it was when they failed to do so, they got it in the neck. Leapers were star circus performers in those days, but no trapezes.

Douze tickets to the 5th Ave. theatre were being sold in cigar stores. Coming in at the rate of several hundred a night and causing confusion with two stubs for the same seats. Police caught the counterfeiter.

Minnie Madden (Mrs. Fliske) came into New York as the sobriest of a melodrama. 'Peggy Perry,' 'Clipper' commented that she was not yet an actress and much would depend upon her hard work.

Inside Stuff—Pictures

After the final session at the Los Angeles Biltmore closing the Mayfair Club's season, Eddie Cline casually revealed himself as one of the most absent minded men in Hollywood. Driving homeward Cline damaged a telephone pole, and finding himself and car not seriously damaged, drove on and awarded himself a cup of coffee at the Brown Derby. Forgetfulness was that he had started with a couple of passengers, Mrs. Cline and Sally Eilers. They were still in the car while Eddie was coffeeing, but unconscious. They had been bounced against the front seat. Miss Eilers later carried away four of her teeth in her purse. Eddie's overloved guests were discovered by Bebe Daniels, who took Sally Eilers to the Daniels-Lyon home.

Film minds, especially around New York, are currently confusing U. S. Senator Daniel O. Hastings of Wilmington, Del., the Federal receiver for General Theaters Equipment, parent Fox company, with State (NY) Senator John A. Hastings, due to the similarity of surnames. They are neither relatives nor associated together. State Senator John A. Hastings has been appearing of late in the public prints around New York in connection with the city investigation.

U. S. Senator Daniel O. Hastings, in the film biz, and receiver for G. T. E., is a former associate justice of the Delaware Supreme Court.

Saul E. Rogers, former v. p. and general counsel for Fox Films, has taken office space in the same New York suite with Maurice Goodman. But it is not a partnership arrangement. Goodman, in turn, has space in the suite with the law firm of Julian T. Abeles and L. Lawrence Green, as does Reed Albee, Ted Lauder and lately Joe Brandt.

Goodman as ex-Kelth's, Brandt, ex-prez of Columbia, and Rogers, ex-Fox, plus Lauder and Albee, combined in the same office space, is quite an array of former executives of major show films. Goodman is continuing his private practice, his confirmation as general RKO counsel having not been confirmed.

The quest of the pass, for a time suppressed around New York, is being worked along fresh lines. May result in an order abolishing passes for any of the newspaper editors, or critics, unless requested in person.

Now they're telephoning the press agents asking for ducaats in the name of daily reviewers. One of the major companies was asked for passes on three successive days to one theatre, man on the wire each time using one critic's name and that he was unable to use the tickets the day before. Film firm doubled back to the critic and found it was a phony.

Believed to be the highest percentage obtained on any picture, silent or sound, is the 85% Metro is getting for 'Grand Hotel' in spots where it first pays the overhead, then turns over 10% of the overage to the theatre. Means that the house taking the film on that basis is assured of breaking even through having no overhead. It's an unusual method of merchandising a picture, either on a road show basis or otherwise.

In the noiseless days some roadshow attractions obtained as high as 75%. Since then, with percentage booking in vogue, the known highest figures have been 50% straight from the first dollar.

Check-up at the Davis in Pittsburgh, WB first-run site employing two-for-ones, reveals that less than 25% of the admissions represent the giveaways. Remainder pay the full scale, 25 for mats and 50 at nights. Probably means that if fans want to go, they'll pay. This latter observation seems to be borne out by the experience of the Warner theatre here. It's the only house on record to tip its admission scale at the height of the depression, going three weeks ago from 50 cents to 60. Average of paid admissions has remained just about the same.

M-G-M is minus about 45 play date possibilities after a year of no business relations with the Cooperative Booking Office in Detroit. The loss of play dates has involved an estimated booking revenue drop of about 25% of the total. This loss has been brought in on an average of 40% over last year's level for Metro.

M-G contemplates no overtures to resume relations with Co-op but some 16 to 18 Co-op members are estimated to have resigned in order to buy the Metro product in the Detroit sector.

Dorothy Layton's friends contend that the reason she accepted a \$15 a week contract with Hal Roach studios is that she is an heiress and doesn't have to work. Miss Layton had played leads with Irving Pichel at Santa Barbara and paced 'Alison's House' for the Beverly Hills Community Players recently, but has never done picture work.

Roach contract followed a test. It's \$15 for her when working plus a retaining salary of \$10 a week.

Reported intention was to ballyhoo a new name for the Roxy simultaneous with the revived symphonic orchestra policy which opened last Friday (13). Idea has been up before to change the Roxy's name to S. L. Rothafel (Roxy) will shift his name to the new RKO theatre in Radio City.

Time element said to have circumvented the immediate title change as a build-up campaign is desired when that takes place.

Leisurely production pace has been set by Radio for 'Eighth Wonder'. Merian C. Cooper, directing, is taking all summer to complete the pre-historic animal film which is to be released in October.

Work with the cast won't start until July. Pay Wauke, only player picked so far, has been working in scenes with the mechanical crew for several weeks.

Dr. Eugen Franke, husband of Anna Sten, foreign film actress, who is under contract to Sam Goldwyn, is anxious to enter pictures on the other side of the fence. He has been taken under the wing of Lewis Milestone and is assisting on 'Rain', now in the making.

Miss Sten is being put through a rigorous schooling in English.

The two Cohns, Harry and Jack, will not meet during this year's sales convention. At the eastern gathering, which opened Sunday in Atlantic City at the Ambassador, Jack Cohn presided. Harry Cohn, president of the company, and Walter Wanger, who didn't come east, will take charge of the meet in Los Angeles starting the end of the week.

Metro's sharing arrangements on road-showing 'Grand Hotel' calls for rigorous curtailment of Annie Oakleys with the result of the exhibits complaining it's working a hardship on newspaper goodwill.

About a dozen pairs of ducaats are being allowed for strict review purposes.

'Blonde Captive', indie taken by Columbia for world distribution, goes into the Metropolitan, Washington, Friday (20), as well as several small upstate New York spots.

Film wants to get a line on how to advertise and exploit the picture during these dates.

Lilian Harvey, Lil Dagover and Eugen Rex are the only three players who were in all three versions of 'Congress Dances' (Ufa). Henry

Inside Stuff—Radio

WOR again scooped on the Lindbergh baby murder discovery, as it did with the first announcements of the kidnapping. WOR's Newark headquarters may explain that as an advantage because of geographical proximity to Hopewell, N. J. WOR's first announcement, just after 6 p. m., was fully a half hour ahead of the other stations, which, eventually, upon their own confirmations, interrupted current programs for the spot news.

The N. Y. 'News' had the hop on the others with the first extras on the street. NBC sent out nine dispatches on the Lindy baby shortly after it received the news flash. CBS broke into its program five times to broadcast the dispatches. The nine NBC flashes covered both its WJZ and WEAF networks.

Sale of time for campaign speeches after the Democratic and Republican conventions are over will not compensate the networks for the \$250,000 estimated it will cost NBC and CBS to carry the conventions, declare eastern NBC and CBS execs.

It is contended that income from the sale of time for campaign speeches will not even compensate for the expense the networks will undergo to cancel commercials to make the campaign time available. It is believed that for every campaign speech that goes on, a commercial will have to be cancelled, since the campaign speakers desire the time with the best listening audience.

Networks will have to rebate all commercials cancelled and in addition, pay off all talent contracted by the commercial for the period.

Important news events, or demands for cancellations of time to broadcast such things as the political conventions in Chicago, are provided for by contractual clauses which privilege the networks to cancel any time summarily. Usually it works out amicably, with a courtesy announcement occupying the spot of the regular commercial which has been displaced. But where a lot of time is necessary, and where the advertiser might balk, the networks protect themselves by this cancellation clause. In most cases, for the average big sporting event, the time is postponed for a day or two with suitable supplementary air announcements heralding that fact.

WMCA will commence to broadcast full time starting May 26 and not May 30, as previously reported.

Networks will have to rebate all commercials cancelled and in addition, pay off all talent contracted by the commercial for the period.

RCA is said to have perfected a television ray, called the Cathode Ray, which is claimed a big step toward the advancement of television. This, it is claimed, eliminates the scanning disc and facilitates light reception. But RCA will not divulge anything regarding it, assert tele experts.

Anticipating an unusual slump for the next three months, KMTR, KMPC, KRRK, Los Angeles and Beverly Hills stations, owned by one company, have sliced their commercial rates in half. Summer slash last year was only 25%.

General Electric broadcast May 1 over NBC from the Times Square studio for the benefit of unemployed musicians grossed \$7,000 without solicitation over the air. A host of opera singers participated.

Inside Stuff—Music

Songwriters of standing who, in the past, were wont to give new music publishing firms a send-off by contributing strong song material, are now chary of any such magnanimity. For one thing, not only are they unable to collect royalties, but along with friendship they have lent the new struggling publishers thousands of dollars which, too, is a consideration now in abeyance.

There are any number of songwriters who could use these funds for which the lesser firms are holding them up.

Donald Hearn, president of the established songsmith could donate a good song to a small or new firm on the premise it would receive a concentrated No. 1 plug as 'the' tune which might determine the future career of that publishing firm.

Sam State, Hotel Lowry, St. Paul, operator, did a burnup when Junior Association of Commerce sponsored one night appearance of Ben Bernie and band at Coliseum, with result the innkeeper no longer is presiding as host at association's weekly luncheons.

Stats in no uncertain terms said he thought the civic group was competitive with the hotel, to his 'Tavern' cafe. When Bernie grossed \$4,300 at \$1 per on the night, Stats hit the ceiling, telling officers of the body exactly what he thought. Organization countered by pulling out of the Lowry and going to the St. Francis to do their eating. Hotel is playing Will Osborne outfit currently.

Although victor in the lower courts, DeSiva, Brown & Henderson dropped a suit against the New York 'Evening Journal'. Item complained about appeared in the Broadway column conducted by Louis Sobel.

Was stated that 'My Song', in 'Scandals', had been written by a New Jersey youth rather than the composer-publishers. There was nothing to substantiate the claim except the unknown's letter. The columnist conceded the error.

The Tommy Rockwell-Irving Mills amalgamation of their radio and recording interests not only makes them the biggest agency in the field but places under their direction the longest list of recording artists. Herman Rose, long recording manager for Columbia, has joined Mills-Rockwell to supervise the agency's manifold recording interests.

A deal with Lew Colfer, agent, has just been closed for Colfer to represent M-R on the Coast.

Garat appeared in the French and English versions and Conrad Veidt made the German and English, all other parts being handled by different people for each tongue.

Willie Fritsch plays the Henry Garat part ('Csar Alexander') in the original German print.

Skouras Brothers is officially listed with Hays headquarters as an independent theatrical agency. Irving Hays, president of major company circuits down from five, when Fox was included, to four.

Circuits are: Loew, Radio-Kelth-Orpheum, Publix and Wainwright.

Columbia is now using cards in New York buses showing various C. P. plays. As far as known, it's the first film firm to use the green gas wagons in this manner.

Bill Ferguson, exploitation director of Loew's at the H. A. is using a chartered plane to cover towns on road showing of 'Grand Hotel'. He is covering as many as eight spots over weekends.

Shubert Thrown Back on Bros. To Avoid Summer Deadweight

The Shubert theatre, New York, is no longer in the Shubert Theatre Corporation. It has been turned back to the owners by the receivers who are pursuing a policy of letting go houses where it is indicated there will be no summer operating revenue to maintain them. Not long ago the Shubert, Phila., was dropped.

The Broadway house was under lease to the corporation, the total being \$61,000 annually and the takes approximately \$20,000. It is owned by the Shuberts personally or their realty branch, the Trebhuhs company, but interested with them are Samuel Untermyer and the Andrew Freedman estate. The Shuberts are attorneys. Same interests own the 44th Street, the lease of which was disaffirmed some time ago, also the Broadhurst. Other leases disaffirmed are previously mentioned, the Ambassadors, Cort, Comedy, 49th Street, Forrest and Ritz. All but two of that group are Shubert owned and have been dark most of the season.

Play Plans Lag

As yet no new productions have been decided on. There are plans for presenting a revue with the book from J. P. McEvoy. It is to be called "Americana" and is to be produced by him several years ago. No composer has been chosen nor have any contracts been signed. It was stated the receivers did not intend to do any musicals because of the limited time to be set aside for production. Indications are that "Americana" if put on will not involve much of an outlay.

The Shubert receivership continues to run in the red and conserving what money there is on hand. Some of the houses retained are open, but grosses are low and they will be dark by the end of the month. Report that "Smiling Faces," the Fred Stone show, would come in was erroneous. It closed on the road last Thursday.

Cleveland, May 16.

Shuberts are dicker with city for Public Music Hall for next season, offering \$52,000 altogether for 13 weeks of road legit bookings. Shubert shows have been playing at Hanna (1,492 seats) for years, but New York producers are reported looking for spot with large seating capacity. City's Music Hall is a 3,000-seater, big enough to do nearly a \$65,000 gross with a \$25 top. Joe Jassal, who has been drawing about \$45,000 in a week.

Music Hall has become most prized spot in town, and also the ugliest trouble-maker. Presents turned on by jealous local showmen forced Elmer A. Adams, hall manager, to put in a new policy recently, barring outside theatrical productions as competing with local houses. When "Scandals" found itself barred, George White's reps here took the fight to court but lost case even after appealing to supreme court. Exceptions to the new ruling have been the Met opera and Elmer's Frolic, booked for May 23.

Shubert interests, on more friendly terms with present hall management, are assuring city \$40,000 rental weekly and no competition to other houses, as Ohio plans to drop legit policy for straight, plus next season. Will probably lease Hanna only legit house in town. John Hale to be its new manager, succeeding Ansey Whitendale.

New York view is that the Shubert receivers are in no position for an undertaking such as that in Cleveland and it must be a project of the Shuberts personally.

Gaige's Lecturer

Chicago, May 16.

Crosby Gaige has turned from his legit producing activities to managing a lecture tour by Dr. Lyman Baker, who goes into Orchestra hall here May 31.

Gaige, understanding to be backing the proposition, has taken the house on a straight rental for the single engagement, and took Al Spink away from "Devil Passes" to do advance work for the lecture. Dr. Powell's subject talk will be on "The Baker, Eddy, founder of Christian Science."

Vic Jory Ohio Stock

Columbus, May 16.

With every other flesh attraction in town on the skids, the Hartman theatre will reopen with stock May 30, and announced that (Mo) by Great Lakes Theatres, Inc., lessees.

Vic Jory, now with the Pasadena players on the Coast is to head the local group. Jory played here some months ago, and will last year and made a host of friends.

Stock planned to run through summer months.

WHITE WANTS OWN MEN IN CHI 'SCANDALS' B. O.

Chicago, May 16.

Jan is on between George White and the local treasurers union over the employment of outside box-office men at the Civic Opera House where "Scandals" is slated to come in May 22. Union insists that its own men be used, over complete charge of the ticket and money handling, while White has offered to pay for local standby duet boys with the proviso they stay out of the Opera House boxoffice. Tickets went on sale at the latter spot today (16), with White's own man from New York presiding and the Chicago lads out in the cold.

Benny Holzman, speaking for the producer, said that White has added him to the list he would recognize as a union that tried to dictate to him how he was to handle his tickets or money. Meantime Pete Stroch, president of the local ticketmen's union, has gone into a huddle with the Chicago Treasurers' hands' head, over the situation.

Opera stand calls for three ticket men, with the other two White selectees traveling out of New York. Stroch objects to the presence of any of these outsiders in the Civic box office on the grounds that it would establish a bad precedent for the local union.

Ex-Blue Mask' Principals In St. Louis Muny Opera

Chicago, May 16.

Most of the cast of the defunct "Blue Mask" local musical revival, have been engaged for the summer Municipal Opera which opens on June 6 in St. Louis. Headed by Guy Robertson, Mania Powers, George Haines, Carl Randall, Barbara Newberry, Lorraine Welmer, Victor Casmore.

First show of this St. Louis outdoor opera season, which is again under the direction of the Shubert office, will be "Blue Moon."

'Warrior's Husband' for London, Likely Intact

"The Warrior's Husband" may be presented this summer in London by the original cast intact. Henry Moses who produced the show has started negotiations to that end. If the London date is consummated, Romney Brent will probably return to the cast. He is due abroad this summer and is under contract to appear there in Noel Coward's revue.

Two Belasco Reunions

Alexander McKaig, legit producer, leaves tomorrow (Wednesday) for Hollywood for a coast trip for his production next fall of an untitled play by Martha Madison. Beth Merrill will be the lead. Pat O'Brien, among others, for show which will try out this summer. Piece will mark the second Belasco reunion for next season. Buckle Symon, Belasco's general stage director for years, is to direct and Miss Merrill being one of the late master's stars. It's her first show since 1927. Other Belasco reunion involves Lenore Utie and Ben Roeder, which Symon will also stage.

'WHISTLING' OUT WEST

Principals, including Ernest Tringali, "Whistling in the Dark" above off June 5 to open June 12 at the Geary, San Francisco, for Belasco & Curran. Goes into the Belasco, L. A., thereafter. Show is in the first week at the Ethel Barrymore, N. Y.

Early Start on New Legit Season Forecast by Leading Producers

Al Fresco Opera Set

For Clevel'd Stadium

Cleveland, May 16.

Laurence Higgins Productions, Inc., headed by wealthy young scenic designer here, is angling eight-day series of out-door operas in city's stadium, opening June 29. Dr. Ernst Lert of Met opera is coming as stage director, with Guseppe Cesari as chorus director and Higgins as assistant stage director.

First out-door grand opera here was promoted by "Cleveland Press," which reportedly came out in red on it. Group of opera patrons are buying shares in festival put over by Higgins, who also has an interest in Robert McLaughlin-Sam Manheim's new stock.

High-light of series is "Tom-Tom," operatic history of Negro race and music, to be premiered here July 8. Opera is scheduled to open in Madison Square Garden Oct. 1, according to announcement made here.

SAY POWER OF PRESS TOO MUCH FOR DRAMA

Milfron Corp. producers of Milton Herbert Gropper's short-lived "Bulls, Bears and Assees" filed a voluntary petition in bankruptcy three days after the show closed at the Playhouse. New York Times said the firm was \$10,498.28 and assets, \$1,807.

Gropper and Frank H. Shevit, 400 East 63rd street, reported to be in Wall Street, are equal creditors of the defunct production venture. Shevit was secretary and treasurer of the corporation, and his wife was in for \$2,100. This amount, \$4,675, was Gropper's credit.

William A. Brady, owner of the Playhouse where "Bulls" made a \$19 day stand, is a creditor for \$215. Brady Street, an equal creditor of the Agency is owed \$586. Principal asset is the set of the show, representing a broker's office, claimed to have a value of \$1,483. Costumes are \$260.

Play opened May 6 (Friday) and gave only the following Saturday afternoon matinee, after which the cast was reported having received a wire stating "due to the conspiracy of the press the show is off." Show drew bad notices.

'New Yorkers'-Moss

Action Is Non-Suited

An echo of the costly New York musical "Post" of last season, which was a total loss, Cosden, backer of Ray Goetz, its producer, a reported \$250,000 was the suit against B. S. Moss and the Moss Agency in New York City, which the case to trial last week before justice Peter Schmuck. New Yorkers Producing Corp. owners of the show, sought an accounting, but justice Schmuck dismissed the complaint on the grounds it stated no cause for action.

Accounting sought was for the last season's production of the show, which was reported having reached around \$25,000. Arrangement in force of the week concerned was for Moss to waive the usual sharing terms and let his theatre go just for the overhead. This was done in an attempt to return some of Mrs. Cosden's investment. Same week the cast worked for minimum return, their contribution to the investment return move.

Allegation against Moss, represented by Mortimer Fishel and Frederick Sperling, was that the theatre was more than actual coverage money.

Justice Schmuck's decision carried the point there was no partnership involved, as plaintiff contended, since sharing terms do not constitute a partnership or joint venture.

BERLIN HALTS PARISIAN

Berlin, May 4.

The French artist and stage director Fernand Gier is at present in Berlin. Plans to lead in French version of an Ufa picture. A tea was arranged for the press and Gier was received with great enthusiasm, an exception to the habit of Berlin.

Broadway's advance play list, for the season of 1932-33 is in an unusually healthy condition. Leading producers agree to be paying no attention to the passing bad season.

Striking index of next season's activities, plans for which are developing, is the fact that the activity of legit casters in a preliminary way. If the present set up holds, an early start will be given 82-83.

Comment of one of the rated managers who is casting a show for next Sept. was that it's the earliest he's ever worked on a fall show, less than a year after the following example of the late David Belasco in advance preparations.

Miller's Heavy Schedule

Gilbert Miller will be among the fall's busiest, having announced plans for four shows besides his European activities. William Harris, Jr., now in Europe, has an Edgar Wallace play and one by William Rapp he'll do upon his return. Plans will be made here following the example of the late David Belasco in advance preparations.

MacGowan & Reed did four this past season and are now planning including "Love Story" by Sam Behrman and "Bifur," foreign hit. A. H. Woods is about to do a producing comeback and has optioned several plays, including one by Fred Schick. Alex McKaig has optioned two and W. A. Brady, when he returns from Europe, will get busy producing.

Brook Pemberton, rehearsing "Christopher Comes Across" at present, also has options on three more. Theatre Guild will do its customary six. Arch Selwyn has several London hits, "Eisen" one of them and "Cavalade" a possibility.

'Barrett's' Successor

Katherine Cornell, now in "Barrett's," is to be in a new billing, "Allen Corn" by Sidney Howard as her first fall show and also owns "Rape of Lucrece" for production. Ethel Barrymore and Siegfried Aronson, who are producing "The Arthur Hopkins is preparing. Chas. Hopkins may do his proposed Texas Guinan show.

Max Gordon, working on a musical, may do "Waltzes in Vienna" and will show Noel Coward's "The Fred and Lorna Fontaine" in "Dance of Living." Shuberts will be busy on their receivership productions, with Peggy Fears opening "The Archer" on a number of several she hopes to get on. Daniel Frohman will probably make a come back. Sid Harmon, kid producer, has a play by Cotes Wedel for fall and Benny Stern will pick up where he left off with "Black Tower."

Others to produce are Eva Le Gallienne and two new subscription groups. Sam Harris will do a collaboration by George Kaufman and Edna Ferber. Jed Harris is also due for action.

Practically all the producers listed are in the upper bracket.

Coast's 'Electra'

San Francisco, May 16.

Ralph Pincus is booking "Mourning Becomes Electra," on the Coast for Erlanger. Comes into the local Columbia some time next month.

Solomon Heads Ticket Men

Lep Solomon of the Music Box b. o. was appointed vice-president of the "Treasures" Club last week. The post was held by the late William Muenster, manager of the Globe theatre.

"Variety" FOR SUMMER

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

Mail remittance with name and summer address.

Mr. Astaire, Par House Party Hero, Shows He Can Take It in 5-a-Day

Fred Astaire, fashionable, smart young man about town, owner of racing stables, bonnie boy of Park Avenue, Southampton and Mayfair, has on occasion to deliver last week into the hospitality of the business. But for the good of the wagon's metropolitan and road run, his star might have been expected to embrace a holiday—hop a boat, relax, fly to the Continent, slip soft leathers at the Ritz, and forget about the merry-go-round of show business.

At the conclusion of the road tour "Band Wagon" elected to swan-song in an abbreviated picture house version.

And thereby "Band Wagon" put Paramount in a spot. Mr. Astaire's presence at the conclusion of the tour created a (ticklish problem of etiquette that the backstage personnel responded to as one man.

Since Mr. Astaire's vaudeville days, 17 years ago, he has been the life of a social circle. He's been entertained at all the best places. Never let it be said that Paramount could be less meticulous than any blue blood host. For the honor of the company, Mr. Astaire must be made to consider himself an appreciated and guarded guest.

Solicitous Muddle

House employees met in the backstage corridor to exchange bulletins on the manner in which Mr. Astaire was behaving up under the strain of strenuous performances. Executives made backstage trips to inquire into the well-being of their guest. The stage doorman was more than customarily avid in separating the wheat from the chaff of all interview applicants.

"We have to be careful about who gets to see him," he explained. "His eyes boring through the intent of every visitor. 'Poor boy, he's worn out. Just what do you want to see him about?'"

That harder noticed, the elevator man erected more solicitous hurdles. "Mr. Astaire shouldn't be disturbed," he chided. "He's working very hard. He should be allowed to rest between shows."

The explanation that an interview had been previously arranged left him yielding, but unshaken. "I suggest that you stay as little time as possible," he tactfully suggested, his head over the things that a conscientious host has to put up with.

Unusual solicitude for a picture-star was witnessed in the social prestige. "Band Wagon's" Paramount advent meant four concentrated performances a day, five on Saturdays and E day—30 shows in seven days—practically three weeks of work crammed into one.

For Mr. Astaire it meant the repetition of sketches complicated by the acoustics of a mammoth picture house; studying a new audience reaction; re-timing dialog for altered audience reception; re-adapting dance movement to the placement of treacherous gutter microphones. It meant appearing through four big dance numbers at every show.

Any statistician knows that his sixteen routines a day—120 by the time the week has rolled around to the benison of a finale.

All In But Game

There was reason here, and more reason, for the dampened spirits and wan smile of a brisk young man about town as he sat in his dressing room struggling to find polite phrases for an interview. One by one, slowly, he enumerated his problems—the mikes, the reduced proportions of the revolving stage, voice projection, the grueling hours, the nervous excitement that ruins dinner and precludes rest.

"It's been a lot of fun," said Mr. Astaire, a well-mannered guest, tired to remove the hat and tugs from his voice. "Every one's been considerate and the theatre's run marvelously well. This has been a great experience."

"Would you do it again?" Mr. Astaire gazed wistfully into the next week that seemed as though it never would come. He chose his words carefully, dropping his head to two weary hands. Came the answer: a long-drawn, suppliant "No."

Youmans Musical Cast

Vincent Youmans' new musical, tentatively titled "Six-Boom-Ab!" will have Hal Skelly in the comedy lead. Youmans is after Ethel Merman also.

Jack McGowan did the book; music by Youmans.

Miss Merman meantime has an offer for the Jolson-U. A. picture, "Hallelujah! I'm a Bum."

ZIEGGY AMENDS CARROLL POP SCALE

Ziegfeld recalling of the Carroll (New Century) suggests that the manner in which Earl Carroll scaled the new theatre which he lost and which has been renamed, McLaughlin proposed to take over the run of "Vanities" was considerably shortened. He moved the show after an argument with the owners but business had dropped to about one third of capacity and was hardly profitable.

Out of 2,500 seats there were 1,900 priced at \$3, the top, widely heralded as a "popular scale." The entire lower floor or orchestra seats were at the top price and there were over 500 seats upstairs at the same figure. There were but 32 seats at 50 cents. Carroll for some reason insisted the capacity was 3,000. Highest gross played by "Vanities" was \$61,000, the week after the show opened although the Carroll office figures were lower.

Ziegfeld has recalled the house for "Show Boat" which will be revived this week also at \$3 top. Balcony however will have plenty of seats under that price and there will be 128 seats at 50 cents. Matinees will be \$2 top, with the dollar seats numbering 538 seats. At capacity the revival approximates \$50,000 weekly.

Sam Harrison, formerly with Ziegfeld is out of retirement and will be company manager of "Show Boat." Dan Cusumano will be general manager with Percy Thomas house manager. Boxoffice crew will have Julian Anhalt, Frankie Frayer and Jimmy Murray.

No agency buy applies to the revival. Agencies have been asked to pay for two weeks ticket allotments in advance but will have the privilege of returning the balance later. The revival is costly in salaries. Six leads and one team are to get from \$1,000 to \$1,500 weekly.

Some delay changing the electric signs which spelled "Carroll" name. Seems the signs were not paid for and it was necessary to dispose of the equipment at auction before the change to Casino could be completed.

'FOLLIES' GIRL FREE

Natalie Chadwick Leaves Prison After Serving Two Years

Auburn, May 16. After singing at the religious services in chapel at the women's prison today Natalie Chadwick, 31, former "Follies" girl, left Auburn today to make a fresh start in life. The girl came to the women's prison in 1930 from Nassau County, after she had been convicted of grand larceny in the theft of \$10,000 worth of household furnishings belonging to an actress friend and selling them for \$800.

'EVENT'S' TOUR OFF DUE TO OLD SHUBERT DEAL

"Blessed Event" will close at the Longacre Saturday and will not go to the road as planned. Robert McLaughlin proposed to take over the show under a percentage arrangement with Sidney Phillips and Harlan Thompson. It was booked into the Adelphi, Chicago, June 5. Tour was cancelled when it was found the show's contract calls for playing Shubert theatres.

McLaughlin, however, plans putting "Event" on as a local or stock attraction in Cleveland. None of the original cast expected to be used. Plan to run the show another two weeks here to fill in the gap before the Chicago date was also cancelled.

Tent Shows Organize In K. C. Hotel Lobbies

Chicago, May 16. Number of tent shows and summer stock companies organizing for the midwest season is increasing this year. Dramatic agencies are cluttered with performers, but managers are scarce. They either haven't the coin to go out with this year or are not willing to give up present connections to take a chance. More than a dozen former tent and stock operators are now working as managers of picture houses through the midwest.

In Kansas city, the few managers readying troupes are not even bothering to contact the agencies, but are merely posting organization notices on the bulletin boards of the city hotels. In this way they figure they can get the performers cheaper, since the direct booking eliminates the agency commissions. Besides several of the agencies in K. C. demand a registration fee from the performers.

Raze Columbus Lyceum

Columbus, May 16. One of the notable landmarks of Columbus, known to stage folk of the past 50 years in every field, the old Lyceum, is passing out of the picture this week. The old house which was left only a shell about six weeks ago, when fire destroyed everything of value while the Kane Bros. burlesque troupe was showing there, is being torn down.

Owners of the property have announced no new Lyceum, would take its place due to inability to find a lessee.

SUSS AS SALESMAN

Minneapolis, May 16. Bernard Suess, stage director and actor with the Balnbridge dramatic troupe, who today left Minneapolis here, announces that he is quitting art to engage in a commercial pursuit.

Suess has a permanent road salesman's job with a large drug manufacturing concern. He has been with the Balnbridge company for a number of seasons.

Dumbrille's Long Drive

Douglas Dumbrille is motoring to the Coast. May do some picture work out there although due back for the George Abbott-Phil Dunham "Gilroy" tour in the fall.

Dumbrille closed with "Child of Manhattan" last Saturday (14). It will be his first look at the Pacific.

Bank-Landlords, Wanting Guarantees, Reject Hit Show and Miss Plenty

'JULIET' IN DOUBT

Piece Awaits Millers Word on Marshall's Release

At "Variety's" press time there was doubt whether "There's Always Juliet" would continue after Wednesday night at the Henry Miller. Reason for possible abrupt withdrawal was a hurry call from Hollywood for Herbert Marshall who is co-starred in the show with Edna Best.

Marshall is under contract to Par. His contract for the show expires in two weeks (31).

Cable advice from Gilbert Miller who is in London was awaited as to the house's position and whether Marshall is to be released from his showy contract. "Juliet" was imported from London by Miller. Average topped \$14,000 at the Empire.

ASTAIRE'S DOGS COULD USE NON-DANCE PART

Fred Astaire will probably be in the new Max Gordon musical next fall, but he also has a straight comedy part in a script which Gilbert Miller has been propositioning him on.

After this session in the tabloid "Band Wagon" at the N. Y. Paramount last week, wherein Astaire states he did a month's work in a week, the dancing comedian rather relishes a non-dancing assignment. His passage booked tentatively May 22 for a two months' holiday.

Award for Brady

William A. Brady gained an arbitrator's unanimous decision in the claim brought against him by Equity and the cast of "Alice Sit by the Fire," Barrie play, which he recently revived.

Claim against Brady was based on the show's abrupt closing when its star Laurette Taylor couldn't appear. Brady had his cast on minimum guarantee and percentages, and while he paid the minimum he paid no percentage.

Show closed on a Monday night with Taylor absent. Taylor should be paid a sum equal to the percentages they received the week before the closing.

Brady and his wife, Grace George, sailed for Europe last week.

Ziegfeld-Chrysler Radio Bill Will Be Road-Showed at \$1 Top

Plans to tour the Chrysler-Ziegfeld radio program as a show in augmented form are nearing completion. Venture is tentatively set to open as a road show May 23 at the Auditorium.

Following that, May 24, the Ziegfeld radio troupe will play at Madison Sq. Garden, Boston, and from then on it's a series of one nighters.

The troupe will go from coast to coast. If the first few dates pan out, it will play in auditorium and convention halls only at \$1 top and general admission at 50c.

The bill will be financed by the troupe and not by Chrysler, although the motor company will have its local dealers publicize and will provide cars for the troupe to travel in. Chrysler-Ziegfeld radio hour goes off the CBS network after 13 weeks on June 26. Its return in the fall is indeterminate but must be decided by Aug. 15.

Everett, Inc. handling the program for Chrysler, report that the motor company is very much satisfied with the results of the air blast and are withdrawing only because of the road work.

Chrysler's withdrawal from the air is the primary reason why the car maker is not financing the radio

show tour, but until June 26, the radio show will broadcast weekly as scheduled from where they happen to be at the time.

Ziegfeld in Person? Ziegfeld cast travel with the troupe, making "personal appearances," with Eddie Dowling to m. c. Dowling is arranging the details of the road tour. Chrysler is reported willing the road idea more than Ziegfeld. "Latter hasn't made up his mind as to his inclusion."

Mentioned as possibilities for the show are Helen Morgan, Jack Pearl, Paul Robeson, Ray Dooley and Charles Carlyle, with others to be selected. In addition, beauty contests and other promotional stunts are scheduled. About 30 showgirls will be with the company to double as usherettes.

If the show reaches the coast, performances will be in the open air, with amplifiers employed. First such stand is expected to be the Hollywood bowl. Other open air spots in California will follow. On the coast, former Ziegfeld names are expected to be added, such as Will Rogers, Marion Davies and Joan Crawford.

Al Goldman will conduct the traveling orchestra.

How the banks are falling down in their handling of Broadway theatres, is shown in recent developments. A number of houses thrown back to the banks during the season has been generally dark. The downtown people are unwilling to spend money, nor have they indicated any desire to take the ordinary risks of playing shows on percentage. They want to be guaranteed and the result is that losses in interest and taxes are piling up.

Because of that stand one of the bankrupt theatres lost a bit. "Another Language" was a small booked into the Mansfield. When the booker was told that the attraction would have to guarantee, the owner of the property with which it had been pointed out to the money man that there were so many theatres available guarantees were out of the question.

The same fate may have started an argument between the Cigars and the New York Title and Mortgage Co., which has a heavy realty investment in the Manhattan theatre district. The company started stripping the carpets and removing fixtures, clocks and all movable equipment. Understood Understood took the position that it owned all the property which was claimed to have been sold to a contractor. Plans are for towsing the theatre back to the mortgage people, it being contended that all the bank owns is the land and the bare building. Figured that United is taking a loss of nearly \$25,000 on the Mansfield and is through with show business.

Bank Makes Try

One bank which is trying to save its theatre holdings by further investment is the Immigrant Savings which took over the Hudson through foreclosure. Harry Askin, the house manager, convinced the bank that the house would stand a good chance if renovated and \$50,000 has been expended on the interior. The bank appears to have stepped into the management by rejecting a show that was booked, "Christopher Comes Across." It was stated that while the bank had not yet appeared in the guise of a play censor it did not care to figure in an attraction that is questionable. The play's central character is Christopher Columbus and his fancy making him a Don Juan.

Looked for a time that United would be forced into show business to protect its interest in the Majestic, the house manager and Royale which were tossed back to the managers by the Shubert receivers. It withdrew, however, and those theatres are in receivership. Bank in this case refused to spend any money in maintaining the houses and shows must rent the bare walls. One show tried and that lasted a week at the Majestic. Another had the same sort of losing date at the Royale.

The Manufacturers Trust may have solved the Manhattan (Hammerstein) by arrangement with Earl Carroll on a straight 3-7-0 of the gross basis. Similar deal figured for the Casino, former (Carroll), which reopens Thursday (19).

Latest house to be turned back to the owners is the Alvin which has been operated by Aaron & Fredley since it was built. Banks, however, are not interested in concerned, property reverting to L. A. Pincus and M. L. Goldstone, the builders.

Builders also financed the Imperial which was bought by the Shuberts. The receivers have named it as one of the houses which must maintain itself.

Frohman-Adams Tieup?

Reported Daniel Frohman, making a comeback into legit next season, will have Maude Adams under his management.

Understood the star plans to leave Erlanger's.

MILT COLLINS ILL.

Collins & Adams agents, have closed their office. Partly due to poor hit and partly because of the nervous state of Mill Collins.

A condition under which Equity issues franchises is the maintenance of an office in the theatrical zone.

Inside Stuff—Legit

Dave Apollon is set for Ellly Rose's new revue. Olsen and Johnson are in negotiation but not closed. Death of Chic Johnson's mother delayed matters.

Deal for Ted Healy has fallen through. Also undecided whether Fannie Brice will be in it or in another musical.

This means that any and all items here can now plaster the Loo with lithographs, frames, banners, one sheets, half sheets or anything else desired, using as many or a few billposters as wanted.

Back in 1929 the union ordered that no more billposting be allowed, but a controversy over the heavy "Dragula" billing at that time.

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'Jackpot,' New Revue, Looks Weak; Van Druten's Latest Has a Chance

London, May 16. 'Jackpot,' new revue at the Prince of Wales, starring Phyllis Minkman and Marion Harris, is amateurishly produced and looked on opening night as though it couldn't survive a fortnight. B. O. first few days was fair, however, and it may just pull through. Show opened at 8. Saturday night, but the cast is going on in hopes.

Some excellent material in the show but it is overdone, heading at least an hour trimmed out. Marion Harris does not shine as a revue star, despite her tremendous cabaret successes and following on this side. Miss Minkman and Barretto (American) are the hits of the show. 'Somebody Knows,' John Van Druten's newest play, was moderately received at Saint Martin's and may score a reasonable run despite the limitations of the story. Concerns an unsolved murder mystery and is heavily psychological. Frank Lawton, Muriel Aked and Charles Nesbitt are the best of the cast.

'BAND WAGON' SET FOR LONDON ALHAMBRA

London, May 16. Sir Oswald Stoll has definitely made up his mind to house 'The Band Wagon' at the Alhambra. Howard Shore will stage the show, with Albertina Rasch putting on the dance numbers as they did in the original New York presentation.

New sketches will be written into the piece by some English writers, with the show due about August. Albertina Rasch left here Saturday (14) for New York to begin rehearsing the new Max Gordon show, due to open in June. Soon as she is started she's coming back for 'Wagon.' Will also open a London school.

South Africa

By H. HANSON

Capetown, April 9. The legislative assembly of Rhodesia has adopted an 18% quota of British films for the first year of May 30, 1933, with a sliding scale of increases for the five succeeding years.

Reported that Hollywood film stars sent a letter to Johannesburg officials to object to the quota matches between their team and members of the South African Olympic team. The Hollywood Cricket Club is said to be practically all British.

Show business dead over here for want of real up-to-date publicity boosting. Present method crude, cheap and without the necessary touch of clever and original ideas.

The American Ladies' Orchestra, the 22 Ingenues, scored a hit at Durban, Natal, with the local papers and public speaking highly of the show.

Calli-Curci gives a farewell concert in Capetown April 25, prior to sailing for Australia.

Kinemas, Ltd., were recently ordered by the court to pay £1,350 damages and costs to one Herman for failing to carry out an arrangement whereby Herman would be manager of the Plaza and Adelphi, Pretoria, Transvaal, at £50 per month, and a commission of 5% on profits of both theatres. Kinemas appealed against the verdict, with the appeal case now on.

Nell Kelly Does Well

London, May 16. Palladium (vaudeville) opened today (Monday) with several American newcomers. 'The Kitchen Pirates' doubling from the Savoy Hotel went splendidly.

Nell Kelly is doing nicely, but will discard her 'Columbus' number as too American.

New 'Language' Bid

Second London bid for 'Another Language,' at the Apollo, N. Y., comes from Maurice Brown. Fatter wants it for the West End in adaptation.

Previous call was from John Dost.

Ostend's Belle

Paris, May 16. Ostend, chief Belgian resort, is preparing for one of those beauty contests to name a 'Miss Universe.' Just to be different, however, they claim, the girls will be judged fully clothed and there'll be no public parades.

Girls will be picked by newspapers throughout the world, in the usual manner, and brought to Belgium by the committee in charge. Winner will be given a jewel worth \$4,000.

German Municipalities Vote Theatre Budgets

Berlin, May 4. A number of municipalities which a few months ago planned to close down their community theatres have lately agreed to budgets providing for continuation. The city of Hanover has agreed to a subsidy of about \$200,000 for the municipal stages.

The municipal opera of the city of Dessau also will continue as an independent enterprise. The municipal theatre of Aix-La-Chapelle is another taken care of for the coming year. The same is true with Krefeld, Halle and Nordhausen.

Soviet Art Adviser

Albert Johnson, young legit scenic designer, sails next month for Russia on contract with the U. S. S. R. to serve as designer for the Moscow Art Theatre. Johnson will serve the Soviet government as designer for government subsidized film production companies.

Arrangement is that Johnson divide his time between stage and film, his salary to be paid by the U. S. S. R. He is to have a free hand.

Deal was arranged by Johnson's father, Albert Sr., Russian correspondent for the Hearst papers for eight years.

Boreo's Paris Project

Emile Boreo and his brother, Charles, who built the Theatre Pigalle on the Rue Pigalle in the Montmartre sector of Paris, have a French stock company idea to reproduce American stage successes in France. Boreo sails for Paris, for that purpose, in a couple of weeks.

Stills is the architect who built the Pigalle for Baron Henri de Rothschild whose playwrighting non-de-plume is Andre Pascal. House has been a flop almost since its opening with no signal dramatic success.

Novello's 'Party' Good

London, May 16. Looks like Ivor Novello has another good thing in his play, 'Party.' Piece was scheduled to go into the Arts Theatre May 19 for three performances only, but Leslie Henderson, in a rehearsal, immediately tied it up for the Strand, where it opens May 23.

Play has to do with the life of show folks after a first-night. It stars Lilian Braithwaite, Benita Hume and Sebastian Shaw.

To Close in London

London, May 16. 'Wings Over Europe' called it a run Saturday night (14) after a meagre two weeks.

Rose Without a Thorn' was another week-end fold-out. Last performance tonight (16).

J. J. SHUBERT TO SPA

London, May 16. J. J. Shubert and Gilbert Miller left for Paris Saturday (14) after looking over the current show crop.

Shubert will go to Victry to drink the water for a couple of weeks. Miller will come right back to London after the Whitsuntide holidays.

Playing It Safe

Some Russian acts in New York have turned down or cancelled proposed European trips this season because of the recent assassination of the French president by a Russian.

Turns figure there may be resentment abroad at present and prefer not to risk it.

PAVILION TAKE BOOMS VAUDE

London, May 16. Continuous vaudeville got a pretty healthy start at the Pavilion its first week, and looks like a good thing. B. O. figures showed that about 30,000 customers paid about \$15,000 on the week.

Management now proposes to extend the policy to four provincial houses and Sir Oswald Stoll is preparing same sort of policy for the Chislewick Empire to start immediately.

Berlin Muni to Tour

Berlin, May 4. A proposition has recently been made pertaining to cooperation between the various German opera enterprises and the Berlin municipal opera.

The municipal theatres of Magdeburg have filed an application with the Berlin municipal opera to arrange guest dates for such operas as are difficult of staging by smaller opera enterprises. This would result in desirable revenue for operas staged in Berlin and then toured in the provinces.

It is stated that Dessau and Brunswick stages will share in this coalition as well as a number of other German cities.

London Legit Entry

London, May 16. 'Checkmate' a new comedy opened at the Kingsway May 25 after a provincial tryout.

Piece stars Ruby Miller and Gerald Fring.

London Show World

London, May 7. The next production at the Haymarket is 'Queer Cattle,' written by a tailor, son of the owner of a big sewing machine in the provinces. Tailoring seems to be a vocation which stimulates play writing, for this is the second time the title of 'Tailor' has been used in the last few weeks.

Following 'Queer Cattle' a move is on foot for Marie Tempest to appear at the theatre in 'The Vinegar Tree.'

The British board of film censors has banned the title 'Lady With a Past' on the Constance Bennett picture.

It is being called 'Reputation' here.

Sidewalk Comic Booked Will Galking, a street artist, is going into the Trocadero cabaret shortly. He was discovered by the booker, putting over his stuff to a theatre queue.

Golding has been in the street entertainment business for years, and is a well-known figure on the London sidewalks. In appearance he is not unlike the Jenkins character, 'Binde.'

Britishers Homesick Jack Raymond, English film director, is back from a visit to Hollywood.

He reports the English colony homesick, with Ronald Colman and Clive Brook in particular willing to make pictures in England if it were the idea.

McLaglen, he thinks, is now 100% American.

Sound in the Home A home talker projector is about to be marketed here at the modest price of \$150 at par. The people behind it also have a recording system which is sold cheap at around \$200. Generally said, projectionists can synchronize their old silent prints and even record on their new stuff.

Buchanan's Draw Jack Buchanan's picture, 'Good Night, Beulah,' is being produced by British and Dominion efforts, just ter-

'Cavalcade,' 'Miracle' Head London List at \$20,000 in Holiday Slump

Carroll Recruits

London, May 16. Earl Carroll has signed another group of European names for his next 'Vanities,' with indications now that the revue will be bullish on foreign monikers.

Newest are Andre Randall, Max Wall and Keith Clark. Randall headlined the Paris Folies Bergere for some time. He's an Anglo-Frenchman, speaking something like having a dozen languages with ease.

Carroll is also negotiating for Edwin Styles. Couple weeks back he signed Will Fyffe, Englishman, at a reported \$2,000 weekly salary.

Actor Files Protest

On Broadcast of Play

Paris, May 5. Harry Barr, currently acting in Pagnoli's 'Fanny,' is suing producer Leon Volterra for damages for having broadcasted the play, despite actors' protest. This is not the first time that artists have protested against broadcasting, usually because they claim that it brings publicity to the theatre but none to themselves, and they do not get paid extra for it.

In this case Harry Barr claims that broadcasting is damaging his artistic reputation, due to distortion of the voice and conditions under which mixes are handled.

There is not yet any definite ruling in France respecting rights of producers and talent in reference to broadcasting.

SPIRIT OF 1914

Paris, May 5. Michel Cannenberg of the French vaude act, Six Marvels, currently in Düsseldorf, Germany, was wounded by revolver shots in a brawl in a German theatre.

Argument arose between members of the acts and some German nationalists, ending in gun shots and causing the arrest of one German.

minated an eight weeks' run at the Capitol to good results, purely on his name, as the picture itself is the sure clean-up for general release.

Paramount's English production 'The Man of Mayfair,' by Buchanan as the star, has proved the biggest money-maker Paramount has had in 12 months. It is figured it will gross around £70,000.

Laurel and Hardy Play

Edward Laurlair has purchased the English rights for Paul Abraham's play, 'Business With America,' which has been filmed by Milvovsky under the title of 'Zilch-chen Liebe Fur Dich,' and is one of the current German releases.

Laurlair intends to produce the show in London around June.

Claridge, which is owned by the Savoy, opened an extension this week.

Its rooms were designed individually by a noted architect, and are not unjustly claimed by the owners to be the finest hotel-suites in the world.

Each suite has its own color scheme, combining the ultra modern in furniture design with the old-fashioned in drapery.

Laura Tulley, aged about 60, a sukey playing in 'Cavalcade,' was killed when she fell from a platform.

She was taking up her position before a drop, ready for the musical comedy scene of the play.

Gielgud's Film Debut

John Gielgud, one of the best of England's younger actors, has made his talking debut for Paramount British, the subject being 'Tessie.'

This youngster made a name for himself with his 'Hamlet' some years back. It was generally rated the best on the contemporary stage.

London, May 16. West End's legit business has been hit by the usual pre-holiday (Whitsuntide) slump. Some of the successes are holding up, though even they have tapered off some.

Biggest grossers are two non-musicals, 'Cavalcade,' the Noel Coward and Augusta, and the revival of 'The Miracle,' with both shows hitting about \$20,000.

Approximate Grosses

Adelphi—'Saturday Work.' About \$4,400, which means a \$1,200 profit. Show was rumored coming off recently, but without foundation.

Alhambra—'Wallace from Vienna.' Oldest show in London now and still hitting a nice \$12,000 stride. Likely to last through the summer.

Criterion—'Musical Chairs.' \$4,800, good for the house. Gilbert Miller has the American rights.

Apollo—'Pleasure Cruise.' Among the latest farce comedy hits. About \$5,000 and building.

Drury Lane—'Cavalcade.' Slightly off, due to poor matinees but still hitting a nice \$12,000.

Duchess—'Rose without a Thorn.' On the way out with \$2,000. Will probably fold by 'Cold June,' new Pinter play.

Gaiety—'Hold My Hand.' Dwindling to \$3,300, but can afford to wait for better times because theatre interested in the production.

Garick—'Man Overboard.' Newcomer of the season. Out any minute.

Globe—'Wings Over Europe.' About \$4,000 and making \$2,000 profit. Getting out with \$2,000 loss.

Hippodrome—'Bow Bells.' John Barrymore's 'The Old Lady' is slipping badly. Getting \$10,000, which means a \$2,000 loss.

Lyceum—'The Old Lady.' Getting \$10,000 with ticket sale a puzzle. Best and cheapest seats selling well but the in-betweeners.

'Little—'See Naples and Die.' Making a living with the \$3,000 gate but small profit.

Lyceum—'Miracle.' Revival is holding up beautifully. About \$20,000.

Palace—'Cat and the Fiddle.' One of the season's hits. About \$14,500.

Shaftebury—'I Lived With You.' About \$3,600, which means red ink, but for November and December.

On the recent change of location and thinks it'll pick up.

audience—'Vile Bodies.' Better than the house, but losing doing for a total of about \$4,000.

Princes of Wales—'Jackpot,' new comedy starring Marion Harris got started fairly despite a terrific press lashing. May be able to turn.

Westminster—'Tobias and the Angel.' Closing shortly but meanwhile proving an expensive hobby for Amner Hall, weekly losses of the theatre.

Whitehall—'Gay Adventure.' Dropped soon but still profitable at about \$4,000.

Wyndham's—'Green Pack.' \$5,000 and good for several more weeks.

Comedie's Screen Star

Paris, May 5. Comedie Francaise, badly in need of popular names, has signed Victor Francen, screen and boulevard legit star.

Francen once before was signed before the managers of the two leading Berlin theatre subscription enterprises, Director Lederer of 'Reihbar' and Director Hentschke of the Association of Broadcasting Friends.

Companies are to be united the coming season with respect to their interest of insuring subscriptions to the various theatres.

Banks as London 'Henry'

London, May 16. Leslie Banks is expected back here after his Berlin trip. He is to head the London production of 'Springtime for Henry.' He'll handle same part he had in New York.

Gertrude Lawrence will co-star in the piece here, probably taking the part handled in New York by Helen Chandler.

Hershfield Sues 'Graphic'

Herschfield has started suit against the 'Graphic' following the attempt by the tab to chop his salary. \$3 2-3%. Humorist joined the Macfadden outfit recently, and a contract which called for a lift on the syndication of his column and comic strips and a salary in excess of \$25,000. Estimating damage to reputation \$100,000, damages will be sought.

Last two weeks 'Graphic' failed to print the Hershfield Broadway column titled 'I'm Wrong, Sue Me, but several editors by then did. The humorist, however, continued to send in his column punctually. The contract was drawn up by Hershfield's attorney, Samuel Schwartzman.

Understood the tab bases its action in reducing Hershfield's salary on his presumed promise to deliver the title 'Able Kabbible' which features cartoons. Court's opinion of contract is said not to guarantee the strip title. 'Graphic' has been running the comic under the name 'Meyer, The Buyer.'

Hershfield's attempt to enjoin International Feature Service, his erstwhile employers, from interfering with his use of the name 'Kabbible' has resulted in a defeat for the cartoonist. Court's opinion stated that it appears that by his contract Hershfield has divested himself of all rights to use a title previously used by him while working for IFS.

Hershfield argued that 'Kabbible' was not included in the restrictive covenant signed by him since the title is merely a device for comic expression. The court ruled that since Hershfield appropriated the name for the purpose of using it in comic strips, whereby he made it famous there, he was not entitled to the claim that any rights Hershfield had to the name were retained by the defendant, IFS.

Court stated that it is obvious that Hershfield would be caused irreparable damage if he had the right to use the name and was unlawfully prohibited from so doing. However, stated the court, Hershfield so far has not established a right to use the word sufficiently to be entitled to an injunction.

To Free 'Ulysses'
With the recent clearing of the 'Decameron' of Boccaccio, as well as a number of other books formerly under indictment, the clearing of the book publishing concern, will seek to have the ban lifted on James Joyce's 'Ulysses.' Random House has acquired the American publication rights from the publisher, and it on the press should it succeed in its endeavor.

The publishing house has engaged Morris L. Ernst, legal guide to most of the book industry, to aid in the campaign to have the book cleared. Ernst has been a leader in frequent agitation against book censorship and is said to be the best versed person on the matter in this country.

First step in the campaign for 'Ulysses' will be to get the favorable opinions of leading persons throughout the country, that the book is a masterpiece of literature and, as such should have free circulation.

Despite the ban, bootlegged versions of 'Ulysses' have been plentiful and procurable with little effort. Prices asked have been from \$5 to \$20 a copy, depending on the binding.

To compete with the bootleg copies extant, in the event the ban on the book is lifted, Random House will label its 'Ulysses' the 'authorized' edition.

Winchell Loses Point
Motion on behalf of Walter Winchell and the 'Daily Mirror' to dismiss the \$100,000 libel suit brought by Georgeanne Carnell was lost by the defendants, Justice Ford refusing to dismiss.

Winchell wrote that Helen Woodward reverend Georgeanne Carnell's 'Great Day.' O'Brien, Malvinisky & Driscoll, as Winchell's attorneys, argued the line was not too broad, that it contained no innuendo, that it was not libelous, and was libeled, if anything, and that a book is not subject to a libel action.

Winchell's attorneys, Boudin & Wittenberg, urged claim that if the publishing trade were to believe an author palmed off another's work as his own, future contracts would be difficult to get.

Strips As Films
Newspaper cartoon strips as material for films occasionally come under consideration by producers. Studios have been known to purchase characters as the basis for

Best Sellers

Best sellers for week ending May 14, as reported by The American News Company.

Fiction		
'Modern Hero' (\$2.50)	By Louis Bromfield	
'Magna Street' (\$2.50)	By Louis Golding	
'Bright Skin' (\$2.50)	By Julia Peterkin	
'State Fair' (\$2.50)	By Phil Stong	
'Maid and Mistress' (\$2.50)	By Beatrice Kean Seymour	
'Good Earth' (\$2.50)	By Pearl S. Buck	

Non-Fiction		
'Only Yesterday' (\$3.00)	By Frederick Lewis Allen	
'Twenty Thousand Years in Sing Sing' (\$3.00)	By L. E. LaVes	
'Once a Grand Duke' (\$3.50)	By Grand Duke Alexander	
'Epics of America' (\$3.75)	By John Truflow Adams	
'Story of My Life' (\$3.50)	By Clarence Darrow	
'A Fortune to Share' (\$1.50)	By Vash Young	

stories but with most of them faring poorly.

'Harold Teen' and 'Skippy' were the most successful of all pictures based on cartoons. 'Little Orphan Annie' has recently been bought and will be produced. Artists haven't been backward in offering their works to studios for consideration. In several instances artists have been offered a studio purchase in mind. Most of them didn't get to first base by selling their idea to a syndicate.

'Cartoons made into pictures' include 'Mutt and Jeff,' 'Mickey McGuire,' 'Ella Cinders,' 'Krazy Kat,' and 'Tillie the Toiler.'

Another Hollywood Pan
Advance proofs from Moscow of the book Boris Pilyayn is publishing about his experiences in Hollywood indicate that another slam at Metro writing term and is flashing a Hollywood-purchased Ford in the Soviet metropolis. Title of his book translated as 'Stables of Hollywood' containing the studio cubicles for literary talent.

Pilyayn informs the comrades that picture actresses are elected as random. He claims he was being the continent with a director who spotted a likely waitress and got her a \$1,000 a week contract in Hollywood.

Publishes His Own
One of the few writers publishing his own books out of choice. rather than the disinclination of rejection, is Eugene K. Smith, who writes on religious, philosophical and kindred subjects, has a new one out under his imprint called 'The Allegory.' In commercial life Smith heads a large insurance organization. His books, unusually well gotten up, are issued in limited editions, some of his previous ones having become collectors' items.

To the Woods Promises
The north woods promises to be a Mecca for new writers at liberty this summer. Two former news writers are headed up Duluth way to pitch their tents in the woods. They will do free lance writing, take lectures, and do other work. One writer he is bringing his family and will establish a trap line to occupy him next winter, a second is driving from Pittsburgh and another from Burlington, Ia.

Mayer's Plane Mag
William L. Mayer, former mag editor, is turning publisher on his own. Mayer is preparing a pulp magazine to be devoted to airplane tales only. He will call it 'Sky Fighters.' Similar in content and make-up to the now defunct pulp 'Airplane' series, which Mayer used to edit.

'Sky Fighters' clicks, Mayer may get out a number of additional mags in the fall according to his plans.

Tabloid Silly Season
Two new humor weeklies published in tab newspaper style made their appearance on New York newsstands. One is called 'Nutty News.' The other is 'Laugh Parade' which prints an official publication of the 'Laugh Parade' Magazine. The afternoon tab, 350 Hudson St., New York City. Both sheets run mostly pictures of a goofy nature. Front page headlines were 'Hoover Kidnaped' on one day, 'Coolidge to Run,' on the other.

McNaught's Film Page
Picture publicity department is being sold by the McNaught Syndicate on special material for a film feature page release. Heretofore, it is reported, McNaught paid Hollywood scribbles and free lancers for most of the material it released on the industry.

L. A. Editors Peaved
Olympic Games com writers, which is already in dutch with radio stations because of a threat to give exclusive broadcasting privileges to ABC, now also in the doghouse of the Los Angeles papers.

Newspapermen claim that best accommodations for the press at the contests have been reserved for the New York sheet syndicates and the news services, with the locals getting steep treatment.

Irked attitude of the newspapers has already been seen in a letup on plugging the contests and giving the coming contests, including page layouts. Only Olympic stuff lately getting into the papers has been almost entirely confined to the sports pages.

Committee's viewpoint is that in as much as the aim is to encourage people to come to Los Angeles during the games the plums should be thrown to out-of-town papers. Los Angeles newspapermen see it differently saying that it is just as important to get the home town folk interested in the events as to get the attention of the millions of newspaper readers already there.

Crosby as Publisher
Percy Crosby, the 'Skippy' creator who turned book publisher with a volume of his own philosophical thoughts, is going in for publishing in a big way. Crosby has organized Skippy, Inc., capitalized at \$500,000, which will sponsor not only the Skippy books but also the other writings of the character's creator, notably those on prohibition.

Offices of Skippy, Inc. will be maintained in New York, with Edward Flynn, Crosby's representative, in charge. Understood that Crosby is solely behind Skippy, Inc.

Non-Fiction Contest
Another prize book contest is that just announced by the 'Atlantic Monthly.' It's open to non-fiction books only with \$5,000 as the award.

Winner of the 'Atlantic Monthly' contest last year was E. H. Burt, whose 'Forty Niners' got the prize. The story, after publication in the mag, was later brought out by Little, Brown, the publisher, with which 'Atlantic Monthly' is affiliated.

Closing date for the new contest is March 1, 1933.

Card Series Suit
Charles L. Pope, Harry Johnson and the Lewis Co. of Cincinnati, respectively authors and publisher of a booklet on 30 Games of Solitaire, are suing N. Y. Evening Post, Inc., and Frederick F. Schradler for copyright infringement in the N. Y. Federal court.

Schradler has series of 48 on 'Solitaire,' which the Post syndicated April 27-June 23, 1931, allegedly infringes on the Pope-Johnson book. Usual accounting and injunction is asked.

Liggett's Own
Walter W. Liggett, editor of 'Plain Talk' before his first death, will get out a similar magazine for George T. Delecorse, Jr. Title of the publication is being withheld for the present, but the first issue will be out in June. Edition will deal with controversial subjects only, a la the 'Amerikier,' to which Liggett has been a contributor until recently. He resigned after newspapermen for material.

Fading Clippings
After being in business since 1882, Romeike clipping service in New York is closing its doors voluntarily. Albert Romeike heads the company.

Winchell Catches Up
Various and imaginative have been the explanations of why Wal-

Chatter
A radio firm purchased all the old photos of the 'Police Gazette' had on file.

Football Publications, Inc., has filed a bankruptcy petition.

Joe Van Rantle doing his first serious novel between pinocchio games.

Swift rise is that of Tom Davin, from editor of 'Brevities' to associate editor of 'Cosmo.'

Thorne Smith's 'Topper Takes a Trip' is even nuttier than 'Tiffany Turner.' The Great Gatsby.

Francis Wallace may be able to afford a new car soon.

Harry Hausen being placed on almost every literary selection committee.

Hamlin Garland has given up his upper New York apartment and will travel.

If Konrad Bercovici, now abroad, touches Rumania, it will make news copy.

Marjorie Barkley McClure's new novel 'John Deere's Justice' is a take-off on her son-in-law, James Melton, the radio singer.

Horace Kallen to his farmery in Conn.

Ernest H. Goulding, 82, former Nebraska newspaperman, died May 9 at Hot Springs, S. D., of injuries sustained in an auto accident two weeks previously. He leaves a son.

Likes Political Yarns
'Blue Book' is one of the few popular-fiction magazines buying stories revolving around political subjects.

Most of the publications in this field steer clear of tales which carry such an angle.

Kuechenmeister
(Continued from page 11)

adversely affected by the same condition and a serious loss of cash in the New York Tobis company, another branch, looked for a while like a final blow. All the losses of the various companies aggravated each other, with the result they all looked even worse than they were.

No details given in the above cable of the arrangement effected, but if Tobis and ASPI continue, it is probably as separate entities and under revised conditions. Tobis recently underwent an executive purge.

Henkel had been in charge of the French Tobis company, one of the few Kuechenmeister branches that had been making money fairly consistently. With Henkel on the switch from Paris to Berlin also was Frank Clifford, Henkel's production manager.

Still no decision as to what will happen to the New York Tobis company. It was more or less cut off some months back and has been operationally dead for some time. Ever since, with little or no European support. Company made a number of economy moves and has quipped down a bit, with the result it seems more ready placed than at any point in its existence.

Film Barriers
(Continued from page 11)

the country, the sum to be additional to all present taxes and charges.

American film interests insist such a tax is far too high, and makes the market too great a risk. Possible profits for the field are too small, they claim, to allow for such a tax.

In France and Germany quota and contingent laws are being currently framed, aimed largely at dubbing producers in both countries feeling is very high against dubbed films, although there is mitigation in both countries for films dubbed within the boundaries of the country for which the films are intended.

For some time there was also agitation in Austria, although several days ago Viennese officials announced that they had decided to make no change in existing contingent laws for the time being. 'At least until September,' the announcement said, 'there will be no official change.' Feeling is prevailing in Austria that in September, however, Austria will duplicate whatever action Germany takes.

Sweden is another European country that has been clamoring about contingent laws recently. Here decision was made not to pass any quota laws, however, but to increase the tax on imported film.

75c Books Get Over

Despite the failure of the new dollar-book last year, the Fiction League, after a test, has proved its 75-cent books successful and will continue the enterprise.

Explained Charles S. Jacobsen, who operates the Fiction League as an affiliate of his Jacobsen Publishing Co., that it's all in the hook-up. The dollar books failed because they were too expensive, because their publishers were hooked up to sell books for \$2 or more. His, Jacobsen's, house has been selling 75c books for more than 10 years and has learned how to operate profitably at that price.

The Fiction League books are not reprints but new stories of regulation length. Many name stories are included including Tiffany Thayer, William Le Queux and Thomson Burtis. League either buys its stories outright or publishes them in the customer's own words. The League books are sold through the regular book outlets.

Plummer's Expose Yarn
Making the rounds of the various book publishing houses is a book called 'The Expose' by the Great American Swindle, Inc., which, it is said, if published, will lift the roof off most of the Wall Street firm.

Author is A. Newton Plummer, editor at various times of a number of financial mags and newspapers. He's the one who supplied the evidence for the Standard for the legislator's recent probe of 'all street before Congress. The trunkful of documents loaned by Plummer to the Standard forms the basis for his book.

Plummer's book, which names persons, dates and figures, has been generally rejected so far, the author claims. He is now in a case that the book would be costly in view of expected libel suits. If Plummer can't find a book house to take his expose, he may seek out a spreading daily.

Report Mags' Price Cut
'Dream World,' 'True Romances' and 'True Stories,' Macfadden mags, are reported announcing a price drop in about a month. Coming down to 15c.

First announcement supposed to be made on the 'True Story' weekly radio broadcast.

NEW YORK
(Continued from page 9)

grass Dances' (UA). On first night, ending tomorrow (Wednesday), around \$25,000, disappointing. 'Fortunate Commandment' (P. N. C.) next in line, possibly opening Thursday (26). 'Thunder Below' having come down to 15c. 'The Great Love' (Col) and stage show. Return of symphony orchestra with Eugene O'Neil's 'The Great Love' directing it, not helping, on \$30,000, with house doubtful of getting that, it looks like a brand new loss.

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Exclusive Station Specialists Replacing Time Brokers as Air Adopts Newspaper Biz Setup

Chicago, May 15. Radio's business setup is fast swinging away from the hit-or-miss methods of its infancy and is becoming established along the more efficient lines of a newspaper. The selling of time on the stations is becoming more and more similar to the system used in selling space in the newspapers. The general station representative or time-broker is being replaced rapidly by the exclusive station rep.

This is the view expressed by both the agencies and the men engaged in the representation of stations and the selling of time. The feeling is that radio is rapidly becoming akin to the newspaper through the general replacement of the unattached time broker by the exclusive station representative.

As presently arranged the stations themselves have no exclusive sales representatives as is the case with the newspapers. In the newspaper field each sheet has its exclusive rep who knows the workings, the methods, the scope and special selling points of that par-

ticular sheet. And an agency wishing to buy space in that publication must go to that rep. In radio, however, the field has been entirely open. Every station was represented by anybody or anybody. The representatives were merely time-brokers; they'd sell the agency time on any station the agency wished. They had the interests of no particular station at heart. They did no real selling of a station or its merits; they merely acted as go-betweens in the placing of an account by the agency on any trans-

mitter. But the trend is now away from this all-inclusive representation to special and exclusive representation. Two or three newspapers exclusively, radio representation offices are coming to devote all their efforts to the selling of time on a certain number of stations. It is this, eventually, the establishment of the radio business, as far as individual stations are concerned, on a strictly competitive basis. Up to now, the stations have been sitting back waiting for the time brokers to send business to them. Now the stations have exclusive representatives in the field fighting for business.

No Real Representation

As it has been arranged, a time broker didn't sell, which didn't get the business of the advertiser. He'd sell an agency time on station A. Just as he'd deliver time on station B, C, D, E or F in that particular town. It made no difference to him. He'd get his 15% from any of the stations. But that flexibility, which really has been the great asset of the general station representative, is fast passing. Now the rep will be tied in with one particular station in any particular burg. He becomes now the exclusive rep of that station instead of the general agent of any or all transmitters. Thus, each station in the community will have its own time representative, each bidding against each other for the agency's business.

The idea of exclusive station agents is just getting started in Chicago. So far only one office has been established upon that notion, but next week will see the opening of two other offices based on the same principle.

As now arranged, the special reps are working on a retainer and commission basis, getting flat fee, usually monthly, from the stations for exclusive sales work and 15% of all business brought in. The exclusive reps are now working on a project to get that 15% rakeoff on all business on the station in order to fully establish the radio business on the exclusive basis.

It looks like a battle, however, for these exclusives. So far only about 12 stations in the country have accepted the exclusive representation idea.

Most of the other stations are fearful of hurting their standing with the general station representatives. They are afraid that if they make a pact with one office for exclusive rep business they'll offend the general time brokers and these general reps might attempt to prevent certain station from getting any business they are assigned to place.

Horlick Doubles on NBC

Chicago, May 15.

Either version of the newspaper strip "Secretary Hawkins" makes its debut for Horlick's Malted Milk on the NBC red network. Script show is scheduled for five quarter-hour evening spots a week over a period of 20 weeks.

Same commercial is currently bankrolling the Dr. Herman Bunde program over CBS twice weekly. Latter half talk session was recently contracted to continue for another 13-week stretch.

Chesterfield at 10

Chesterfield cigarette now on CBS at 10:30 p.m. four times weekly and 10 twice weekly, will shift to a straight broadcasting schedule of 10 about the beginning of June.

DRY STATION

N. H. Church Building Open Outlet to Plug Prohibition

Wolfeboro, N. H., May 15. The Advent Christian Church denunciation of New Hampshire is building a radio station so that the dry issue can be broadcast at every possible opportunity. It will be at Dover-Portsmouth.

Rev. C. V. Tenney, an advent minister, was barred from broadcasting over WKAV, Laconia, operated by the Laconia Radio club, because of his talk against prohibition during a four donated by the station. The Advent church has been preparing for two years for the new station and recently a Federal permit was granted. It will have more power than WKAV.

B. J. Kavanaugh, manager of WKAV, decided against the prohibition talks on the ground that the subject was a local issue rather than one of religion.

8 Stations, 1 Program Brings Union Boast To Stop L. A. Habit

Los Angeles, May 15.

Practice of rebroadcasting programs which has been increasing recently among Southern California stations was halted this week when the local musicians' union notified stations that hereafter rates for players would be increased 25%. In cases of one station repeating or picking up a program and 50% for two or more.

Rebroadcasting has mostly been favored by two companies, one of which operates two small stations and another three, although the union regulations also affects the CBS outlet KFI. Two programs have been regularly relayed from this station to KFOX, Long Beach, but were immediately discontinued.

Opposition to the doubling up process reached its climax two weeks ago when a local department store put on a program at KFI which was relayed to seven other stations in the city. Merchant's idea was to get complete coverage of the city for a half hour, and, as a commercial proposition, it proved effective but it didn't get well with the musicians who feared the practice would be extended even further.

This was this eight-for-one program that brought about the union ruling. Reaction, however, will likely have its effect with the small local chains dropping some talent. One of the groups immediately gave notice to one of its two orchestras, members of which go off salary this week-end. This company's theory is that it cannot afford to keep two orchestras if it is to be limited to a single station outlets for its programs.

Loses Clothes

All of CBS' men's clothing accounts go off the air within the next two weeks. They are Hart, Schaffner & Marx, with Ed. Hill and Vic Young's orchestra, off May 19; Society Brand, with Welcome Lewis, Norman Brookshire and Nat Brunson's orchestra, June 1, and Michelson's orchestra, with Sylvia Froos and Lou Silvers' orchestra, the following week.

This is the first season that clothing accounts have tried advertising to any great extent. It is now a question of whether or not the results were satisfactory enough to warrant their return to the air the next fall.

Crosby on Coast

Hollywood, May 15. While Crosby's CBS program will go over the network from KFI, his combination is here for a month in Paramount's radio picture "Broadcasting".

Probability is that it will not be broadcast locally, inasmuch as the station believes it will be unable to shift its present schedule.

Crosby will be here from June 4 to July 5.

'20 WORDS' RETURNING?

Amoroso Toledo here for audition for '20 Words' orchestra and Walter O'Keefe at NBC Friday (13). Audition was reported held for Cremo, planning an air comeback.

RADIO CHATTER

Welcome Lewis is house-hunting. A. T. Sears eats lunch in his of.

Flotrence Marks catches her 7th dent teeth.

Marcella. Uhl two-weeked at WLW, Cinoy.

Robert Downey likes to run the CBS elevator.

Graham Harris burns in the sun, but doesn't brown.

B. A. Rolfe has signed a five-men talent marimba band.

Sisters of the Skillet now have a repertoire of 21 voices among them.

Homor Hogan sold on the view of Lake Michigan from his KTW window.

Ted Grubb, trumpeter on WHAS staff, Louisville, proud dad of little girl.

Blair Wallison newly appointed production manager at WGN, Chicago.

Mills Brothers hit the road for 10 weeks, with another 10 weeks optioned.

Ted Black threw a party last night (Monday) in the Village Barn for the 100th anniversary.

James Melton and his old teacher Gaetano De Luca, stage a reunion in Nashville.

There will be one minute of silence on the air at noon on Decoration Day (30).

Jimmy Kemper during the "mystery baritone" on the Olsen Rug session (CBS).

Dr. Glenn Adams, dog doer for "nation's station," is an M. D., not a veterinarian.

Herb Sherman, officially named "what's new in haberdashery" expert at WEEM, Chicago.

Charlie Agnew, unit replaces Herbie Kay on the Yeastfosters' station show June 19.

Natlie Giddings, former WLW p.a., has gone air commercial for WKCY, Covington, Ky.

Bill Young, Chicago radio disc overseas, is the town's accepted explainer of the new MPFA royalty setup.

Leard Erikson, CBS' western sales manager, out of the hospital and back at his desk in the Chicago office.

Dave Owen moved over from the Chicago NBC studios to the Columbia layout with the "Skippy" show.

Col. Stoopnagle and Budd preparing for four weeks of Loew vaudeville in New York after a two weeks' layoff.

NBC, Chicago, tried out 25 unemployed housewife canvassers in its quest for a Montgomery Ward speller.

Jan. Raia, who works in the WP office, has been given some time on KDKA, Pittsburgh, with her 12-piece girl band.

Gene Hogue quits his night management of the Chicago NBC studios to take over the direction of KQDA, Denver, June 1.

Neither NBC nor Columbia will throw any parties for the visiting firemen to the Chicago radio trade show opening May 22.

Johnny O'Connor offered to play Phil Spitalny poker, his \$100 against Spitalny, getting a haircut if he lost. Spitalny refused.

San Robbins orchestra started a summer series of weekly NBC broadcasts from the Hotel Hamilton, Bermuda, May 14.

Victor Young has to do a Nat Shilkret to get from rehearsal of one program to the Mills Bros. broadcast Thursday nights.

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Dick Morenau, down with a cracked knee, plots his American Institute of Photo programs on WEBM from a hospital bed.

M. H. Aylesworth had a special wire from the NBC studios here running it to his home radio during the Radio Pictures convention.

Charles Bulotte, Jr., announcing at KFAA, San Francisco, suited the sister station KFI, Los Angeles, replacing George Fischer.

Fred Ibbett leaves the Critchfield agency here to take over the radio production department at the Chicago branch of McCann-Erickson.

Merry H. Louchman, Philadelphia turfman, whose horse, Economic, finished second in the Kentucky

Derby, is a large stockholder in CBS.

So-and-So Trio, Pittsburgh winners in Paul Whiteman auditions, now doing Westinghouse commercial at KDKA, Pittsburgh, as the Musical Maids.

Powel Crowley, Jr., hobbies with tennis and yachting and pays a lecture to travel Ohio territory and give gratis talks on game birds before civic clubs.

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DOUBLING AD PROGRAMS

Ad Agencies Want a Slice of 2 Networks' Gravy from Musicians

Ad agencies, wise to the manner in which NBC and CBS have been profiting through the use of musicians on commercials, are beginning to place musicians under direct contract.

J. Walter Thompson is the first. Others are now applying for permission to do the same. Musicians' union on application has been granting special rates to ad agencies for radio contracts in the belief that it would help relieve the musicians' unemployment situation.

Both networks are drawing heavy profits on their contracted musicians. House scale is \$100 per week for 24 hours, which includes broadcasts and rehearsals. The union rate for commercial work for musicians is \$12 per 15 minute broadcast and \$6 per rehearsal hour, or \$18 all told for an actual 15 minute period.

That rate is the minimum charged to commercials for the use of musicians by the networks, who often charge much more. One musician, on five 15 minute commercials weekly, covers the network on its salary guarantee. The rest is pure gravy for the network.

Austin on Payroll

Chicago, May 16. Gene Austin was handed a new contract with a money guarantee by NBC here last week. Warbler recently went on the network for a series of sustaining shows, asking for nothing but a chance to show his wares.

Revised arrangement gives Austin a weekly stipend for three sustaining programs a week over a period of three months.

GILL and DEMLING
The ARISTOCRAT of HUMOR
now featured in the
SHEAFER
PEN PROGRAM
NBC COAST-TO-COAST
NETWORK
SUNDAYS
3:30 to 4:15 P.M.
4:30 to 5:15 P.M.

AUDITIONING BY DISCS, ELIMINATES 'BEGGING'

Many radio artists are now making recordings and sending them to all radio execs instead of begging for auditions.

They gamble on the belief that radio execs will play the recording, since it entails little trouble, and that if they are liked they will either be signed or called in for a special audition. This eliminates the necessity of buttonholing radio execs in the corridors and pleading for a chance.

Le Trio Charmante was through this manner engaged by NBC and begin broadcasting over WEAF May 28. George Dillworth, who handles the trio, after failing to receive auditions, had the turn make a recording in a broadcast style and shipped the discs to everybody in the field. John Royal, head of NBC's program department, who received one of the discs, engaged the trio.

Ass'n Blames Radio for Poor B.B. Attendance

Chicago, May 16. Blaming radio broadcast as one of the influences jarring box office receipts in minor league baseball, the American Association went to bat here at a special meeting to consider the situation. Minor leagues have been taking it on the chin since the baseball season opened, with 27 postponed games, due to inclement weather, not helping matters.

Situation was admitted a critical one, with average attendance discovered to be way below what it should. Among proposed suggestions for relief was the ban of the radio from all parks, but as only Minneapolis and Milwaukee have radio announcers in the park, that proposal wasn't considered very seriously.

DUBUQUE PLANT QUIET

Dubuque, Ia., May 16. Brunswick radio plant, formerly owned and operated by Warner Brothers, looks like a dead issue for local woodworkers and radio technicians for 1932.

Plant shut down completely for last six months and although usually stirring late in April, so far has given no indication that production will be started.

SINGLE PERIOD IDEA PASSING

Advertisers Turning to Multi Programs—Using Both Day and Night Periods and Both Networks—Ether Shaping as Medium Similar to Print Field

SPECIAL AUDIENCES

Chicago, May 16. Advertisers are shifting their ideas of radio as a medium and are beginning to notice that the other shapes up much in the same manner as the print field. That is, radio there are many audience types, just as the newspaper and magazine fields have reader classes for various rags and mags.

Tan's results in the sudden and recent notion of doubling programs, with both evening and morning broadcasts, and programs over both networks in order to catch the ears of particular audiences.

The old day of using one special broadcast to capture the entire available audience is passing quickly, as the result of a survey which has demonstrated that the average listening audience at any time hardly exceeds 20% of the total number of receiving sets in the country. For this reason, the advertisers favor using more than one broadcast series, having programs for morning listeners, for afternoon listeners and for evening listeners, often depending on whether the advertiser is seeking housewife, children or male listeners. Also coming into active practice is the use of both networks and special hookups in an attempt on the part of the advertisers to corral a higher average of the available audience. No longer is the national advertiser satisfied to confine himself to a particular period or one particular hookup.

Contention is that in the print field they don't restrict themselves to one publication, daily, weekly or monthly, but make use of all and various types of rags in order to contact the greatest number of readers and potential customers. Same advertising rule holds on the ether.

Result has been, since the beginning of the year, a tremendous surge on the part of national and local advertisers to spread over time and stations. Local accounts, which formerly stuck to one station, are now spreading in their realization that the other stations also have their quota of listeners, and that there is just as much reason to ride on two stations as there is to take space in more than one newspaper. Several local Chicago accounts are on two and three stations, and even 'Amos 'n' Andy' hits out of Chi on two transmitters.

Special Audiences

Big notion of the air today is the use of special hours to reach special groups, and that a special appeal must be made to each group. This idea is clearly exemplified in the doubling and tripling of programs by the Wrigley chewing gum company. That firm has made use of three sessions, each aimed at a particular slice of the public. The evening 'Myrt and Marge' program over the Columbia chain reaches, according to plan, the great mass of the general adult populace; the afternoon session over CBS, known as the 'Lone Ranger' program, is a strictly for the kids, while the Ely Culbertson bridge session, both night and daylight, are riding on the NBC red hookup solely for the bridge fans, and to the better class families particularly.

In the trend is the identification of special products for one company, each product getting its own program, though all working under the common heading. In this instance (Continued on page 54)

MIL. BAILEY JUNKS NBC SUSTAINING PROGRAM

Chicago, May 16.

All plans of putting Mildred Bailey on a sustaining build-up over the summer were called off by NBC last week when the warbler refused to come through with a year's extension on her present contract. Latter document has until next March to go.

Miss Bailey moves into the Biltmore, New York, with the Paul Whiteman orchestra, June 7. Network had started mapping out a regular sustaining schedule for her, to hit the air shortly after the hotel opening, when the question of the contract renewal came up. NBC execs took the attitude that the build-up might not pan out in their favor financially if the network weren't protected with a long term lease on her services.

March was too far off, Miss Bailey advised the network, for her to decide what would be best for her interests at that future date. Coin guarantee under the ticket extension wasn't to her liking anyway, she added. Her present earnings through the network are \$500 from the Pontiac program and \$350 a week more from the regular Whiteman payroll.

Ernie Cutting on RKO Booking Floor for NBC

Ernest Cutting gets the NBC contact assignment on the RKO vaudeville booking floor. He will alternate with Chester Stratton who fills a similar post for RKO over at NBC. Both positions are due to the closer co-operation arranged between the radio and vaudeville subsid by their joint president, M. H. Aylesworth.

Cutting will handle the vaude bookings of the network's artist bureau's talent, under the RKO agency franchise held by NBC.

Aaronson Outdoors

Irving Aaronson's Commanders open at the new Frolics outdoor gardens, Culver City, Cal., May 24. This is the former George Olsen roadhouse.

EASTERN'S COAST BRANCH

Hollywood, May 16. Eastern Sound Studios, New York electrical transcription company, has leased space at Metropolitan Studios for a branch plant here.

Company has several accounts which will use picture names on their discs. Plant here is to save the expense of taking the players east or having local transcription companies do the recording.

WBBM Loses \$50,000 Beechnut Account as Wrigley Co. Intervenes

Chicago, May 16.

Intervention of the William Wrigley company last week cost WBBM, the local CBS station, a \$50,000 contract from the Beechnut gum company. Beechnut had already signed papers with the station for a 52-week run five times weekly for the 'Chandu' discs, when P. K. Wrigley stepped in and presented arguments which led both Beechnut and WBBM to mutually agree to cancellation.

Contention of Wrigley was that it was poor business to have two gum accounts over a single transmitter, and that it would be particularly so for this account since after the call letters, WBBM, there is always the announcement, in the Wrigley building.

Beechnut program was switched to KYW and will start today (16). Beechnut has taken the discs for a number of other spots in the east, south and midwest.

Harpo Talks

Hollywood, May 16. Four Marx Brothers will go on the air shortly, with several commercials nibbling at the comics, but no deal closed.

Harpo, the pantomimist, will necessarily talk and in preliminary test recordings has been outstanding.

VICTOR YOUNG
Musical Director
American and Brunswick Records
Harold Schaefer & Marx
Alfred Henry
Almond Cream
Crisco and
Goodyear Tire
Broadcasts
Management MILLS-ROCKWELL, INC.

MILLS BROTHERS
4 BOYS AND A GUITAR
COLUMBIA
BROADCASTING SYSTEM
Management Mills-Rockwell, Inc.
799 Seventh Ave.
NEW YORK
9:15 P.M. Tuesday, Thursday

RUTH ETTING
GLORIFYING the POPULAR SONG
CHESTERFIELD Program
COLUMBIA-COAST-TO-COAST NETWORK
WED. 10:10 TO 10:15 E.S.T.
Management MILLS-ROCKWELL, INC.
799 Seventh Ave., New York

The World's Record Record Makers
BEN SELVIN
AND HIS ORCHESTRA
D'Orsay Perfume, N.B.C., Sat., 8:30 P.M.

GENE and GLENN
With JAKE and LENA
THE QUAKER EARLY BIRDS
8 A.M. DAILY EXCEPT SUNDAY
NATIONAL BROADCASTING COMPANY
RUSSELL B. WISE
ANNOUNCER

by
NOW! POPULAR DEMAND
IRVING KAUFMAN
Radio's Man of Cheer
ON THE AIR EVENINGS
as well as daytime—requests
thousands of daily requests
from radio fans everywhere
LINIT | **BAB-O**
WABC—8 P.M. | WABC—11 A.M.
Monday, Wednesday, Friday | Fridays
WITH ROGER WHITE'S AUGMENTED ORCHESTRA

PIRATE CLUB
Serial
COMMERCIAL
WGN, Chicago
Here's a new wrinkle in handling sponsored programs. Throughout the entire running of the season of the serial, the copy for the advertiser or the product, either by direct statement or implication. To the intent and from all appearances it is a sustaining feature. The commercial angle is entirely dissociated from the story being based only on the mail that the feature can pull.

This is the second serial for Foxtown Kitchen. Copy for its breakfast food. First was a 25-week musical disc program of instrumental and vocal tunes. That one was largely ad in structure. The present layout is strictly for the kids. It hits the air in the early evening six times over the 15 minutes per. It is playing competition to the "Rise of the Goldbergs" in the club chain at that time, but the "Goldbergs" won't harm this one much, since this is more a kid's show.

Understood that the poor mail returns was the sole objection to the former series, but thought that in this one, in that program to rally pull the letters. The present arrangement, however, is shaped skillfully to the episode. The story is a sweet one, being based on the pirate story that has always been an all-time grabber from the kids' viewpoint.

Only three people in this case, and only one really strong. That is Arthur Van Slyke who plays the pirate chief who issues orders and tells tall yarns from his rock in the cave. His idea came from a Black-Bye and Dagger Bill. He is the son of Long Silver, the king of the buccaners. The story of the initial program started by telling his plans and explaining his organization. He set-up, he hoped rally to the pirate ship, and about buried treasure on a secret island—and clipped off for a "come back tomorrow" tag at a suspenseful point. Bound to bring them back. Van Slyke fits right into the story. The idea that blood-thirsty laugh that rumbles over the air like an in-person pirate.

Behind the pirate club is the solid merchandising angle by which the children may become fellow pirates and even a captain's mate. On replying to the chiefs' invitation to join the club they receive a letter telling them that they can join for so many Pops carton tops. Then two more for each promotion. With it these drive sales to pin on the coat.

Like Louis' like a prize-winner for the kid trade, the program is a tie-in of entertainment and merchandising has a wide lead over most of the other disc programs. It is 100% entertainment, not a commercial line or word in it, not even the sponsor's name. But that mail angle is the real key. The care of the merchandising. It's the first twist offered on the ozone to the program and the key to the merchandising and yet couple the program solidly with the sales department.

Decision is on this station for a six weeks trial run.

OLSON EXPRESS
Songs and Orchestra
COMMERCIAL
WGN, Chicago

Olson Rug Company is taking two spot shots on the air, hooking up 22 stations on the Columbia network. It's fast action, and as part of the carpet company, with its own representative taking the time to make sure the plug is in and right.

Apparently the entertainment end of the program didn't matter as much to the sponsor, and it shows it. A 14-piece studio combo and a "mysterious" baritone comprise the cast, which is just ordinary and those things. Olson's closest competition comes from Nahlgian Bros., with the latter under the name of those things. Both playing a special spring sale.

But Olson's has nothing to offer in the way of attracting the dial trade. Cut the drive sales plug with no attempt made to cover up the plug, doesn't help either, while the music is quite ordinary and the brass section particularly harsh sounding. As other warblers go the unannounced program seems pretty weak. Keeping his identity a secret sound like a gag, with the buildup on him appearing to make it look like some sort of mystery importance. Such isn't the case.

BRUCE BARTON
Talk
COMMERCIAL
WGV, Schenectady

Inspirational writer and advertising expert heard on Sunday evening "Gospel" program. The program is mothers (his mother specifically) which ended on the optimistic note. Distinctive of all Barton's utterances.

Nothing unusual about either content or talk or manner of delivery. The program is a series of announcements stressed that listeners could obtain a reproduction of tributes available for framing by writing letter.

DUTCH MASTERS SPORTS REVIEW

Talk
COMMERCIAL
WGN, Chicago

Dutch Master Cigar company reverts to a spot program after having been on NBC with two series of musical and minstrel shows. The other programs rated as a general audience appeal medium; this one is strictly for the mass contingent.

Is at present riding six times over the air, but the mail returns the supper hour. Missing link is Friday, at present covered by an announcer and a minstrel show. The series is completed Masters will do a seven-day stretch.

Ruth Ryan, manager of the station is conducting the Review, which is attempting to be more on the style of the newspaper column than straight, cold news. Ryan is keeping the manner fluent and breezy, sailing along quickly—much of the statistical results of the day's big league baseball games and the major race results. That's the reason for the session, but it's garnished with other sidelights, such as the "hole-in-one" club, a discussion of the other major sports events that happen along, and occasionally a harking back to the big events of former years, prize-fights, and other sports series.

Ryan also plans a bit of comedy verse, a joke about sports personalities, and other items along the lines, keeping that column idea in mind. It's a neat angle to the straight reading of box scores and mutual results. Ryan cleaves into the situation neatly, handling the commercial tag lines with the same ease as the rest of the program. Ryan rates a heavy local rep in the Midwest district, and his credit to this program figures as an asset.

PARADISE ISLE

COMMERCIAL
KMTR, Hollywood

This nightly program demonstrates a new straight orchestra routine that can be pulled out to a flimsy continuity idea and a mythical horse race, which in reality is an adaptation of the parlor game "Minor".

Locale is patterned after Agua Caliente on an island which attracts the sporting fraternity to its casino and race course. Concomitantly is Amos 'n' Andy pattern, mainly supplied by two of the colored servants at the casino.

Musical numbers are spotted intermittently. Recorded music from the casino's Mexican orchestra. Daily horse race has all the color of a legitimate betting program, despite the fact that horses are only wooden ones progressed against a board by means of turning playing cards.

Feature has been an on-and-offer at this station for more than two years, and at one time was dropped because the blueses objected to the racing stunt, which it was supposed to be a pool-race, making a daily book on the race.

DR. MALLAS

COMMERCIAL
WAAW, Newark

Doc Mallas is a New Jersey toothache vintner who has been advertising his 15-minute "toothache" cure on WAAW, small New Jersey station, comprises phonograph records of the "toothache" cure, and a dance orchestra and the plugs all about the doc and stereotyped.

Part of the program is a commercial at the start and finish, the commercial spiel advises of the doc's address and the program is a station announcer does the barking.

Despite that the programs are usually a small time, the doc may be getting his money's worth on the basis of any sort of advertising being better than one at all, although it is not clear how the station can command a sizeable audience with such an offering while running the larger and more commercial perior programs in the metropolitan district. However, Dr. Mallas' program is assured of one listener—the doc himself.

OPRY HOUSE TONIGHT

Sustaining
COMMERCIAL
WGN, Chicago

It's the old vaude sketch idea transplanted to the air, but of course it's getting through, through invisible. Featured member of the radio skit is Artemus Jason Thatcher, who in vocal expression resembles Clara Winans, and who used to do (and maybe still is doing) the rube opera manager.

NBC is promoting this skit on a period every Tuesday night, coming at 10:15 p.m., when the dial offers plenty competition from dance orchestra and commercial programs. This one is a sticker. It's going to be tough to find a sponsor.

Distinctive of being a spontaneous much this skit draws along in folksy fashion, trying hard to be funny and getting away, "repetitious" and slow it down even further. Thatcher is the chief spokesman, with the comedy nature of the skit expected from him; but nothing happens.

ZORO

Fortune-Teller
COMMERCIAL
KFED, Mexico

At Long Beach, tolerated this unabashed charlatan for a time, but he finally had to skip across the border where money can square itself. He called Mexico "Lower California," and keeps Post Office Box 11, San Diego, for his mailing. From here he sends his letters with dollars in them arrive daily.

Zoro is nervy and getting more so. He has no Federal radio supervisors to worry about. Since nature doesn't recognize international boundaries, Zoro spills his garbage in Mexico and gets it delivered in American homes.

Of course those cases in which he makes such bold answers are phony and non-existent. But the boobies don't know that and are apt to believe his answers are a self-confident pontifical pronouncement.

To hold his listeners Zoro is spicing up his 'cases' with such respectable morsels as adultery, rape, shotgun marriages, abortions and evening out the scores. His sex problems vastly outnumber those about to take a trip, or about to get married. He doesn't want to get that job you're looking for.

Zoro tells of a couple married 12 years, about to have a child. Couple discover that the mother and alter. Any number of cheating wives are exposed with Zoro making such bold answers are phony and non-existent. But the boobies don't know that and are apt to believe his answers are a self-confident pontifical pronouncement.

At one moment Zoro is thanking God for his gift and promising to give a reward to the man who pretends to superficial scholarship and talks about "super-analysis" and "super-synthesis" and "super-tervals" he carefully mentions the address and how 11 entitles anyone to have three questions answered and to receive his chart of the stars.

JINGLE JOE

Songs and Orchestra
COMMERCIAL
WMAQ, Chicago

"Jingle Joe" is Joe Parsons, an old-timer, who has been on the air long enough to know what it's about. NBC is trying the build-up remote on him. That seems pretty remote right now, but Joe's jingles not particularly outstanding, although his big basso register is a real asset.

It would seem this singer is too close in style and vocal expression to the "Record" and "Hearst" crowd. It would seem this singer is too close on the "Jingle" idea, urging listeners to contribute some of their own compositions for Joe to juggle. Such a selection of numbers might be of better choice, with such old ones as "Asleep in the Deep" in most of the time. Quality of his voice is obvious enough without being accentuated.

EMMENTON'S DIAMONDS

Orchestra
COMMERCIAL
WGY, Schenectady

Phil Emmerton's Diamonds, directed by Leo Steel, are on several "lines" daily from 10 to 11. Stick close to straight dance stuff, featuring a soft, mellow effect. Phil Emmerton's Diamonds are like Tommy Sutter sings ballads in a sympathetic tone. Has more range than average band warbler. Trio, of which Phil is the member, specializes, too. Blues and comedy numbers handled by a talking-singer with a drawl. Unit is strong on "Trees," which is in a fair way to die prematurely on the air. Phil Emmerton's Diamonds have a pleasing signature. Announcers could pronounce specialists' names more clearly.

ARTELLS DICKSON

Songs
COMMERCIAL
WABC, New York

Under the billing of "Songs of the Outback," Dickson is a disc jockey, finds in 15 minutes with a robust variety of tunes.

His style is a strong baritone and an oke delivery, but is under the handicap of working 15 minutes consecutively without a break. His style is a strong baritone and an oke delivery, but is under the handicap of working 15 minutes consecutively without a break. His style is a strong baritone and an oke delivery, but is under the handicap of working 15 minutes consecutively without a break.

JOE GREIN

Talk
COMMERCIAL
WFL, Chicago

Joe Grein is Chicago's city sealer in charge of the weights and measures department. Since his appointment to that office last summer Grein has been weighing in against stock weight purveyors and money measures, utilizing this labor station to expose the racket.

The typical man of the people has said that Joe Grein. He has owned and operated a mail and hop store in the loop and generally conducted his mail-follow-well-around town. His verbal broadsides against the petty and grand artistry weigh, and measure racketeers has been gaining many listeners, with Grein's ability to talk straight from the shoulder, calling spades as spades, earning him considerable popularity with hot pol.

For example, he doesn't hesitate in fighting racketeering element he is fighting conlivers, gypsters, etc. For out-of-towners Grein gets in a heavy plug for the coming football season, by issuing a series of booklets to non-locals on their promise to become boosters for the city.

He is a very useful speaker and one who knows his stuff. Mr. Grein, who signs himself off with a "God bless you all!"

HISTORICAL SOUTHERN CALIFORNIA

Dramatized History
COMMERCIAL
KTLA, Los Angeles

Sponsored by Pacific Electric Streetcar Company and its subsidiary operating the motor transit stages, mission of the program is to dramatize the happenings in historical events that have occurred in the vicinity and to encourage them to the series.

From the commercial angle appeal is mostly directed at the tourist trade, with automobiles advertised as a means of access. A California resident left who hasn't one or more cars in the family.

However, twice-a-week program comes with a strong interest for native sons, who are proud of the history of this end of the state, although the series treats mostly of battles between the Mexicans and early settlers in which causes of a half dozen was heavy carnage.

Treated whimsically, the historical serial drama is highly entertaining, for the basis of the program is the happenings that fell of recognition when the school history books of California were written.

DORA AND BILL

With William C. Walsh and Dora Clement
COMMERCIAL
WAIU, Columbus

Walsh and his wife are clicking along very nicely with a series of sketches regarding the life of two married couples. Walsh only recently terminated an engagement here as manager of the Players Guild, Mrs. Walsh acting with that group. Both formerly vaudeville players.

Sketch is based on actual home-life of the two here, where they are practically living in retirement. Based on the fact that the future, the fact that they still keep in touch with possible bookings and still intend to stage a comeback at any time.

Dialog has been plenty snappy to date, pair on only three times so far as against other plays Monday and Fridays of each week. Terms used are professional throughout, but never crude.

Program shows plenty of study.

DORIS LE VENE AND YASCHA ZAHDO

Platons
Sustaining
WINS, New York

Mixed piano team of undoubted technique, but apparently lacking in the art of picking selections for the air. Program is a mix of the classical and repetitious in motif. Piano team, no matter how able, is not a good thing to rely upon when spotted without support on the air. That the music, by nature, sounds muffled may be that handicap.

Artists of this pair's ivory ought to be able to do plenty of things with the piano numbers. Mixture of a pop here and there with the classics might possibly be the key to whatever Zahdo and Miss Le Vene have in mind.

JOSE NOVELTY FOUR

Musical
Sustaining
WNS, New York

Novelty musical combination of the once popular Mount City Blue Flowers type, with slight modernization. The group is made up of They're capable in their blue, but their style isn't sufficiently new or novel to make much attention.

Act should find a better label.

PRUDENCE SILK STOCKING CLUB

Orchestra, Songs
COMMERCIAL
WABC, New York

Hitting the CBS network three weekly at 10:30 a. m., the heavy commercial angle retards the entertainment value of this program. Orchestra, led by Charles Hector, and the tenor, Morton Bowe, are a little better, but are not sufficiently to derive best results.

Much of the time is consumed by announcements concerning the entertainment value of this program, and reading endorsements of the product. Idea manages to weave in the length commercial, but is not too-obnoxious manner, although "wayboarded on advertising. Idea is that of a club, with a women's president calling the meeting to order and swinging into the contest idea.

Account is Prudence Hash and other canned goods. Contest is a rhyme affair, announcer reading one line and the best second line getting the prize. The contest is a rhyme affair, announcer reading one line and the best second line getting the prize. The contest is a rhyme affair, announcer reading one line and the best second line getting the prize.

Such a determination of the program, when given a chance, is more than satisfactory. Bowe is a virtuoso, with a good repertoire and the awards which are pairs of silk stockings. It's an idea that probably derives the majority of its results from the fact that it is a rhyme affair, announcer reading one line and the best second line getting the prize.

No Comm'l for Jarrett

In 6 Mos.; CBS Dropping

Art Jarrett splits with CBS June 21, when his six months' contract expires.

Jarrett was placed under CBS contract for six months with an option on six more. CBS did not secure Jarrett, any other musical work, simply keeping him under a sustaining broadcasting schedule.

B. & A.'s Authors

With the signing of Eugene Conrad, Burns and Allen now have three writers feeding them radio material. The other two are Harry W. Conn and Carroll Carroll, the agency of the J. Walter Thompson Agency.

Al Bosberg did Burns and Allen's vaude act, but not directly for the ether.

Lake Goes to NBC

Mayhew Lake and his "Symphony In Gold" orchestra, 15 pieces, stage their first broadcast for NBC May 22.

Lake, until recently with a CBS commercial, will get 54 CBS stations. Prospect of NBC placing Lake's crew under a sustaining contract if the first broadcast clicks.

22 DISCS—10% HRS.

Chicago, May 16.

Some 50 stations throughout the Midwest, south and southeast are this week scheduled to start the disc programs known as the "Crazy Crazies." Crystal springs mineral waters. It's a 22-disc series at 15 minutes apiece, running at the rate of two a week.

Male quartet in the program basis. Advertiser and his cast flew into this town from Texas to do the recording and turned out the entire 22 platters in 10½ hours at a local indie lab.

NAT'L TEA'S TRY

Chicago, May 16.

Taking a tentative dip into the ether, the National Tea grocery stores company is hopping on the air-lanes on May 22 over WBMM, local CBS outlet. Will make three times weekly, 15 minutes per morning on a 13-week run.

Will be built around a musical show, orchestral and vocal, while in between will be the popular "Crazy Crazies" known as the "daily market basket."

STRETCHING TESS

Joe Sals, featuring Aunt Jemima (Tess Gardella) and Fred Herrens' orchestra, has renewed with CBS for an additional 13 weeks.

Renewal starts May 25.

NBC Takes Henry

Pat Henry's Southern Tobels and Ray G. Meyers, radio operator aboard the Nautilus, are under contract to NBC's artist bureau.

They're planning a sustaining broadcasting schedule over WBZ, Boston, operated by NBC.

Radio's 12 Best Programs

2 Wishes

'Skippy' Tiff Leads NBC to Renew Ban on Simultaneous Recording

(Continued from page 1)
Irene Borden (Fleischmann Yeast); (10) Chesterfield hour (Nat Shilkret, Alexander Gray, Boswell Sisters, Ruth Etting); (11) Myrt and Marge (Wrigley); (12) Tony Wons (sustaining).

This radio compilation is the result of a poll on national popularity, the survey enlisting the services of 'Variety's' correspondents from coast-to-coast which, incidentally, brought out a number of local favorites.

Along with 'Variety's' own analysis, both NBC and the CBS network statistics were taken into consideration. By CBS' direct statement, the Ziegfeld-Crosby program is now No. 1 for that company; the result of the latest fan mail statistics.

The selections primarily deal with: popularity regardless of quality. A brief commentary on the analysis will evidence that the Ziegfeld hour, on a coast-to-coast hookup and at a psychological Sunday night hour, benefits from the greatest concentrated dial-in attention. At 10.30 p. m. in New York it hits the proper dinner or supper times through the continent.

It's for the same reason that the Chase & Sanborn coffee hour on the rival network enjoys such con-

sistent vogue even though the present Harry Richman-Dave Rubinoff popularity is enjoying, to some extent, the initial prestige lent it by the introductory Eddie Cantor ether antics.

Not Just N. Y.

Radio's 12 most popular on the air would see a different alignment if the New York angle alone were taken into consideration. For example, from the strictly metropolitan aspect, Amos 'N' Andy would be way down or might not even figure. Ed Wynn (Texaco), still too new for national ratings, would be 'way up, having caught on importantly. Burns and Allen's eastern popularity on the Robert Burns cigar program would further elevate that half hour which, however, is a healthy No. 3 nationally. Steopagnie and Bud for Procter & Gamble would figure; likewise Lin and the 'Rise of the Goldbergs'. Ben Bernie would merit higher rating while Tony Wons is somewhat of a secret around the east as a sustaining artist.

Wons finds himself the only two-star special in this ethereal lineup. He has been sustaining popularity with Morton Downey and the Jacques Renard Camel orchestra on that quarter hour nightly, but is a solo favorite of mornings with his philosophical 'Tony Scrapbook'. Incidentally, his mike philosophy alone has created a cycle of imitators. He is the sole sustaining feature to make this listing.

Wons, like Lin, rates high studio statistical rating because of the offers. Wons sells his Scrapbooks at \$1 a copy and Lin offers a free bathman. The direct mail order, replied here, resulted in a staggering popularity poll of a type which the average radio artist today can't gauge considering that the fan-mail thing is at a minimum with radio no longer a novelty. Those hokum statistics into the thousands are deemed ridiculous by the advertising agencies today who know that a gross of 2500 letters a month for any regular program is highly flattering.

On the national poll, obviously, only the network programs can figure for concentrated coast-to-coast popularity.

Regional Favorites

However, there are sundry regional favorites, dependent on local conditions. Irish-Catholic New England, for example, is very partial to 'The Goosers', which is predicated on the purely Hibernian appeal, while Father Coughlin is likewise a favorite. The priest with his liberal address is on a limited national network and rates as the most popular cleric on the air. He is highly regarded in various sectors of the country.

In connection with 'The Goosers', for some reason the East telephone system in New England, out of Boston, was highly interested in checking on that team and by calling every subscriber during the 'Goosers' quarters. The phone company ascertained that 40% of its subscribers had that comedy team tuned in at the moment.

New England rates Vallee first and Amos 'N' Andy second, while Earle Nelson, a local over WJAC, the Eno Crime club (network), the Stebbins Boys (Swift's premium ham) and Singing Sam (Barbasol) are among others who supersede some of the national selections in down east popularity.

Midwest

The midwest has its own idea of radio favorites although the great farmer belt contributes materially to the final analysis. But naturally Seth Parker and his Joneport Neighbors reach their highest vogue in the Kansas-Iowa belt.

Amos 'N' Andy remain on top but the hinterland shows up, effete aside by including the New York Philharmonic, the police Cities Service programs, Walter Damrosch's music education and General Motors Parade of the States programs in their microphonic tastes.

The midwest takes its spiritual advice in large gobs from Father Coughlin but is also partial to the futuristic Mills Bros. (Crisco), the Sherlock Holmes mysteryettes (George Washington coffee), 'Sisters of the Shillet' (Ralph Dumke and Eddie East for Procter & Gamble) and takes its news analysis from Lowell Thomas, the voice of the 'Literary Digest'. The powerful and ultra WLW station in Cincinnati has three

For some time a 'schattzen', Jewish for marriage broker, has been conducting a bureau over a Brooklyn radio station, bringing couples together via his period.

Last week the program director of the station asked if he ever got any response to his broadcasts. 'Lissen', replied the other couple, 'and that's what we the first year, I should have. What they wish me the second year, you should have.'

smash local favorites in Ford Rush (Old Man Sunshine) who is the juvel radio deity; the Crosby Theatre of the air which the Powell Crosley, Jr., station maintains as an institutional ballyhoo, and the Maxwell Cotton singing program with Hink and Dink colored comes a la A.A. Bob Newhall's sports talks from WLW and the Doodle-sockers, also from WLW, with Bob French on WCAE, are the midwest faves emanating from two Ohio stations. Further national popular names in the corn belt are Paul Whiteman's Pontiac Chieftains, Billy Jones and Edna Mae (Hillman's mayonaisse), Coca Cola (Grantland Rice), and Steopagnie and Budd (Ivory soap).

In the north central area Percy Robbins' housewife's hour, Harold Leslie (Happy Jack), Sari and Elmer (also Leslie and Shirley Bowser) and Edna Modell, the Hoosier Songbird, displace many a chain program in dial appeal.

While the south is also partial to Amos 'N' Andy and Seth Parker it evidences concentrated music appreciation or Damrosch and the N. Y. Philharmonic.

Spot Personalities

The south also goes for the Socyanville Sketches and Lawrence Tibbett (Coca Cola), and there are strictly local radio products, such as the Ballard Chets, Charlie Flagler, Bob White and Walter Davis's Loona (band), who are equally popular.

Naturally the National Farm and Home hour (sustaining) goes big in the midwest and south.

Then there's a scattering of partiality to Bing Crosby; the Revelles; Russ Columbo, Belle Baker and the A. & P. Cappel, that is too limited for important rating.

The most popular morning favorite is Gene and Glenn on behalf of Quaker Oats. Their strength is most apparent in the bucolic belt where their early a. m. antics click with the farmers. The rurals were also strong for Alice Joy on the Prince Albert period which went off the ether last month. All winter the fireside squatters and compine smokers relished her homely songs; the P. A. people ignoring the city slickers' song tastes and making a play strictly for the pipe inhalers.

Out West

West of the Rockies has a radio type of program almost all its own with the exceptions of a few chain programs such as A.A., which sits tops on the Coast and in the northwest, along with Walter Damrosch's music programs, Vallee, on Fleischmann, Myrt and Marge for Wrigley, the Lucky Strike bands and the Burns and Allen-Lombardo stuff for Robert Burns.

Otherwise the gasoline companies dominate the ether with anything worth-while in the west. The Richfield Reporter's nightly news broadcasts are very popular. Capt. Dobbles, out of the San Francisco. NBC studios, exploits the Shell gas with a Shell Happy Time variety program.

Frank Watanabe and the Honorable Archie are a comedy dialog team in Jap dialects which may see nationalization on a chain. They are tremendously popular on the Coast from whence have come Crosby, Columbo and now Harry Barris, who was imported to New York by NBC.

The coast CBS Blue Monday Jambores is a late hour favorite, while John P. Medbury, m. c'ing for MJB coffee and utilizing Jimmy Grier's orchestra from the Cocoonat Grove of the hotel Ambassador, Los Angeles, is likewise big. Grier's night two hour programs, with variety interludes, are as popular as was Gus Arnheim or any of the other predecessors at the Grove, which has become a 10-to-midnight habit every night sound L. A. and Frisco. Grier incidentally was succeeded

Chicago, May 16. Rule against the recording of any of its commercial programs while in process of network broadcasting has been applied back into effect by NBC. From now on no exceptions will be allowed, no matter how important the client. Reinforcement of the regulation was made known last week after General Mills, Inc. and NBC came to the parting of the ways over the renewal of the contract on the 'Skippy' show. Kid program, plugging 'Wheaties', leaves NBC for the opposition chain July 11.

NBC explains it had lifted the ban and permitted the waxing of each 'Skippy' episode right off the studio wire with the understanding that the broadcasting of these platters would be limited to Pacific coast stations. What started out as an experiment, the network now avers, developed into a boomers. It found that the placing of disc programs was not only blocking it out of required periods for chain shows on these coast stations, but that General Mills was spotting the 'Skippy' records on outlets outside the Pacific territory.

Situation was brought to a showdown when the agency representing General Mills started negotiating for a revised line-up to go into effect when the current year's contract expired. Agency advised NBC that the present line of 22 stations was far more than its client would require, since it planned to go in for extensive spot broadcasting, and preferred that the transmitter net-up on the new deal be trimmed down to less than half of this number.

NBC Restrictions

Network not only rejected this proposal but took the stand that the recording of the studio wire would have to be cut out unless the account restricted its spot broadcasting to the Pacific region. Switch of negotiations with Columbia immediately followed, with the opposi-

CBS' M.D. Sustaining

New York Academy of Medicine goes on CBS for an indefinite period beginning May 23 for 15 minutes weekly. Network will carry the broadcast on a sustaining basis. Program will consist of weekly talks on medicine.

BRUSILOFF'S BUSY TRIP

Nat Brusiloff, orchestra leader on the air with the four accounts, will be forced to give up one broadcast weekly on three of them while on the road with Kath Smith. Latter opens out of town May 21.

He will drop the La Palma broadcasts on Wednesday nights and commute from New York thrice weekly to make his other broadcasts, Society Brand, Old Dutch and Van Heusen.

ROSS ALONE

Chicago, May 16. Febeco toothpaste has renewed its contract for another 13-week gallop over CBS. Re-issue goes into effect on May 22 for twice weekly until Aug. 8. Slicing six stations off the network to go on 13 transmitters instead of 18 as formerly, Febeco and Ross will remain as the feature. Jack Brooks is at present in a local hospital recuperating from a gallstones operation. And until he comes around, Ross will handle the twice weekly broadcasts alone.

last week by Phil Harris of the Lefter-Harris combination on the Donald Novis, prize winner of a \$5,000 Atwater Kent competition, is another who emanates from the Grove and who is slated for eastern activity with NBC. The Chaudy disc programs are big along the Pacific, while the Associated Oil's Spotlight Review and Anson Weeks' band from the hotel Mark Hopkins, San Francisco, likewise are big.

Conclusions to be drawn are that the crooners are on the downbeat and that A.A. may be slipping but have become too much of a habit over too long a period to be displaced so long as the signal No. 1 rating.

tion agreeing to a link of five selected stations.

Although the program has been on the network out of the Chicago studios since last July, the waxing didn't start until January. Recordings were made in the RCA-Victor, Camden, N. J., studios, through a hookup from WLIT, Philadelphia, one of the affiliates on the red network which broadcasts the 'Skippy' affair daily. When the program goes CBS it is expected that the stenciling will have to be done in a laboratory other than the NBC sister subsidiary.

General Mills explained that its shift in radio policy was simply motivated by expediency and economy. It figured that it could do a more effective job with spot broadcasting in the majority of its regional markets, since it would be free to pick the stations and time or day deemed best for this type of program. And, above all, it could get the coverage it required at a substantial savings when compared to the \$250,000 now being spent with NBC annually.

"Hello Everybody!!!"
Kate Smith
Columbia Station—12 P.M.
ON LA PALMA PROGRAM
CENTRAL PARK CASINO
Personal Management—Ted Collins

AUTHOR ACTOR
GEORGE FRAME BROWN
CREATOR OF
REAL FOLKS
THOMPSON'S CORNERS
NOW HEADLINING ROE
POST TOASTIES
Thursday, 9:30-10 P.M.
WJZ AND NBC NETWORK
Coast to Coast

RUSS COLUMBO
NBC and
Victor Record Artist
Management Ed. W. SCHEUING

DUMB CRACKERS
ROBERT HARRIS
PANETELA
WABC
MON. 10 P.M.

BURNS AND ALLEN
PRESENTING THRU WABC
THE
ENTIRE PROGRAMS
OF
KREMEL
MID-DAY LIT
AND BATH CLUB
ROGER WHITE
MUSICAL DIRECTOR
119 W. 57th St., New York

ANSON WEEKS
And His ORCHESTRA
NOW IN 5th YEAR AT
HOTEL MARK HOPKINS
SAN FRANCISCO
Broadcasting Nightly
C.B.S. COAST NETWORK
Lucky Strike Dance Hour
Semi-Monthly

ABE LYMAN
AND HIS
CALIFORNIA ORCHESTRA
Columbia Broadcasting System
PHILLIPS' DENTAL MAGNESA
Tues., Thurs., Sat. 8:15 (East)
COAST-TO-COAST
WABC

JACK BENNY
CANADA DRY HUMORIST
WJZ Mon. and Wed., 9:30 P.M.

Ford RUSH
WLV
COMMERCIAL BROADCASTING
OLD MAN SUNSHINE
PROGRAMS
With TOY BAND
6 P.M. Daily, E.S.T.

LITTLE JACK LITTLE
WABC
Every Day
Except Sunday
9 to 9:15 A. M., E.S.T.

APRIL SHEET SALES LIGHT

APRIL MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING APRIL 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'	'Paradise'	'Paradise'
No. 2—SONG	'Paradise'	'Somebody Loves You'	'Auf Wiedersehen'
No. 3—SONG	'One Hour with You'	'By the Fireside'	'One Hour with You'
No. 4—SONG	'By the Fireside'	'Auf Wiedersehen'	'Too Many Tears'
No. 5—SONG	'Auf Wiedersehen'	'One Hour with You'	'By a Rippling Stream'
No. 6—SONG	'Keeping Out of Mischief Now'	'My Mom'	'By the Fireside'

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	'Paradise', 'My Extraordinary Gal' (Guy Lombardo)	'Paradise' (Guy Lombardo's Orch.)	'Too Many Tears' (Guy Lombardo's Orch.)
BRUNSWICK—No. 2	'Hickin' Chair', 'Good-bye Blue' (Mills Bros.)	'Too Many Tears' (Guy Lombardo's Orch.)	'I Heard' (Mills Bros.)
BRUNSWICK—No. 3	'Between the Devil and the Deep Blue Sea' (Boswell Sisters)	'Good-bye Blue' (Mills Bros.)	'Love, You Funny Thing' (Bing Crosby)
BRUNSWICK—No. 4	'Paradise', 'You're Still in My Heart' (Bing Crosby)	'Paradise' (Bing Crosby)	'Stop the Sun, Stop the Moon' (Boswell Sisters)
BRUNSWICK—No. 5	'I Heard', 'How Am I Doin'?' (Mills Bros.)	'Shine' (Bing Crosby and Mills Bros.)	'Rose Room' (Duke Ellington Orch.)
BRUNSWICK—No. 6	'Shine' (Bing Crosby and Mills Bros.)	'Stop the Sun, Stop the Moon' (Boswell Sisters)	'Clarinet Marmalade' (Red Nichols Orch.)
COLUMBIA—No. 1	Medley, 'Face the Music', Medley, 'Hot-Cha' (Ben Selvin Orch., Kate Smith, Jack Miller, 3 Nitecaps)	'All of Me' (Lou Armstrong Orch.)	'Somebody Loves You', 'My Woman' (Ted Lewis Orch.)
COLUMBIA—No. 2	Medley, 'One Hour with You', 'Waltz Medley', 'Paradise', 'Bav', 'The Last Dance for Me', 'Three O'Clock' (Ed Duchin Orch., Lee Morse, Dick Robertson)	'My Woman' (Ted Lewis Orch.)	'Love, You Funny Thing' (Louis Armstrong Orch.)
COLUMBIA—No. 3	'Somebody Loves You', 'My Woman' (Ted Lewis Band)	'My Mom' (Kate Smith)	'Kicking the Gong Around' (Louis Armstrong Orch.)
COLUMBIA—No. 4	'When We're Alone', 'Kiss Me Good-night' (Ruth Etting)	'Good-night, My Love' (Art Kassel Orch.)	'I Got Rhythm' (Louis Armstrong Orch.)
COLUMBIA—No. 5	'Love, You Funny Thing', 'New Tiger Strang' (Louis Armstrong Orch.)	'You Can Depend on Me' (Lou Armstrong Orch.)	'When We're Alone' (Ruth Etting)
COLUMBIA—No. 6	'Soft Lights and Sweet Music', 'By the Fireside' (Ed Duchin Orch.)	'Keeping Out of Mischief Now' (Lou Armstrong Orch.)	'Put That Sun Back in the Sky' (Ted Wallace Orch.)
VICTOR—No. 1	'Paradise' (Leo Reisman Orch.)	'Paradise' (Lou Reisman Orch.)	'Music in the Moonlight' (Jimmy Grier's Orch., Donald Novis)
VICTOR—No. 2	'Somebody Loves You' (Peter Van Steeden Orch.)	'Nothing the Matter with Me' (George Olsen Orch.)	'Bon Voyage to My Ship of Dreams' (Jimmy Grier Orch., Donald Novis)
VICTOR—No. 3	'Love, You Funny Thing', 'By the Fireside' (George Olsen Orch.)	'Keeping Out of Mischief Now' (Coon-Sanders Orch.)	'Paradise' (Leo Reisman Orch.)
VICTOR—No. 4	'One Hour with You' (Jimmie Greer Orch.)	'You're the One' (Fred Waring Orch.)	'Love, You Funny Thing' (Leo Reisman Orch.)
VICTOR—No. 5	'Auf Wiedersehen' (Jack Denney Orch.)	'What a Life' (Coon-Sanders Orch.)	'Lovable' (Leo Reisman Orch.)
VICTOR—No. 6	'Soft Lights and Sweet Music', 'Let's Have Another Cup of Coffee' (Waring's Penns)	'My Mom' (Coon-Sanders Orch.)	'Soft Lights and Sweet Music', 'Let's Have Another Cup of Coffee' (Fred Waring Orch.)

Chi Stands Still

Chicago, May 14. Chicago remained motionless on the music end of April, there being no movement perceptible either up or down in the sheet music and disc business, however, showed a slight contraction, starting the drying up process as the hot weather ambles around. Only two changes in the members of the blue ribbon list, 'One Hour With You' and 'My Mom', coming into the select runs to push out 'Snuggled' and 'Shadows' and 'Was That the Human Thing to Do'. Former would rate about ninth in the present listing, while the latter has slumped below that mark. Almost, but not quite in the race, 'circle' were 'Gooftus', 'midwest novelty tune, and 'Strangers'. 'Paradise' and 'Somebody Loves You' interchange sales from former survey; 'Auf Wiedersehen' moved down one point while 'By the Fireside' jumped two.

Nothing outstanding in the disk field, the ace bands and radio warblers retaining their grip on the pop sales.

Coast's Price War

Los Angeles, May 14. Sheet music sales during April were little affected by the war between leading dime stores which led to the selling of piano copies at around cost. Failure to enlist new customers leads to the conclusion that the market locally can't be increased by promotional methods, unless the intended cut of the Kress stores to 10c jogs the business out of the regular habit. Disc sales plugged along as usual, with Brunswick's acquisition of top pop artists increasing sales and Columbia's loss of name draws making it difficult to find six good sellers. Presence locally of both Ted Lewis and Louis Armstrong aided in bringing their platter distribution to the top for Columbia.

Tranbauer's Own Band

Frank Tranbauer, Paul Whiteman's sax player, is leaving to form a band of his own, which goes into the Belle-Rive Hotel, Kansas City, Mo. 19.

Wolf's Warfield Return

San Francisco, May 16. Babe Wolf returns as the Warfield's m.c. May 26. Hornie King bowed out this week, returning to the Fox Paramount, in Oakland.

Irving Bilbo, of Bibo-Lang Music, leaves the coast for New York May 28. Bilbo, on the coast for three years writing songs, is making a trip to help his partner, Chatter Lang, exploit a new song.

Hollywood

(Continued from page 6)

In the basement of the building occupied by the producers association and owned by Mayer.

Twelvevets at Metro
Metro will borrow Helen Twelvevets from Radio to star in 'Without Shame', Bayard Veal murder mystery. Harry Beaumont gets the megaphone.

Met Studio Expands
Metropolitan studio sound facilities are being doubled in anticipation of the indie feature output for World Wide, to consist of eight westerns, and 20 other features. Benny Zeitman will make a block of four. Other makers in negotiation are William Sistrum, Bryan Fay and Henry Hobart.

Flory at Tiff
Robert Flory is with Tiffany to direct 'Man Called Bark'.

Ratoff Cancels 'Deck'
Gregory Ratoff called off his stage bat 'Hit the Deck' on failing to connect with Fanchon & Marco coast spots. T. & M. has Perry Askam rehearsing in its own bat, 'Desert Song'.

Warner Theatres Slice
Warner Brothers Theatres execs took another 10% slice, second cut in three weeks. Minor employees unaffected. Theatre budgets cut for the summer, stage shows out except at the Downtown, and all outdoor advertising dropped.

Brigade of open-air writers set to work at Columbia
Gordon Rigby, Stuart Anthony, Paul Gangelin, Ruth Todd and Jack Neville given assignments on westerns, action, and the Border Patrol series.

John Crawford is apparently set for 'Soviet', although Metro has no

PEARL-C&S-CBS

Comedian Highly Regarded—Renard Cold for Shaving Hour

Jack Pearl is reported as a strong possibility for the Chase & Sanborn three-weekly CBS broadcasts which commence June 7. Jacques Renard's orchestra is also being considered by the account.

Negotiations for the Renard orchestra to go with Barbasol on NBC were called off due to CBS refusing to permit Renard, under CBS contract, to go on the opposition network, even were he to play incognito. Renard is of the Downey-Wons-Camel combo.

starting date for the film. Wallace Beery also a cast member.

No Radio Shutdown

Fourteen starters listed at Radio studio in next three months. Cited by David O. Selznick to refute a studio shutdown rumor.

Miscalculated

Universal finished 'Back Street' two weeks behind and 100 grand over budget. Picture cost \$425,000.

Mexico Raps Del Rio

Mexican government is barring Radio's 'Girl of the Rio' from Mexican exhibition, hands a personal rebuke to Dolores Del Rio for appearing in a picture so maligning her native country.

Waller's Honolulu Stock

Fred Curtis is rounding up a stock company for Eddie Waller to take to Honolulu. Waller opens in Dick Wilber's old spot June 10 for 10 weeks.

Antipodes Beaut Lands

Pimls Barton, a former Miss Australia, in notes in pictures at Universal in Tex. Mix's 'Kings Up', Girl has been here for several months without a look.

NBC Ousts CBS

After CBS announced that its wire would go into the Hotel Pierre for Joe Moss band, NBC stepped in and took that spot away from CBS.

Undertook that Moss switched to the NBC wire from CBS because he auditioned for an NBC commercial last week. Moss is also an intermittent Lucky Strike band feature on NBC.

He starts on NBC May 24.

A Radio Returner

Tidewater Oil returns to the CBS after retiring from the air for the past three months.

Billy Hall and Freddy Rich's orchestra are slated for the new Tidewater broadcasts.

Barbasol's Auditions

Barbasol auditioned four orchestras yesterday (Monday) to replace its present 'Singing Teacher' programs on NBC.

Orchestras auditioned were Len Joy's, Peter Van Steeden, Clyde Doerr and Merle Johnson all 13-15 piece outfits.

CHAPPEL AT NBC

Ernest Chappell moved into NBC's artist bureau yesterday (Monday). Chappell was formerly with Adams Broadcasting Service.

Woods—Bleyer Firm

Eddie Woods, formerly manager of the Southern Music office, and Archie Bleyer, musical arranger, have formed a partnership publishing office.

Besides operating as publishers, Bleyer will also conduct an arrangement school. Woods severed with Southern Music last week.

MUSICIANS' UNION HEAD HELD FOR EXTORTION

Toronto, May 16.

Charged with extortion, Albert Dowell, secretary of the Toronto Musicians' Union, together with Ernest Bridges, are in jail without bail, pending police court appearance.

According to police, the pair visited the Rendezvous, Humber River roadhouse, where a union orchestra was engaged and threatened to have the band taken away unless two amounts, given as \$247 and \$50, were immediately forthcoming.

Band leader, Clarke James, notified police.

Tabs for Air, Too?

Reported deal calls for radio tabloiding of a succession of Shubert musical comedies etherized on behalf of the Missouri Pacific railroad out of the Chi NBC studios.

Shuberts control an array of past musicals. May presage a cycle of condensed musical shows for the air as now current in the picture theatres.

A-Y-B'S FOREIGN DEALS

Following its deal with Lawrence Wright for the English rights to their catalog, Ager, Yellen & Bernstein have entered into two-year contract with Francis, Day & Hunter for the A. Y. & B. rights 'A Germany and France'.

Use of the name Ager in the story regarding the Wright deal was an abbreviation of the firm name of Ager, Yellen & Bernstein.

Chi Union Doubling Ban Hits at Air Commercials by Name Bands

Chicago, May 16. Recently enacted ruling of the local musicians' union prohibiting doubling to all musicians earning \$75 a week or more will not affect bands and orchestras under existing contracts on two jobs, such as a cafe or hotel engagement and a commercial on the air. Only in case of either contract expiring will the union enforce the ruling, upon the band or orchestra negotiating for a second job. So far such emergency hasn't arisen, but the union's attitude shows clearly it will enforce the standby rule should the situation come up.

At present only two outfits are affected here by the new law. Wayne King and Charlie Aronson's combo is under contracts at the Trianon ballroom and also on the Lady Esther program over the NBC network, while Agnew doubles on the Edgewater Beach and the Yeastfoamers program on the same chain. Ben Bernie, who likely returns to the College Inn this fall will also be in the same category through his already existing radio contract with Blue Ribbon Malt. In all other instances the union ruling on doubling will be a sideshow and will not be applicable to recording by orchestras, for example. Union recognizes the attempt at interference here as un-sound, inasmuch as recording is not a legalized business, moving from city to city and could be done in other jurisdictions. To enforce the ruling here would probably drive the recording business out of Chicago.

Six-Day Week
In conjunction with the doubling rule the union also legislated the six-day a week regulation, which will be enforced all the way without exception. Every musician regularly employed on a seven day a week day will be compelled to take a day off, with the only exemption in unusual circumstances where the individual in question is determined by the local as absolutely indispensable. This ruling leaves an out to cafes, hotels or restaurants, who may retain the alternative of closing down the extra day, with the privilege of picking any day in the week.

Local rulings followed a previous "gentlemen's agreement" between the local and contractors and leaders, who promised to spread the work among as many members as possible. This was more than a year ago, with the union recently determining that this agreement was not lived up to by at least 95% of contractors and leaders who pledged their support. Clear cut law passed by the union with the result. With radio jobs conceived as the major issue the new doubling rule will directly and possibly seriously affect the big orchestra booking offices around here, whose biggest revenue has been coming in from the air. Hotel or cafe jobs are considered incidental and without out profit to the big orchestra handlers, whose principal objective is in securing a radio account for the orchestra.

Los Angeles, May 16. In order to spread employment

among more musicians, a group in the local union is attempting to put over a measure whereby a member getting \$45 a week or more from one job could not double in other spots.

Matter came up at a union meeting this week and failing of getting a two-thirds vote was tabled for future consideration.

Move, instituted by those irregularly employed, is aimed mostly at musicians on radio station staffs, who accept short period engagements at other stations and night clubs.

Chi Cafe in Arrears, Loses Music and Wire

Chicago, May 16. Unable to meet its financial obligations to station WBBM and behind in payments to ASCAP, the Pla-Mor cafe had its radio equipment taken out, after a mutual arrangement on radio station staffs, who accept short period engagements at other stations and night clubs.

Burnett's Wife Sues

Hollywood, May 16. Naming Mrs. Evelyn McCarthy as co-respondent, Mrs. Earl Burnett filed suit Thursday (12) in superior court for divorce from the orchestra leader. Burnett, she complained, took other women on auto and plane trips.

Community property is worth around \$20,000, Burnett's business, she said, is quite run down.

Because of the way he has acted with other women. Couple were married in Mexico in June, 1929.

JEWISH MUSIC SUIT

First copyright infringement suit on behalf of Jewish composers has been started by Joseph Rumshinsky, Shalom Secunda, against the Fifth Ave. Broadcasting Corp., operator of WFAB, New York.

Complainants seek \$250 damages and an injunction.

Rumshinsky, as president of the Jewish Composers and Songwriters, and Secunda claim WFAB used four Yiddish songs without proper copyright consent.

Sterling threatens suit. Sterling Songs, publisher of "I That All I Mean to You" is threatening legal action against Keit & Engel unless the latter ceases publishing "I'm Without a Sweetheart With Summer Coming Along" on the grounds of infringement.

Sterling claims the Keit & Engel song is similar in melody and claim priority rights.

Sterling song was authored by Herman Pincus and Billy Barry. Keit & Engel tune was written by Fred Ahlert and Roy Turk.

GREEN WITH G-W

Mack Green has switched to Green & White from Shapiro-Bernstein.

Green was slated to go to Chicago for S-B; but this was canceled.

Ellington's 4 Chi Wks.

Chicago, May 16. Duke Ellington band has been sent for a return to town at the Lincoln Tavern for a four-week stay early in July.

Follows the Earl Burnett band, which opens May 26 for a five-week stretch.

10 Years in St. Louis

MILTON SLOSSER

SOLO ORGANIST

Public Ambassador Theatre ST. LOUIS, MO.

MURTAGH'S 2-IN-1

Organist Also Taking on House Management

Buffalo, May 16. Henry Murtagh, for several years feature organist at Shea's Buffalo, will leave that berth June 1 to become house manager at Shea's Hippodrome.

In connection with his new duties, Murtagh will double at the Hipp organ and will also have charge of special presentations and novelties to be introduced at the Hipp, now straight pictures.

Proposed Music Bills Disturbs Both Exhibs And the Songwriters

Two new amendments proposed by Congressman William I. Sirovitch in his bill to the House of Representatives has created quite a furore in the music industry. One of the two bills is also exciting the picture industry.

The first amendment provides that motion picture companies are to obtain the performing rights for the use of music in pictures as well as the manufacturing rights under one license. These two rights are now separate and distinct. This amendment would eliminate the seat tax of the American Society of Composers, Authors and Publishers.

Patents committee held hearings on the bill last week, with the film and music industries represented. Film companies objected to the latter amendment on the ground that they would have to make up for the loss of the seat tax to the American Society through the licensing arrangement, and the expense would be more than they could bear since they would have to pay the American Society what the seat tax amounts to.

American Society objected to the amendment on the ground that it wants to deal direct and not with a third party. Also that the film companies could make money on the one licensing arrangement proposed.

Other amendment which excited the music industry is a proposal to reduce the minimum damages for infringement from the present \$250 to \$50. Representatives of the music industry objected to the latter amendment on the claim that it would make it cheaper to infringe than to take out a license.

Nathan Burkan, representing the American Society, stayed on in Washington to further confer with Congressman Sirovitch regarding the bill.

Hotels Reconsider

Chicago, May 16. Balking at the newly regulated six day week rule laid down by the local musicians' union, the Stevens and La Salle hotels, operated under one management, came near going musicals. James Petrillo, musicians' prexy, told the hostilities what's what and threatened to pull a strike, after which the hotels thought it over.

Stevens employs the George Devon orchestra and a girl trio headed by Margaret Brown, while the La Salle has the Florence Rosieger combo.

DENNY UPSTAIRS

Jack Denny's orchestra shifts to the Waldorf-Astoria roof June 14, when the spot opens. Band will be in for the summer.

Denny is currently downstairs in the same hotel.

CMA's Associates

Chicago, May 16. Columbia Musical Attractions, newly formed band booking agency, adds two new associates this week. They are Harry Victor and Chick Castle.

Also in the agency, headed by Paul Quinn, is Ed Blimke.

Jackie Souders Set

San Francisco, May 16. Jackie Souders, former F&M and, takes a band to Rio Nido, Tuscan River summer resort. Opening next week.

Harry Williams, formerly with Witmark, now Harry Link's secretary at Keit & Engel.

Standard Contract Approved in Outline; Access to Publishers' Books One of 17 Provisions

Draft of a new standard form of contract between songwriters and publishers has been accepted as a basis for discussion by the Board of Directors of the American Society of Composers, Authors and Publishers.

Drawn up by Gene Buck, president of the American Society, and embodying 17 points, it was not approved or disapproved for recommendation to songwriters and publishers, but was passed upon only for discussion. Whether or not the Society will decide to recommend it to both factions will be decided at future meetings.

The contract is described by Buck as a fair formula for settling the differences between publishers and writers and, barring the exceptions where clarifying legal phraseology is necessary, may be made effective. The new form of contract does not specify a minimum sheet music or orchestration royalty, but leaves this open. It does specify that the songwriters shall receive 33 1/3% of all synchronizing and mechanical rights.

New proposed contract stipulates that any differences arising between writer and publisher are to be presented for arbitration to the American Arbitration Society and that each board shall consist of one member selected by the writer and publisher, one selected by the American Society, one by the Music Publishers' Protective Association and one by the Songwriters' Protective Association.

The discussed form of contract is a standard uniform and not a basic one and currently there is some talk by the writers of attempting to convert it into a basic contract. There is also some feeling among some of the American Society that the mechanical and synchronizing rights referred to in the contract be collected by the American Society instead of the M.P.P.A., as currently. This would practically mean

the disintegration of the M.P.P.A., except as a credit organization.

Majority of the publishers are opposed to the American Society handling the collection of these royalties and desire the M.P.P.A. to continue functioning along established lines. The Songwriters' Protective Association will likely, once a contract is decided upon, be dis-banded, according to reports.

American Society has the power to enforce any contract between publishers and writers, but can only recommend whatever form of contract is okayed by the Board of Directors will in all probabilities be accepted by the industry.

Other salient points in the discussed contract are:

Statement Periods
That the publisher render the writer royalty statements on or before: each May 15 covering the three months ending March 30; each Aug. 15 covering the three months ending June 30; each Nov. 15 covering the three months ending Sept. 30; each Feb. 15 covering the three months ending Dec. 31.

That if the publisher is delinquent beyond a period of time to be fixed in the future, in the rendition of royalty statements, the writer can invalidate the sale upon notice. The publisher then has to re-invest all the rights in the writer subject to the continuance of all prior licenses.

That the writer may, upon a period of delinquency in excess of 30 days in the rendition of such royalty statement require an arbitration. The arbitrators find the publisher at fault, they may order not only the immediate payment of the amount due, but also damages, not to exceed three times the amount in default and delinquency. That the publisher is to publish the song within a specified time, otherwise the writer can demand the return of his song and the publisher must comply with the demand.

And that the writer or his representative shall have access to the books of the publisher relating to his songs.

MUSIC GUIDE

"I've Got the Words—I've Got the Tune"
MUMMIN' TO MYSELF
"HELLO, SWEETHEART, HELLO"
"YOU'RE THE ONE"
(You Beautiful Soul-of-Archie)
"EVERYTIME MY HEART BEATS"
"STOP THE SUN, STOP THE MOON"
"MY MAN'S GONE"
"WHEN YOU'RE GETTIN' ALONG WITH YOUR GAL"

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"GULLY OF THE LEAVES"
"GOOD LUCK"
"IN MY HIDEAWAY"
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Due to popular demand we have lifted all restrictions from, now release

"Let's Have Another Cup of Coffee"
Song Hit of "FACE THE MUSIC"

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DEEP IN YOUR EYES
GOT THE SOUTH IN MY SOUL
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RADIO DANCE TALKIE HIT
"LIGHTS OF PARIS"
"LAFFIN' AT THE FUNNIES"
"UNDERNEATH THE SUMMER MOON"
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"My Extraordinary Gal"
"Sleep Come On and Take Me"
"Fools in Love"
"Let That Be a Lesson to You"

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"TWO LOVES"
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"The first waltz in a decade!"
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A Youngman's number of class and distinction.

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CONGRATULATIONS TO
IRVING ROSE
And his record "Gone With the Wind" which has just won the Pulitzer Prize for Best Musical Score.

"LAZY DAYS"
"THE VOICE IN THE MOON"
"BY THE FIRE"
"GODDESS OF LOVE"
"GODDESS OF LOVE"
"GODDESS OF LOVE"

ROBBINS MUSIC CORPORATION
1919 9th Ave., New York

ART SCHWARTZ
HOLLYWOOD
Why don't I hear from you?
AL DUBIN

CHICAGO

Variety's Chicago Office

WOODS THEATRE BUILDING-CENTRAL 0644-4401

KEDZIE

Evidently there's no such thing as a happy medium in this tear-stained world. These showing festivals for RKO used to start too late. But now, with the summer sun and daylight saving in hearty action, the Friday showing nights are getting under way during the afternoon. Result is a poor house for the first of the two performances, the arena exhibiting signs of fullness only toward the close of the opening eight-act stretch.

At the song were Lang and Lee, male juggler and quasi-magician assisted by a turn-seeing femme. As long as the session sticks to the juggling it manages to slip along smoothly, but those attempts at comedy magic send the turn-seeing fisherwoman talsipins. Burns, Moriarty and Burns are a hooping trio that can get by almost anywhere. Have appearance, and fast and tricky leg manipulations that will appease the morose and the morose. Finish strong, though rather at length, on a challenge interlude.

Charlotte Aaron has the essence of comedy music in a head-bettering, but evidences a need for better material. What she has is oriental dance and a talent for the operatic soprano. It's to the girl's credit that she managed to wring a couple of laughs out of her songs from even this moth-eaten routine. But for any real chance the scene needs revision. The scene. Revue is a fairish small-time flash program, depending largely on a female singing foursome and some dancing and singing. Gale can get under the wire on their vocals, but these bits are spoiled by the rapid attack of the four hoke by the way comedy into the routine. Would be better to stick to the straight stuff throughout since even these attempts at prop laughs fail to connect. Three boys also around, for a couple of hooping bits and the fiddling.

Eddie Dayton and Co. is a rough-house comedy two-act. Hard to decide here which one's the stage. At present, out of the two, the rougher houses. Much in the routine that can be eliminated. If cut to a minimum, running time might stand a better break over the pitiful, broken phonograph records, etc.

Tempo and Tapa figures as a nicely arranged revue. With slight revisions it can make life grade anywhere in the midwest. Built on a two-man and gal adagio routine, and a couple of dancing femmes. Gal-tossing numbers, while not outstanding, have enough flash to stand out. The vocalists cover the range of notes with sufficient pleasantness. Main need here is a closing bit, the present finish merely serving an unexciting repeat on the preceding routines.

One of the few tramp comedies around today is Sir Cecil Alexander, who gets under the wire in the line material under the cover of his baggy trousers and painted shazonic. Built on a running parody of current potpourri. For an encore, which he got and deserved, he stepped cleanly away from character to warble a ballad. Dell O'Neill arrived in town with her two revolvers, her cake of ice and the revolver, and proceeded to turn the house into a howling festival. A hole act, based sketchily on a magic idea, that hasn't missed yet. Gold.

George Robertson and Eskel Gifford start rehearsal and will show the summer's tent show tour, which

will concentrate operations in Wisconsin. Slated to start last week in May.

Jack Kelly now in Chicago organizing a cast for his tent show. Opened late this month in Michigan.

DOWNTOWN, L. A.

(Continued from page 30)

Team is here for F. M. and filling in the week. Boys get music out of an inner tube, hot water bottle, rubber glove and vacuum cleaner. Good for laughs with the music continued going haywire.

Maroni and Garale, man-and-woman acrobats, closed their work is killed by a number of insane gags.

Maude Bill this week costs the house about \$800 and is a lot of entertainment for that figure.

"Mouthpiece" (WB) is the scene attraction, playing here on its second run. Believe it or Not and Universal News clips complete.

House near capacity for the show Thursday evening. Coll.

RKO, L. A.

Franklin, Plunkett, Reisman and Slatt are here for their last show. Cliff Work on the operation of RKO Coast houses. If the question of the women's magazine during conferences, and they are meeting in this theatre building, the answer is right down the street.

This vaude bill is composed of Chappelle and Carlton, acrobats; Krugle and Robles, male song and dance; and the Ritz, a four-piece band, Spanish dancers, and Frank Libuse. Of the layout only the opening act is anything new. The first three turns fall to approach entertainment of the type that RKO is supposed to present. Screen feature is "Vanities Fair" (Allied). With nothing to sell, doubtful if gross will go over \$4,500 this week. House has been averaging around \$3,800.

Chappelle and Carlton have one real trick but do it with the utmost showmanship. Chappelle carries his girl partner down a flight of stairs, while rolling the entire length. The bottom he rolls up again. Partner is carried standing on his hands.

Krugle and Robles, one of the men doing a drunk, stumble through ten minutes of old gags. Singing three numbers they impress somewhat with their dances. Don Ruiz and Bonita, with an unprogrammed femme rhumba dancing team and a girl accompanist, forget they are in the theatre with an unprogrammed songs in a throaty tenor. Girls pleased but the rest of the act goes on unexcitingly.

Frank Libuse's pantomimic contribution looks as if it were made up from RKO's taboo list. About everything that shouldn't be done on the stage, including an abundance of razzberries and a suggestion of a moment Libuse doesn't utter a word. Assisted by an unprogrammed woman and man, he does everything from her and my voice playing with a cuspidor. Coll.

Diary of a Stooze

(Continued from page 33)

It's tonight. We met at the stage door and I smiled like I did the night before and she smiled too and started to tell me about her new play. "Wait a minute, honey!" I called to her and I was as surprised as she was to find her smiling. It just sort of slipped out. She stopped and stared at me and then I took hold of her arm and we went out of the theatre together.

We didn't say anything for a while. Then all at once I said, "Let's be friends, Tullie. She said, "I didn't say any—" but I sorry I'd her arm shiver. "I'm sorry I said the way I've treated you, Tullie," I said to her and my voice shook because I guess I really was sorry.

Tullie looked at me and her arm shivered more and it looked like there were tears in her eyes. Then she made a funny little noise with her throat and I knew those were tears in her eyes.

Before she could start to cry out loud I quick told her about my car and how I wanted her in it because,

after all, we were people who know each other a long time and should stay together. I said the act was wonderful and she could have a couple of the funny answers and would she be in it?

"You never did love Quantrell, did you?" Tullie asked me.

"That made me kind of mad—here I was talking about the act—but I didn't love Quantrell. That was the only thing that always got me into trouble."

"Of course I never loved Quantrell," I said. "Will you be in my act?"

"What act?" Tullie said. "I could have knocked her down. I told her again about everything I had told her and she really listened this time. When I got finished Tullie looked worried and said, 'Wouldn't it be better if we went back to Paula and forgot all about the stage?'"

"That made me laugh a laugh that didn't sound like a laugh and Tullie turned away and before she looked straight into my eyes."

"Whatever makes you happy," she said. "I'll do."

My throat felt funny. Our faces were close together and before I knew it I kissed her right on the mouth.

Did we feel foolish? Right on Hill street.

Doubling Programs

(Continued from page 49)

stance the Procter & Gamble company has six specialties on the ether: Sisters of the Skillet, Col. Stoppard and Bud, the Mills Bros., B. A. Rolfe, Mrs. Blake's Column and the Women's Magazine of the Air. These programs are also being used to double on particular products, both morning and evening.

On the other hand, there's such a protracted repetition that it penetrates both of its programs in the evening hours, but doubling by using separate hookups out of the same network company. "Amos and Andy" rides over on NBC hookup, while "Rise of the Goldbergs" gets the other. It is claimed here that the variation between the blackface suit and the Goldbergs series means the general attraction of the male element to the former and the female listeners to the latter.

There are today some 38 companies on the networks using two or three different hookups. This represents a terrific increase in this type of advertising within the past year and is the beginning of the trend.

Here is a compilation of the more outstanding of the doubling programs, demonstrating the various ways in which the networks can accomplish the advertising spread over time and stations:

Barbasol, 1 weekly, 30 mins. NBC; 3 weekly, 15 mins. CBS.

Daily Baking, 2 weekly, NBC; 1 weekly, CBS.

General Baking, 1 weekly (day), CBS; 1 weekly (night), CBS.

Milkmaid, 1 weekly, 30 mins. NBC; 3 weekly, 15 mins. CBS.

Gilmore Oil, 3 weekly, 15 mins. NBC; 1 weekly, 30 mins. CBS.

Atlantic & Pacific, 1 weekly, 30 mins. (night), NBC; 6 weekly, 15 mins. (day), NBC.

Coca-Cola, 1 weekly, 5 weekly (day), NBC; 2 weekly (night), CBS.

Limit, 5 weekly (night), CBS; 2 weekly (day), CBS.

Sweethea, Soap, 1 weekly (night), NBC (blue hookup); 1 weekly (day), NBC (blue and red).

Pepsodent, 6 weekly (night), NBC (blue); 6 weekly (night), NBC (red).

Swift, 6 weekly, 15 mins. (night), NBC (blue); 6 weekly, 15 mins. (night), NBC (red); 6 weekly, 15 mins. (night), NBC (orange and west).

Vigoro, 1 weekly, 30 mins. (day), NBC (blue).

Washington Coffee, 1 weekly, NBC (blue); 1 weekly, NBC (red).

Wrigley, 5 weekly (night), CBS; 3 weekly (day), CBS; 3 weekly (day), 1 (night), NBC.

Whentena, 6 weekly, NBC (blue); 6 weekly, NBC (gold).

Smith Bros., 1 weekly, CBS; 1 weekly, NBC.

Southern Dairies, 1 weekly, NBC (southeast group); 2 weekly, CBS.

Fleischmann's, 1 weekly, 30 mins. NBC (blue); 1 weekly, 60 mins. NBC (red).

Standard Oil, 1 weekly, 30 mins. (night), NBC; 2 weekly, 15 mins. (day), NBC.

Standard and Motor Oils Co., 1 weekly, 45 mins. (day), NBC (gold, orange and Pacific supplementary group); 1 weekly, 60 mins. (night), NBC (orange).

HOLLYWOOD

and Los Angeles

"Variety's" Office, 6282 Hollywood Blvd., at Vine St. (Taft Bldg.) Phone Hollywood 6141

Following assignments were made at coast radio last week:

Louis Calhern, "They Call It Sin," WB.

Dorothy Christy, "Devil and the Deep," Par.

J. Farrell MacDonald, "Sporting Widow," Par.

Reginald Mason, "Smilin' Through," Metro.

Edna Volkel, George Meeker, "First Year," Fox.

Dot Farley, lead in Edgar Kennedy series, Radio.

Walter Walker, "Two Against the World," Warners.

Helen Vinson, "Children of Pleasure," Warners.

Sidney Franklin, to direct "Smilin' Through," Metro.

Rafaela Ottiano, C. Henry Gordon, "Public Life," Metro.

Ruth Donnelly, Oscar Apfel, "Gates of Hollywood," Par.

Leni Stengel, Anderson Lawler, "Hollywood Special," Columbia.

Mervyn LeRoy gets direction of "Three on a Match" at Warners.

And Devine borrowed from Universal for "The Man From Yesterday," Par.

No. Frances, Mickey Rooney, Wallace Clark, Paul Hurst, Alan Hale, "Kings Up," U.

Ruth Hall, borrowed from Warners for lead in "Him Co."

Walter McGrall, Mitchell Lewis, "The Man from the West," U.

Ken Kenna of the Mounted, Col. Lawrence Grant, Joe Sanero, Hedda Hopper, Sidney, Henry, "The Man from the West," U.

"Speak Easily," Metro.

Preston Foster, Virginia Bruce, "The Man from the West," U.

Broxy, Mary Steadman, Betty Gillette, Arnold Kord, Walter Walker, "Revolt," Warners.

Harold Lloyd, borrowed dialog and continuity of "Vanity Street" for Columbia. Story by Fannie Hurst, but never published.

May Robson, Elizabeth Patterson, Alan Mowbray, Lella Bennett, Oscar Apfel, Betty Gillette, Louise Carter, "Two Against the World," Warners.

Glen Tryon, Philip Smalley, Wilfred North, Fred Proctor, Sidney Hill, "The Man from the West," U.

Ingraham, Henry Hill, Ernie Adams, "The Man from the West," U.

Ha-Pric, "Widow in Scarlet," Like-Witt.

Bette Davis, Dorothy Jordan, Tully Marshall, Clarence Muse, Edna Breese, William Robertson, "The Man from the West," U.

Shirley Finckles, Russell Simpson, "Cabin in the Cotton," Warners.

Lionel Barrymore, William Collier, Sr., Karen Morley, Diane Sinclair, Reginald Barlow, C. Henry Gordon, "The Man from the West," U.

Rafaela Ottiano, Oscar Apfel, Berton Churchill, Henry Kolker, E. Alwyn Warren, James Durkin, Charles Hill, "The Man from the West," U.

William Collier, Sr., Public Life, Metro.

Lion Match Company of New York is suing Congra Pictures, which produced "Ingrid," for \$2,439. Gorrila exploiters bought \$2,392 worth of product from the company.

On the basis of the Lloron, plaintiff, and paid only \$403 on account.

Hugo Riesenfeld's suit against Lou Anger on a \$5,327 note, on which nothing has happened since last summer, is about to be revived according to a court order just obtained by I. S. Baltimore, Riesenfeld's attorney.

One is to take Riesenfeld in New York from Hugo Riesenfeld and Mabel Dunning Riesenfeld as material witnesses.

Anger's answer to the suit was that there was no value received and the note was therefore without consideration.

Amusement Engineering Corp. of California is defendant in a suit for \$380 on its hand engagement at the Lyndale Cafe last summer.

John and Charles DiMarco are held indebted to Kenn Becker for \$380 on his hand engagement at the Lyndale Cafe last summer.

Musante as assignee.

Mechanical salon for cameramen will be held May 19 at the Paramount studio. Investigation is the Academy of Motion Picture Arts and Sciences, and accessories will be on display. Specialized splinters will demonstrate the exhibits.

Present holders of a \$25,000 note issued by Christie Realty Corp. three years ago have started foreclosure proceedings against Mrs. Gene Monica boulevard lots for defaulted payments.

Southland Publishing House, Inc. is suing stockholders in Inside Facts Publishing Co., Ltd. pro rata on a

\$2,000 printing bill for 10 issues of the "Inside Facts" weekly.

Ruth Macker, formerly in the Warner coast office, has been added to the producer's club bureau, working with Grace Huff. Spot was vacated by Mabel Johnson, who resigned to marry Fred Beeton last month.

News of the Dailies

(Continued from page 34)

gess bank building, Chicago. No casualties.

Less than a week after it was thrown into a friendly receivership the Hotel Sherman Co., Chicago, union netted no results so far. Negotiations are temporarily ended, with both sides thinking it over.

Theatrical labor unions in St. Louis refused to cut scale in this time, holding to their agreements, which don't expire until Sept. 1. Unions claims threaten haven't reduced prices, so why should they?

Series of meetings between Chl Symphony orchestra and musicians' union netted no results so far. Negotiations are temporarily ended, with both sides thinking it over.

Charging gross neglect, Mrs. Helen Grace Brommer, formerly Helen Houston of "Scandals," won a decision in Cleveland courts from Harold W. Brenner, dancehall manager. They were married in 1927 and have no children.

Minneapolis are being given free shows on their streets more thrilling and dramatic than anything offered by show houses. Bandits staged one at a busy corner in broad daylight, yanking a diamond salesman into their automobile, driving away, robbing their victim of \$50,000 of diamonds, and then tossing him out of the car in the street. Started pedestrians, looking on while the salesman was kidnapped" were held at bay by a machine gun.

William H. DeGay, former burlesque actor, filed a divorce action in Cleveland against Mrs. Edith DeGay, whom he charges refuses to leave the stage for him. They both were the same show, but when he married her, He left to become a salesman.

LETTERS

When Sending for Mail to VARIETY Address Mail Clerk, POSTCARD, ADDRESS ONLY. CIRCULAR LETTERS WILL NOT BE ADVERTISED.

LETTER ADVERTISED IN ONE ISSUE ONLY

Bachman Sam Hart May Arthur
Bennett Norman Hill Mrs. Arthur
Brice M. (Stubble Ainscoe)

Chambers A B Kelly Mickey
Crosby "Eduard" O'Laughlin Agnes
Crosby Jules Terry Clinton

Dewey John Weaver George
Dyer H. Wilson Joseph
Findlay Hal Wiler Mrs. Geo.

CHICAGO OFFICE

Bernard Billy O'Day Pat
Hamilton Alice Reed "Minor"
Haley Bud Shapiro Abe
Mitchell Billy Walton Mary

DOROTHEA ANTEL
116 W. 72d St. New York City
The Sunshine Shoppe

New Assortment of
GREETING CARDS
For All Occasions

The Leading and
Accommodation
in the United States
The only factory that
makes and sells its goods
made by hand.

Guerrini & Co.
277-279 Columbus Ave.
San Francisco, Cal.

BOOKLET ON HOW
TO MAKE UP
STEIN'S
SMOKE UPS

M. Stein Cigarette Co. PURITY UNQUESTIONED
FOR HALF A CENTURY

RKO STATE LAKE

RKO Radio Production

Symphony of Six Million

With Ricardo Cortez, Gregory Ratoff, Irene Dunne, Anna Appel

STANDARD FIVE
DOLLAR ROOMS
WEEKLY \$17.50

CHICAGO'S A REVELATION
HOTEL IN HOTEL LIVING

KNICKERBOCKER
ADJOINING PALMBOULE BLVD (OPPOSITE THE PARK)
SPECIAL RATES TO THE PROFESSION

I. MILLER

INSTITUTION & INTERNATIONALE

Shoes for the Stage and Street

SHOWFOLK'S SHOESHOP-1552 BROADWAY

fractured hip while practicing on the high trapeze when the Ringling circus was at Madison Square Garden, will be discharged in about two weeks from Polyclinic hospital. She will go to the Coast to visit the family.



They're Off!

*The race is on
for FOX 1932-33
product as*

F. H. DURKEE'S ENTERPRISES

**of Maryland books
FOX 1932-33 product**

100%

Here's what Frank H. Durkee,
president and general Manager of
F. H. DURKEE'S ENTER-
PRISES, booked:

48 Greater Fox
Features

104 issues of Movie-
tone News

100% of the Magic
Carpet Series

**Is that SOLID?
We ask you!**

Maryland's finest theatre circuit — 12 ace
houses in Baltimore, Annapolis, Havre
de Grace — get the jump on the field.

Booked the whole works *sight unseen!*

Just as they've been doing for the last
TEN YEARS.

*That's CONFIDENCE in FOX
based on PAST PERFORMANCE!*

RIDE with a WINNER — FOX!

VARIETY

PRICE

15¢

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80 PAGES

WOMAN'S PLACE IN SPEAKS

MAIN CIRCUS IS TRYING 3 AND 4-A-DAY

Where business possibilities seem to warrant, the Walter L. Main show, a three-ring circus, is doing three and four performances a day. First instance known of a moderate sized tent outfit adopting this theatre policy.

The extra turnover is figured to milk towns of all business they hold for a circus, and because city licenses to exhibit, water, etc., remain the same, regardless of the number of shows, the turnover is to some extent velvet.

The Main outfit's overhead is now

(Continued on page 57)

TAXI SPIELING GAG IN CHI RADIO'S HOT IDEA

Chicago, May 23. Latest wrinkle in the network's campaign to make the town NBC conscious.

Personnel has been instructed that heretofore when taking a cab to the plant to make a point of saying "the NBC studios," instead of "Merchandise Mart," the building in which the chain's local plant is located.

If the driver fails to react knowingly, the NBC person is to deliver a short, snappy, descriptive spiel about the studios that will be bound to impress.

Steamship Firm Would Exploit Mexican Resort

San Diego, May 23. Pacific Steamship Company, a coastal passenger line, is dicker with the Hotel Embarcadero and casino, at that Mexican resort, to undertake operation of this vacation spot which has failed to click to date.

Steamship firm figures the Mexican spot will be a draw for summer trade with the liberal Mexican rule the chief attraction.

Kites for Grown-Ups

Dubuque, May 23. Latest is marathons kite flying. Not limited to kids, grownups drawn in to watch youngsters during night vigils.

And college lads have fallen hard on local campus.

And cheap sport.

UNVEILED DIVA

Budapest, May 23. Maria Ceasnik discarded a nun's veil to become an opera singer. Her debut as "Micaela," in "Carmen," was a signal success here.

In Demand

Among the first customers for those auto plates which read "Repeat the 18th Amendment" were the bootleggers. The lads figured such a slogan would place any car beyond suspicion—for awhile, anyway.

AN OLD CHINESE CUSTOM CANNED

Los Angeles, May 23. Chinatown's first Occidental invader is Jerry Supernant, sculptor, who has installed an eat-with-your-fingers barbecue in what was for seven years the coast's biggest gambling joint. Supernant put red oil-cloth and two-inch pillar candles on the old tables and said it was by the spot since being closed by the police has been vacant three years, reason being the Chinese custom that, regardless of what the landlord says, you can't move into a place without obtaining the previous occupant's permission, even if the latter is dead. Permission right goes with his estate.

Gambling outfit was sore at being shut up and was set to keep the place that way by refusing permission to all Chinese who wanted to take it over. Old Chinese customers don't bother Supernant.

Skip with Profits

Detroit, May 23. A screen and stage show for five cents was advertised at a small neighborhood house here. About 75 patrons paid the nickel and waited an hour, but no show. Three kids had broken into the house, closed for some time, posted a few three sheets they found, and sold tickets. When the patrons became too insistent the kids scrambled with a total gross of \$3.75—all profit.

ONLY DOZEN TENTS

Farmer Distress Cuts Into Trouping Under Canvas in U. S.

Advices in New York are that throughout the United States there isn't a total of 12 tent shows. Few have been noted going out.

This is the start of the tent season, when the shows are supposed to start out down south. Principal reason for the scarcity of the troupes is the condition of the farmers.

\$1 SUITS

Evidently inspired by the one-cent sales in drug stores, some clothiers on Broadway are giving another suit or an overcoat away for \$1.

Purchases may be slightly in excess of \$20 before the bargain can be effected.

FEMININE LURE BRINGS TRADE

Bargain Luncheons and Rounds on the House Are Inducements as Places Compete for Petticoat Patronage—One Place Has Sex Appeal Manager to Vamp the Gals—Society Matrons Highly Esteemed as Customers

CHARITY DAYS, TOO

In line with the woman's angle trend in other Big Businesses, the class speaks are now applying themselves to the problem of developing their femme appeal.

In the beginning of the speakeasy era, the ladies were only tolerated. Sp. aka sought male patronage. They put up with the gals against their will. They begrudged the space the femmes usurped around the bar and looked upon them as interlopers in strictly masculine territory.

The speaks then were operating upon a business psychology they now appreciate was mistaken. They neither realized the ladies' capacities nor their influence in keeping their men customers contented with the joint. Only after noting that their patrons grew far more valuable and expansive when encouraged (Continued on page 57)

MID-WEST GOES MYSTERY MINDED

Chicago, May 23. Sh-h-h! Not so loud. Put out that light. Down by the cemetery at midnight. Turn left at the haunted house. Talk-a-chance meal. Destination a secret. Engineer under sealed orders. Talk-a-chance bargain! The masked salesman. (Continued on page 73)

Adding Insult

Los Angeles, May 23. When the stick-up men who held up the RKO theatre here were handed the receipts for Saturday and Sunday one of them said to Arthur Asberg, manager of the house: "Howlinell could you do \$4,000 on that show? I had to sit through it two times to get a layout of the theatre."

Hotel Dick Question

Many hotels are reported dispensing with their house detectives or hotel dicks as they are called. "Not said whether it's an economical or business promotion move.

O. O. AT \$6,000, AND CHOOSEY

O. O. McIntyre, America's leading columnist, is a commercial microphone prospect for next autumn at \$6,000 a broadcast, although no papers have been signed to date. It will mark the newspaper-

Overtures are being handled by an advertising agency and call for once weekly appearance over a period of 13 weeks. Understanding is that a contract clause, insisted upon by McIntyre, is that he will not at any time have to mention the product or name of the firm presenting the program. And this, it is said, has already been accepted by the sponsors.

McIntyre's column is printed daily in over 400 newspapers.

60th Anniversary

Diamond anniversaries are rare, but not a death in a family for three generations is even rarer. Frank Reddy, of the Will Hays office, witnessed the 60th wedding anniversary of his parents.

With his six brothers and sisters and their seven children, Reddy journeyed to Westboro, Mass., last week to the home where he was born and where his parents have lived for over 50 years.

Granddad Reddy scoffed at diamonds. For him the symbol of the event was a motorcycle. He has wanted a two-wheel motor bike for 25 years, and got it. He is 80.

Family Mike

Budapest, May 23. A feature of the National Fair here is the broadcasting by anybody who coaxes to send a message to the folks at home.

Patrons may talk into the mike for three minutes from the fair grounds for 20c.

\$45 LESS—AND 1 SECTION

Los Angeles, May 23. First summer excursion train which left for the east Saturday night (21) carried a round trip rate of \$45 cheaper than ever before allowed.

But train left in one section instead of three or more as was the habit in former years.

GAMBLING OUT AT CHICAGO'S BIG FAIR

Chicago, May 23. Some 20 groups of concessions, outside of the regular confectionery items, are expected for the Chicago World's Fair in 1933, according to Dr. F. R. Moulton, in charge of the concession department. Many are just ideas at present, and not likely to be fulfilled; for instance, the Hollywood replica and studio in action. Many concessions have already been leased and are in construction for operation by June 11, of this year.

In the main, the plans call for a (Continued on page 75)

TALK OF BILLING ON ETHER FOR AUTHORS

Radio writers are now commencing to worry about billing.

The value of the ethereal by-line is highly regarded by writers who aver that the sundry Edgar Wallace, Conan Doyle, Rudyard Kipling, and other famous names, in authorship billing, as much as do the lesser known gag and continuity writers for the ether.

Radio commercials already have given this thought, even to the degree of elaborate statistics on how many feet are utilized annually for screen credits. The expensive mike credit, no matter how brief, multiplied by many commercial broadcasts, would come to an imposing annual total.

Minneapolis in Move Toward Town Censor

Minneapolis, May 23. Minneapolis will have theatrical censorship if the city council adopts a resolution introduced by Alderman J. H. Chase. The resolution provides for a board of censors to serve without pay and pass on all theatrical offerings.

The board of five members would be selected by the Committee of One Thousand, created by the city's reform mayor, W. A. Anderson, and headed by pastors and reformers. The board would have to approve all plays and pictures before they could be shown here.

Leaders of the committee were believed responsible for Mayor Anderson's action in prohibiting "Crazy Quilt" here before the show even opened. The committee also fought a renewal of the license of the Gayety theatre, stock burlesque house, as a result of which the council has deferred action on all theatre license applications. With conditions as they are today, the show people say they don't care if the administration closes them up or not.

Grauman Asks Questions, Gives Own Answers, Has Ideas for the Boulevard

What, asks Sid Grauman, brought tourists to Hollywood? Moving pictures. And what, Mr. Grauman answers, is going to bring them back? Moving pictures.

Hollywood Boulevard needs those tourists. Grauman's Chinese needs those tourists. The Santa Fe Railroad needs those tourists. All Hollywood needs those tourists, and Mr. Grauman's going to do something about it.

Get people on Hollywood Boulevard and the Chinese need it. Merchants smile, the apartment houses take down their "vacancy" signs. What, Mr. Grauman asks again, made Hollywood Boulevard a Golden Street? A "Big Highway." Picture stars strolling its happy length. Picture companies shooting exteriors on every second block. "Used to be a thrilling adventure for a tourist to walk along the Boulevard." "He never knew what glorious celeb head he'd be lucky enough to recognize, he never knew what picture he was going to see, and the excitement in the making. Small wonder Hollywood was a tourists' mecca in the days of yore. It had natural showmanship written on it."

Today the stars have gone Garbo. They never appear in public any more, except, Mr. Grauman adds quickly, at the Chinese premieres. "The studios' best—their 'super' scenes on the lot. The glamour has faded from Hollywood Boulevard; it has lost its tourist appeal."

But Mr. Grauman is sure. Hollywood Boulevard—He's going to restore the old time glory, even if he has to practice a little deception. What does it matter, so long as the tourists come back and are happy, so long as the Hollywood Boulevard Association recovers its financial vitality?

Let 'Em Garbo. Let the stars go Garbo. Grauman is going to hire their doubles and have them parade the Boulevard. The tourists care so long as the difference; they'll be just as thrilled. If the studios won't shoot on Hollywood Boulevard anymore, very well. Extra get hold of some one who can hire some actors to dress in the deMille manner and behave like directors, and spot them in groups along the Boulevard.

There won't be any film in their cameras, but the tourists won't know that. These phony companies will look better than the real ones—they'll be better than into their work, the fake directors will be more violently temperamental, the leading ladies will wear make-up more becomingly. The motley old crowds will be back, promises Grauman, more excited, more credulous than ever.

Now Comes the Part. This is Grauman's immediate plan. Now comes the part that's to make Hollywood Boulevard immortal, a shrine for pilgrims from all over the world. Grauman envisions a towering monument to the picture industry at Hollywood Boulevard and Gardner, just a few blocks away from the Chinese. Around its base he sees statues of all those who contribute to the making of a picture, the camera man, the extra, the star, the director, the writer. Its great tower will be made up of slabs of marble, each one dedicated to a famous star. (The stars will pay for these slabs. That's where the money for the monument will come.)

As the tourists ascend the winding ramps within the tower and read the names of the glorious enshrined on its walls, they'll be gripped by a mystical, almost religious emotion. The monument will raise the industry to the heavens, both literally and in the minds of the faithful. Soon fame will become universal and Hollywood will, through it, take on a nice tinge of the apocalyptic.

Then there is a sort of Mardi Gras that Grauman is thinking over for Hollywood, only he won't call it by that name because Hollywood originates, it doesn't imitate.

Kin Game

Hollywood, May 23. Director who is a nephew of the studio boss was painfully licked by remarks of an executive who is a son-in-law of the boss.

He was muttering 'I'm going to quit,' when his dialog director rushed over and hissed, 'Say, take it easy. He's a relative.'

Director, twined indignantly and said, 'Well, who isn't?'

BERYL MERCER ADVISES ON CONTRACT BREAKING

Hollywood, May 23. Advice to actors to break their contracts is being voluntarily offered by Beryl Mercer, it is claimed. So far the warning to interference has been made known with Midge Evans and Eric Linden. Both are players sent out here by the Jene Jacobs agency, New York. Both have been according to their own statements, by Miss Mercer not to pay the Jacobs agency commission as specified by contract with each.

It's not known here whether Miss Mercer, who is a British actress and a mother-role playing type, is working for "other agency," but it is suspected she has a substantial objective in view.

Miss Evans is under renewal negotiations with Metro and is liable to the Jacobs agency for continued commission if renewing with that producer. An offer by young Linden's attorney of a cash settlement has been made to the Jacobs office and may go through.

Each of the players was sent west by the Jacobs agency without engagement in New York. Miss Evans is now asking Metro for \$1,000 a week, as per optional contract made for her by Miss Jacobs. Metro has offered \$850. Miss Linden's contract with Metro was \$750.

Miss Evans is a reported having advisors other than the English mediator.

Cartoonist Sues Young Grey Over Pictures

Hollywood, May 23. Volney L. White, cartoonist, is suing Rome Grey, 22, son of Zane Grey, for \$356,000. White charges breach of contract and fraud of rights to "Blinko," animated cartoon character he says he created. Claims are that the Grey produced White 10% of cartoon corporation's capital stock plus a salary, but that he received nothing, although two pictures were completed.

Caesar on 'Lifetime'

Hollywood, May 23. They're calling Arthur Caesar in at Universal to add and adapt the dialog for "Once in a Lifetime." Studio is also bringing on Aileen MacMahon from the east to play the same role she did in the play.

An annual event, he thinks, would be fruitful, with Hollywood Boulevard it, with Hollywood floods and Hollywood life combined by Hollywood searchlights, dancing in the streets, mummies' processions, parades of floats, each one topped with a star like a sundae with a cherry.

In between times Mr. Grauman is thinking up stunts for Chinese premieres. His favorite one is a parade of the Chinese with the Santa Fe train, the Chief, which he would like to run up Hollywood Boulevard with its bells clanging, whistles blowing, headlight gleaming, and its passengers—brilliantly lighted from within and without—grade A screen stars. He sees all Hollywood Boulevard lined with clapping throngs as this mighty train makes its stately progress to its natural destination—Grauman's Chinese. There it stops amidst a magnificent display of Chinese pageantry, and a night-vision vocation went their way into the theatre.

Shovelmanship, Grauman believes, is worth three characters of commerce to Hollywood Boulevard.



WILL MAHONEY
Now appearing at Grauman's Chinese Theatre, Hollywood, California.

The Hollywood "Citizen-News" said: "Will Mahoney, the star of Sid Grauman's prologue to 'Grand Hotel,' was a sensation. He won and deserved a tremendous ovation."

Direction
RALPH G. FARNUM
1560 Broadway

PAR DETOURING IN TALENT HUNT

Paramount will detour for talent. Company is preparing to scout dramatic schools, modeste shops and similar outside fields for future players.

Par thinks Broadway has the idea to look for youngsters who can be developed. It's cheaper, too.

Louis Cline, legit manager and stager, has been assigned to the New York end of the project. Stuart Walker, stock producer, will handle the neophytes in Hollywood when they get there. Cline will do most of the scouting with instructions to definitely avoid the usual channels. Those selected will be shipped west, where Walker will take them in hand.

Each of the players was sent west by the Jacobs agency without engagement in New York. Miss Evans is now asking Metro for \$1,000 a week, as per optional contract made for her by Miss Jacobs. Metro has offered \$850. Miss Linden's contract with Metro was \$750.

Broadcast Peeve

Hollywood, May 23. On the Olympic International broadcast Sunday (22) Paramount was the only film company insisting on crediting names of films to their players. Marlene Dietrich and Claudette Colbert who were on the program.

Other companies which waived this right were burning at Paramount's insistence.

A. H. Schwartz Testifies Against Mayor Walker

Quizzed by Samuel Seabury yesterday (Monday), A. H. Schwartz, treasurer of the Century Circuit of theatres in Brooklyn and Long Island, testified that after James J. Walker became Mayor of New York, the latter was paid \$10,000 for services previously rendered.

It was not entered on the Hot-spatter record during yesterday's proceedings that Walker's services to theatre men, prior to take the city, were players, Marlene Dietrich and Claudette Colbert who were on the program.

Other companies which waived this right were burning at Paramount's insistence.

Talmadge's \$40,000 Films

Hollywood, May 23. Mercury Pictures, new eastern releasing company, of which Carl Goetz is vice-president and general manager, will distribute the eight Richard Talmadge films for next year. Talmadge is raising his budget from \$20,000 to \$40,000 per picture.

PAR DROPPING KOBER

Hollywood, May 23. Arthur Kober, former legit press agent, will not have his contract renewed by Paramount.

He has been on the writing staff for two years.

WHO CASHES IN?

Barsky Says Interview With Fake 'Tarzan' Chimp Hurts Tour.

Hollywood, May 23. Bud Barsky, indie producer and owner of several trained chimpanzees, has instructed his attorney to prepare suit against a fan magazine for an article on a supposed interview with the chimp which played in Metro's 'Tarzan.'

Barsky says he supplied the chimps for 'Tarzan.' Story stated that the monkeys are owned by a Captain Philfer who is going to take them on a personal appearance tour playing department stores.

Big burn to Barsky is that he was figuring on the same kind of tour.

WANTS RICH WIFE, SAYS MRS.; BLUSHED, SAYS HE

Hollywood, May 23. Jack Chertok, unit manager whose divorce charges against Pearl White Chertok, 35-year-old extra, are out for trial next week, got under the wire with new allegations against his wife in an amended complaint filed Wednesday (18).

Chertok states he has been embarrassed at the studio by his wife's alleged habit of disappearing from the set with male actors. He also charges that she frequents certain cafes and drinks and dances with chance acquaintances.

Mrs. Chertok in a cross complaint declared her husband wanted to get rid of her in order to marry a girl with money. She said that he had succeeded in having her barred from picture work. Saying that he makes \$800 a month, Mrs. Chertok asks half that sum as alimony.

Steno Charges McGuire Didn't Pay Her Off

Los Angeles, May 23. Case of a Hollywood secretary who says she was taken by her employer on a business trip to New York and can't get back, is being investigated by the labor bureau.

Rose Jurpey wrote her alleged employer, Steno McGuire, to the bureau, adding a wage claim for \$1,500 which includes the price of a ticket to the Coast.

Miss Jurpey states McGuire engaged her as secretary at \$50 a week when he arrived at the United Artists studio to write two years ago. She went east when he went back to write a Ziegfeld show on the understanding the trip would not be six weeks, and has been there since.

Girl says her salary was raised to \$75 in New York after which, she asserts, McGuire began to forget payments. Finally returning to Hollywood but failing to arrange for her return.

SAILINGS

June 14 (Southampton to New York) Martin Beck, S. L. Rothfeld, S. Jay Kaufman (Bremen).

June 11 (New York to Los Angeles) Wolfe Gilbert (Virginia).

June 3 (San Francisco to Sidney) N. Bernard Freeman (Montevideo).

June 24 (New York to Paris) Benny Thau, Felix Feist, Jr. (De France).

May 29 (Quebec to Paris), Helen Hayes (Empress of Britain).

May 28 (New York to London), Lucille Page (Lafayette).

May 26 (Wilmington to Honolulu) William B. McCurdy, Eddie Waller, Gladys George, Ben Erway (California).

May 27 (Antwerp to New York) Helen Howell Trio, Matt Duffin (Vancouver).

May 25 (Paris to New York) Andre Debré, Pat Powers (De France).

May 25 (Paris to New York) W. R. Sheehan, Sol Wurtzel, Jack Stone (Majestic).

May 21 (London to New York) Mrs. Albert De Courville (Europa).

May 21 (Los Angeles to New York) Erna Mankiewicz (President Jackson).

May 21 (New York to Paris) Andre Luguet, Jimmy Asevel (Lafayette).

May 20 (New York to London) Fred Astaire, Hallie Stiles, and Mrs. Irving Netcher (Rhos Dolly).

May 20 (London to New York) Sam Eckman, Jr. (John Cohen, Jr. (Bremen)).

May 19 (London to New York) Harry Hall (Britannic).

SIX REJECTS BY CHI CENSORS IN 2 WKS.

Chicago, May 23. Chicago censor board last week turned back three more pictures in their entirety, six rejects, within two weeks. Getting the ban were 'Strange Love of Mrs. Hoggans' and 'Two Seconds,' both Warner films, and 'Party Girl,' two-year-old Tiffany flick.

'Party Girl' was rejected two years ago by the board. Last week it was resubmitted after having been subjected to close scrutiny and cutting to remove all possible objectionable material. But the censor mob, under the control of Mrs. Etta Zigler, refused to let it by even with a 'pink rating.'

Metro within two weeks has had two complete turn-downs by the board. 'Lettie Lynton' and 'Night Court' were squeezed through by the exchange on a direct appeal over the censor board's head, going to the chief of police for a departmental permit. 'Night Court' or resubmission, was finally passed, but added with an 'adults only' ruling and cuts.

Universal's 'Night World,' also drew a complete snub from the board of seven. Likely that this one may also slip through, but it's strength will be sapped by slanders. Exchanges are still tearing their ears over the manner in which the Zigler-controlled outfit is ruining the b. o. value of dozens of films, but so far have not taken any real steps to alleviate the desperate situation. Neighborhood theatres are howling that the 'adults only' epidemic is killing their chances for kid trade.

GRAUMAN'S TRIP BACK AFTER A NICE RIDE

Sid Grauman starts his return trip east 10 days ago to look over the Roxy theatre situation. Bait for Grauman to dig into the Roxy matter was a proposal of a \$1,500 a week salary as producer and 10% of the profits.

With the house in the red and a receiver in charge, Sid admits he has had a nice ride but won't admit anything else. The only thing he's certain of is the Chicago theatre in Hollywood has 'Grand Hotel' and Will Mahoney pulling pretty fair business.

Indie Cast Gets \$400 To Split, Files 'Plaint'

Los Angeles, May 23. Cornelius Keefe, Eugene Bedford, and Franklin Farnum have filed wage claims amounting to \$737 against Robert E. Tansey of Congress Pictures.

Amount is balance for working in 'Thirteen Steps,' an indie, made at the Standard Sound studio in January. Trio received \$400 cash amount at the time, the rest promised within 60 days.

M-G WANTS HOWARD

Hollywood, May 23. Metro is dickering with Fox for the loan of Bill Howard to direct one picture during the Fox summer tour.

Howard will be permitted to pick his own story under the arrangement.

FLORENCE LANE'S SHORTS

Hollywood, May 23. Florence Lane has been given a six picture contract by Radio as femme lead in the Edgar Kennedy-Harry Sweet shorts series.

Radio has also picked up the option on 'Crighthon, Chaney, son of Lou' Chaney.

Louise Gets a Part

Hollywood, May 23. After being idle on the Radio lot since that studio bought her contract from Chas. B. Rogers, Anita Louise has been spotted for a top part in 'Fraternity House.'

This is the film adaptation of Martin Flavin's play 'Cross Roads.' Gregory LaCava will direct.

ADVERTISING IS COSTLY, BUT IT IS CHEAPER THAN OBLIVION.

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

UNCONSCIOUS HOLLYWOOD

Mayor Cermak May Do Film Foreword to Chi 'Scarface' Run

Chicago, May 23. Mayor Cermak may personally introduce 'Scarface' (UA) to Chicago by way of a screened foreword. If the plan is adopted the mayor will take the screen to tell the audience that the picture may be a portrayal of Chicago as it was under the former system, but that at present the entire situation is reversed; such conditions pictured in the film being practically eradicated and that the leading hoodlums are today in the pen or awaiting trial.

Picture itself has not yet been submitted to the local censors. It appears inevitable to local picture men that the picture, if getting by at all, will be saddled with such a block of screenings to make it practically unseeable commercially. But inclusion of the mayor would switch the point of the yarn and make it a pro-Chicago episode.

LILIAN HARVEY COMING OVER FOR FOX IN OCT.

Berlin, May 23. Fox has closed with Lilian Harvey, Anglo-German actress, for a long term contract. Miss Harvey is currently with Ufa and will leave for the United States in October. Papers were held up due to some U. S. immigration difficulties. Both W. R. Sheehan and Sol Wurtzel of Fox were here recently.

Fox will probably acquire Miss Harvey in 'Bitter Sweet,' Noel Coward operetta.

Hollywood, May 23. Reported. Clara Farnol, who has also been bidding for Lilian Harvey on a \$3,000 basis. But Fox is reputed to have gone to \$3,500 weekly on a one year contract.

Mrs. Tom Geraghty Dies Of Heart Trouble, Coast

Hollywood, May 23. Ethel Geraghty, 48, wife of Tom J. Geraghty, film writer, died yesterday (Sunday) in Cedars of Lebanon hospital of heart trouble.

Mrs. Geraghty is also survived by her daughters, Carmelita and Sheila, both in pictures, and a son, Gerald, who is a scenarist.

WB Bids for Nancy

Hollywood, May 23. Warners is negotiating with Paramount for Nancy Carroll to go into the lead in 'Three On A Match' following her completion of 'Number 65' at Par.

Mervyn LeRoy will direct the Warner film.

Chevalier Eyes Boat

Hollywood, May 23. Maurice Chevalier expects to return to France following completion of 'Love Me Tonight' in three weeks.

Frenchman's Paramount contract has another year to run, calling for two more pictures.

PARSONS WILL SPIEL

Hollywood, May 23. Armistice has been declared in Louella Parsons' campaign of silence on Samuel Goldwyn in her chatter column for the Hearst dailies.

Peace effected by Lynn Farnol, Goldwyn's Ambassador to the press.

LLOYD ON PATHE LOT

Hollywood, May 23. Harold Lloyd, who left the Metropolitan studio, will make his future pictures on the Pathe lot.

Sidney Fox's New Deal Universal would like to option Sidney Fox now. Her contract expires in December.

A new deal may be made by U. for the ingenu.

JOLSON'S \$26,000

Gross at Fox, Oakland-In for \$10,000 With Split Over \$32,000.

San Francisco, May 23. Al Jolson's date at the Fox, Oakland, this week will wind up his Fanchon & Marco contract. He will return here to begin work on 'Hallelujah, I'm a Bum' for United Artists June 1.

Jolson's Oakland gross will be about \$26,000.

He is getting a guarantee of \$10,000 and a split on everything over \$32,000.

'FOOL'S ADVICE' CAUSED BY SOME FOOL'S ADVICE

Hollywood, May 23. A 'Fools Advice,' is still Frank Fay's problem. Somebody told Fay it would be a cinch to market a picture with him and bring the comedy star-producer better than a \$200,000 profit on the venture.

Fay took the advice. He went for around \$125,000 to turn out the laughing hit of the century, but it turned out to be no laughing matter.

However, maybe that 'fool' was no fool at all, and just wanted to trick the actor-comedian-producer director into the mysteries of studio grief. He may have figured that Fay had given the producer plenty to turn about, so it would be an opportunity to see if Fay could take it, too.

Fay Takes

Fay seems to be taking it. None of the big releasing organizations whom he thought would rush to bid for release of his picture appeared on the horizon.

So Fay seems to be doing a lot of reflecting.

Jack Hays' Diaper Comics Can't See Their Mamas

Hollywood, May 23. Series of one reels will be produced by Jack Hays in which none of the players is to be more than four years of age. They will wear nothing but a hat and diapers. Educational will release.

Series will satirize previous outstanding feature successes with the first, just coming out, 'What's the Gloria.' Cast has 25 youngsters from 18 months to four years, picked from 2,000 entries.

Parents are kept on benches on the Metropolitan lot outside the stage. Lamont knows mothers.

Two Ex-Stunt Pilots Die In L. A. Mail Plane Crash

Hollywood, May 23. Two former stunt pilots, Johnny Johnston and Harry Crandall, were killed last week when their mail plane crashed in a field near the United Airport, Burbank.

Johnston died in the wreckage, while Crandall was dragged from the burning plane, but the latter succumbed to injuries.

Personals for Ayres

Hollywood, May 23. Universal will send Lev Ayres out for personal appearances in Loew and Paramount houses. Dates depend on the arrangement of the Ayres' picture schedule.

Nothing immediately up for Ayres, although a run-runner story has Tom Reed scripping.

CHIC SALE ON WHEELS

Hollywood, May 23. With no picture work scheduled until next fall when the last of his Warner contract comes up, Chic Sale is starting on an auto tour of the northwest with Mrs. Sale.

He'll be gone around two months.

ANNA MAY'S SISTER

Hollywood, May 23. Lulu Wong, sister of Anna May Wong, is being tested by Metro for lead female picture. Rumors that all nationalities have been tested for the part with none chosen to date.

DOESN'T YET KNOW DEPRESSION IS ON

Eastern Exec Gets a Load of Studio Stalling and Beating Time Clock with N. Y. Sending \$3,000,000 Payroll West Weekly—Suggests Stopping Pay Checks to Bring Realization of Conditions

GREASING OWN SKIDS

Hollywood, May 23. Studio executives who are allowing social activities to interfere with their duties under present conditions are greasing themselves for the way out. This is according to one of the new eastern financial heads of a major company.

Easterners has burned several times since he arrived here over the usual Hollywood appointment stalls, with executives failing to show up at important conferences claiming they were busy late the previous night. Investigation showed that they were goofing or catching up on sleep.

Condition is general in Hollywood with as many people interested in beating the time clock as are interested in turning in a full day, says the easterner.

They Haven't Heard

Monthly stalling off of nervous conditions by the execs leaving town for a few days is also coming in for scrutiny, the easterner claimed. He said it is necessary for some big shots to take a layoff so frequently on the company's time.

This New Yorker's idea is that maybe the only way Hollywood will ever realize that conditions are not so good is if the weekly payroll checks stop coming in for a couple of weeks. He thinks that with New York sending \$3,000,000 to the Coast every week, and with the bigger companies combined, now going into the red for nearly \$1,000,000 every seven days, anything can happen.

Ford's Fox Return

Hollywood, May 23. John Ford, after more than a year's absence from the Fox lot, will return to that payroll under contract to make three pictures following completion of 'Alma' for Universal.

When he left Fox, Ford had the longest service record of any director on that lot.

Rapf at Home

Hollywood, May 23. Slight of Harry Rapf's right eye is impaired, following an attack of what was first thought to be acute indigestion. Rapf was stricken at Hillcrest Country Club May 15.

He has been confined to his home for the past week.

Rapf is improving and is expected to be up and around in two weeks.

ACTRESS' QUICK HOP

Verree Teasdale left hurriedly for the Coast last week to go into Metro's 'Skyseraper' on an optional term with that studio.

Actress was slated for the Lew Leslie musical 'Clowns in Clover,' to open in Chicago next month, but she switched to the picture proposition.

Test Van Dekker

Metro tested Albert Van Dekker, legit actor, last week.

He is playing the lead in the current company of 'Grand Hotel.'

U. A. BEHIND STOCK?

Film Players Listed As Guest Stars in Portland, Ore.

Portland, Ore., May 23. When the local Dufwin reopens as the El Coton, a guest star legit stock policy, predominance of scheduled United Artists' film personalities has given rise to local belief that the Hollywood U. A. studio is financing the proposition.

Joe Tenner is here preparing the preliminaries. The Old Dufwin Players are taking a showboat cruise this summer.

WINCHELL'S COLD FEET FREEZE PICTURE DEAL

Hollywood, May 23. Too many angles, plus a frown from the American Tobacco, and the N. Y. Mirror, influenced Walter Winchell to call off his picture deal with Universal. Winchell with his wife and family left for the east Thursday (19) where he will spend a few days at Atlantic City before resuming his Lucky Strike broadcasts June 4.

Winchell was set to go into U's 'Clare Adams' at \$9,000 after much see-sawing on salary, billing, etc. But when his eastern employers refused to endorse over his screen debut he figured the only way to walk out of another breakdown was to go home.

Winchell's calling off the deal has put the studio \$15,000 in the red on preparatory work for the story which Bill Bixby was authoring. Xani will be discarded and the idea of a columnist film on the new program abandoned.

Tracy Loses WB Term As 'Blessed Event' Ends

Hollywood, May 23. Lee Tracy's contract for three years at Warner's went into the waste basket after he had slipped up twice on the time clock during production of 'Blessed Event.'

Tracy was engaged for the columnist part when James Cagney walked. Tracy's agreement was for an additional six months and options for five added periods. Warner's claimed violation of contract and Tracy agreed to the waste basket ending.

Possible WB will now try to get Jack Oakie for the part.

3 Wks. on Her Feet In Story Atmosphere

Hollywood, May 23. Assigned to write department store story for Sally Eilers and Jimmy Dunn, Irene Kuhn spent three weeks behind the counters of a department store here on order of the Fox studio. Miss Kuhn's home was robbed Saturday night (21) of jewelry valued at \$500 while she was out.

Fast Divorce

Hollywood, May 23. Within 24 hours after filing, Gertrude Short, screen actress, was granted a divorce Superior Court Judge Leahy from Percy S. Pembroke, director, with her attorney, E. E. McCullough, charging cruelty.

Property settlement was arranged out of court.

INTANGIBLE ASSETS

Los Angeles, May 23. Margaret Reigan, actress, has filed bankruptcy for \$588, main part of which is \$400 owed Leonard Layser, of the Paramount theatre here. Girl values her personal effects at \$175, but says they're being held for back rent.

McCREA-BENNETT AGAIN

Los Angeles, May 23. Joel McCrea will go into the next Constance Bennett picture. Film is not yet titled.

McCrea did a previous picture with Miss Bennett at Pathe.

Woolsey Points Stern Finger at Wheeler's Agent

Hollywood, May 23. A 'justification' party on the Wheeler-Woolsey split was staged in the Joyce-Selznick office on behalf of Robert Woolsey last week. Press was invited with the agents represented as hosts by their press agent.

Woolsey explained that he and Wheeler are the best of friends, the sold Wheeler in their lives being Leo Fitzgerald. Wheeler's agent, and who used to be Woolsey's agent, too.

Just An Interferer

Despite being sluffed in favor of J-S by Woolsey, Fitzgerald was still interested in lining up personal dates for the W-W combination. It was pointed out. But Joyce-Selznick office couldn't see the benefit of these for their new client.

Money Caused Split

Negotiations on a new Radio contract, when Fitzgerald advised Wheeler against taking a drop from \$50,000 to \$40,000 per picture, set off the fireworks, according to the Woolsey aide.

Joyce worked on the Columbia deal for them without bringing in Wheeler's representative, after which Fitzgerald persuaded Wheeler to hop east, opines Woolsey sadly.

Harry Cohn says Columbia will hold Wheeler and Woolsey to their contracts, and if necessary will go to court and restrain them from other engagements until they meet their obligation to Columbia.

HARDING AND DIX AS CO-STARS FOR RADIO

Hollywood, May 23. Ann Harding and Richard Dix will be teamed together by Radio this summer.

Miss Harding has been on retakes of 'Westward Passage' with it possible that the Dix film will be her next. This will be Miss Harding's first co-starring release under the Pathe or Radio banner.

'FATHER' FOR ARLISS

Hollywood, May 23. 'Adopted Father,' Edgar Franklin's play, has been bought by Warners for George Arliss.

Production in the fall, first under Arliss' new contract.

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B&K May Close Theatres Rather Than Take Chance on Weak Product; Open Only for Sure B.O. Winners

Chicago, May 23. — Beast by declining grosses and lack of film product, Publix-B&K is contemplating an unprecedented experiment of closing theatres rather than play poor pictures to tobogganing totals. Radical policy has practically been decided upon with McVicker's last week going dark for two days, curtailing a loss which hit a new daily low of a reported \$400 one day.

Future of McVicker's depends wholly on product. B&K is adamant in its decision to play quality pictures, or else close the spot. There is no intention of changing policy as the circuit did with the Roosevelt. Latter site went to a 35-cent top after battling for months. Situation is deemed serious and the likelihood of more houses going dark does not only include B&K, but takes in Warners particularly and independents generally. After going to single features at 25-cent, reducing prices, WB followed up the single film idea at the Capitol last week with 'Wet Parade' (M-G) as a test to determine the reaction of double featuring policy. Strong possibility of Warners throwing either one or both of its deluxe double idea houses into darkness for an indefinite period.

Developed around here at various times, but getting nowhere, is the feasibility of a pooling proposition between circuits. Adviseability of closing certain houses, among the profits of others, has been brought up for discussion but so far nothing has come of the idea.

B&K's State-Lake Burn

Price cutting contest now being staged by the local circuits isn't particularly helping any one, the chaotic situation, grosses still remain where they were and good pictures are still unavailable. When RKO slashed the scale of the State-Lake from 55 to 50c, and sent the balcony down to 40c, the report went out that B&K would refuse to play Radio pictures on subsequent runs because of the cut. After denial from both sides it was learned that B&K intends to carry out the threat to the extent of keeping Radio product out of its houses where the admission scale is higher than the State-Lake price. It might be unfair to the public and not good policy. However, B&K has plenty of theatres operating at the same or lower b.o. scales than the State-Lake. Actually B&K is in need of as much product as it can get and is hardly likely to sluff at this time, with most of the circuit's standees knee deep in double features. Should dual features be eliminated in the future, B&K would automatically drop all outside product it didn't need.

Another deluxer will be closed by Publix May 28 when the Paramount, Toledo, goes dark.

Minneapolis, May 23. — The Minnesota Theatre, a 4,200-seat 'Publix' deluxer, closes June 2 for the summer. First time that the house has gone dark since its inaugural more than three years ago. It will cost about \$13,000 weekly standing still.

With this closing, Publix will have both of its principal loop houses here dark. Other, the 1,800-seat Centre, has been dark all season except for the 'Grand Hotel' engagement. Elimination of the Minnesota leaves the 2,200-seat straight film State as the principal Publix first run house. Also makes the RKO Orpheum the only theatre in town with stage shows.

The Paramount, St. Paul, is also closing for the summer June 2.

"Variety" FOR SUMMER

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

Mail remittance with name and summer address.

Picketing Habit

Ottawa, May 23. — The Avalon here has been picketed for 18 months by various unions. Boys have become such a landmark in front of the theatre that Paddy Nolan, the owner, decided to continue the habit and is now paying his own pickets to advertise current attractions.

PAR-PUBLIX UNIFIES ITS PUBLICITY STAFF

New setup in Paramount-Publix has Arthur Mayer assuming jurisdiction over the combined publicity and advertising departments of the company in all branches.

Jack Hess becomes general manager of advertising, continues supervision of Public Opinion, house organ, and also assumes supervision over New York publicity, which is in direct charge of Earl Wingart.

Charles McCarthy will handle press work on the production phase of pictures as a contact with the Coast studios but making headquarters in New York.

Under the so-called unification of all publicity and advertising, under Mayer, theatre and picture press books will become one, saving P-P from estimates, at least \$100,000 yearly. This work will fall within the jurisdiction of Hess, who will have Bill Dangler in charge of theatre advertising, and Cliff Lewis, in charge of picture advertising to help.

With the P-P advertising account now in Lord, Thomas & Logan, that firm will continue to handle fan and trade magazine advertising with Paramount, eating the ads.

FOX WILL HOLD BACK RELEASE OF FIVE FILMS

At the close of the Fox sales convention in New York last week 90 salesmen, or 30 less than a year ago, received final instructions to sell 43 instead of 48 features listed as the complete Fox block.

The five holdout films will not be released until after Jan. 1 it was declared. It is presumed these pictures will be classed as specials.

NEW INDIE FIRM

Goldstone, Simmonds, Gluckman's Majestic Pictures—Plan 24

A new independent producing company, to be known as Majestic Pictures, is crystallizing with Phil Goldstone, Joe Simmonds and Sam Gluckman as the organizers.

Simmonds is the head of Tower Productions, a separate interest of his that will not in any way be tied to the new project. Gluckman operates the Capitol Exchange, New York, through which Majestic pictures will probably be handled for that zone.

While not announcing anything on plans, trio is said to be figuring on a program of 24 pictures for 1932-33, to be made in Hollywood.

Hollywood, May 23. — Christy Cabanne has been engaged by Majestic Pictures, the new Phil Goldstone-Joe Simmonds-Sam Gluckman producing company. Christy six features.

Majestic will make 18 features, eight of which will be westerns, at the Ralph Lake studio.

GAILEY GRIND THIS WK. Gailey, New York, starts operating this Friday (27) as an independent grind film house with 'Escapade' (First Division) the opening attraction. Leonard Bergman and Sebastian Romer have combined to operate the house through an arrangement with Eclair, said to be in on the operation.

PAR OUT WESTERNS

Will Let Outside Producers Make 'Em—Cancel Scott's Two

Hollywood, May 23. — Paramount is off production of Westerns and in future will let outside producers make the galloping scripts.

'Lone Cowboy' has been abandoned for Randolph Scott and abandoned for western story, being written by Anthony Coloway, has also been rejected. Coloway has been dropped with the studio's intentions on Scott now hazy.

Libson-Levy Out Of Chi and Cincy, J. J. Franklin In

Ike Libson and Ascher Levy, RKO division managers in Cincinnati and Chicago, respectively, are being let go by Nat Levitt and J. J. Franklin succeeding.

Franklin is a brother of Harold B. Franklin, present RKO theatre operating head, and not the J. J. Franklin of RKO's Canadian division.

Libson and Levy are both financially well off and neither was dependent on his RKO job. Libson was retained to operate the Cincinnati and neighboring houses following his sale of 14 theatres to RKO. He still holds his interest in the Chicago, Cincinnati, and one small picture house in that city. Levy was one of the old Orpheum circuit group in Chicago. He returned in the Chi division managerial capacity about three months ago, replacing Bill Elson there.

Other RKO changes involve J. J. McCurdy, replacing Livingston Lanning as manager of the Palace, Cleveland, and R. V. Connor, succeeding Coney Holmes at Keith's, Boston.

Malcolm Takes Peerless; Is Forming Own Company

Peerless Pictures, indie firm in existence for several years, has been bought by Joseph 'Malcolm' owner of Malcolm Laboratories and a silent partner of Pollack's. Out of Peerless, including the indie exchange in New York, Pollack is planning the organization of a new company of his own.

It will be known as Eagle Productions with a program of 12 pictures scheduled.

Pollack's New York exchange has long ruled as the biggest in the east. A few years back he was distributor of Columbia product in the New York zone but sold out his franchise to Col.

Ill. Club Gals Still Talking of Film Biz

Chicago, May 23. — Not giving up its efforts to obtain a voice in the censoring of films, the Illinois Federation of Women's Clubs is still at it. Ladies' latest condemnation, as directed against the industry, is that pictures are becoming much too sophisticated, citing the sexy and bedroom stuff.

Crusading females held a convention here last week. Question of forming local better film council again came up with members urged to organize in their respective communities.

Small-Goetz Form Indie Producing Firm

Edward Small, Hollywood agent and former indie producer, has incorporated as Redance Pictures with Harry M. Goetz. Latter was formerly assistant treasurer and comptroller for Paramount.

Reliance will make independent production this summer for release on an individual distributing arrangement.

Small returns to the Coast this week to assume charge of production. Goetz will handle the business end in New York.

WOBBER AT STUDIO

Hollywood, May 23. — Herman Wobber, sales executive-at-large for Paramount, has been at the studio for the past week in conference with Sam Katz, Emanuel Cohn and B. P. Schulberg on the studio's season's product.

Wobber is in charge of sales on the coast.

Katz' Long Stay on Coast to Learn Producing; Publix Operation Set

Warner at Market Quiz

Testimony of Harry M. Warner late last week before the Senate committee investigating the Stock Exchange was the subject of lively interest in the film trade.

Warner admitted he and his associates had carried on large dealings in the company's stock. On one series of transactions the paper profit was in excess of \$7,000,000.

Film man testified also that he lent the company large sums of money and took as security Warner Bros. debentures. Trading accounts were in a number of names. Proceeds from the sale, however, was to keep his transactions secret.

FOX THR. BOARD MEETS; WEIGHS RECEIVER SUIT

A meeting of the board of Fox Theatres was held yesterday (Monday) afternoon. It is believed directors discussed the pending suit for receivership brought by Jacob Rubenstein in the New York Supreme Court. Rubenstein is holder of 10,000 shares of 'A' common stock of Fox Theatres.

Plaintiff charges wrongful manipulation of the corporation's assets for the benefit of General Theatres Management, Inc. Suit was originally brought around 18 months ago, but was revealed only when the defendants filed a motion to vacate an order for examination before trial.

Rubenstein complains that Fox Theatres paid more than \$150,000 to lawyers which should have been paid, he asserts, by GTE. Also that the 1,600,000 shares of Fox Films 'A' stock representing control of Fox Films and held by Fox Theatres was sold below market value to GTE.

HAYS MEN STILL HOPE FOR 10c TAX DEFEAT

Criticism within the industry on the manner in which the tax fight is being conducted drew fire yesterday (Monday) from the producer representative who are handling the campaign.

Although they admit the 10 cent admission tribute is nearer to being rejected than a week ago, Charles Pettigrew, Hays' lawyer and in New York for a few hours, stated before returning to Washington:

'We are hopeful that the proposal to tax all admissions above 10 cents will be defeated in the Senate, and at least the language of the bill as passed by the House, exempting admissions under 46 cents, will be passed by the Senate. I would not want to say any more at this time.'

Metro's Music

Los Angeles, May 23. — Metro will have a musical background for all pictures in the future with Jack Chertock, musical conductor, at the studio now interviewing musicians.

Arrangements will be for several permanent orchestras to be kept on lot.

'Hovel' Muffs 'Ham

Birmingham, May 23. — Metro's 'Grand Hotel' will not play here as a roadshow. Picture was booked to open today (Monday), but Metro wanted it to go into the Birmingham and local operators wanted it for the Strand.

The Empire is in its second week of vaude and declined hurting chances of the stage shows going over.

THAU SAILS JUNE 3

Lenny Thau, Metro casting director now on his way to Europe, is on a foreign scouting tour, sails on the 'Le de France' June 3.

He sails accompanied by Felix Kest, Jr., and a cameraman. The producer is to remain away about six months.

Sam Katz is remaining on the coast until July to personally sit in on Paramount production matters. He recently left New York for the convention out there and is remaining west for what will amount to three months, may be longer. Some talk of Katz going from Hollywood to Europe but such a trip is not confirmed at this time.

Decision by Katz to remain at the studio turns over to John Balaban and Sam Dombow actual operation of Publix theatres as detailed in personnel some weeks ago. The realignment came about at the time of S. R. Kent's withdrawal from Paramount-Publix and the advancement of Katz to general management of the organization. Katz, as head of Publix, named Dombow and Balaban to take charge of the theatre end, while he broadened his own duties to cover distribution and production.

With Katz away from the home office Dombow will confine himself to film buying for the circuit, real estate, labor and theatre partnership matters while Balaban will assume full operation of Publix theatres.

Feld's Added Work

Balaban left for Chicago last Friday (20) with Milton Feld and Edna Wallenstein to discuss that city following the transfer of Chicago, Detroit and Toledo to Feld's division. Feld becomes divisional director in addition to his directorship of all Publix houses.

Appointment of Feld over all divisions relieves Balaban of his district duties to concentrate on the circuit as a whole. Balaban supervises theatre affairs but will, as well as Canada, in the past. The Canadian string remains without change with J. Fitzgibbon in charge.

Wallenstein, Balaban's assistant in New York, will remain in Chicago where he will headquarter while handling a district. Walter Cooper, who was Balaban's assistant in New York, will remain in New York as division manager, while I. M. Halperin continues as division head for Detroit. Charles Kurtzman, recently brought on from the coast, will act as operating assistant to Feld in charge of the latter's territory.

Main claim which gives Feld the longest list of Publix houses to handle, Feld's territory, prior to his acquisition of the Balaban operating string, was the latter's New York, Indianapolis, St. Louis, the Colorado division and Boston. Latter sector is held in conjunction with Dave Chalkin, New England's division chief. Feld retains supervision of these areas besides the new additions.

Balaban and Feld are both expected back in New York today (Tuesday) or tomorrow.

RELEASING 'INTERLUDE'

Goes Out Right Away But Will \$2 In New York

Hollywood, May 23. — 'Strange Interlude' will not be released as a spot by Metro as previously planned due to product shortage.

Picture goes out right away with New York to have the only \$2 show. But with a house now being sought, 'Grand Hotel' is currently playing the Loew twice daily showcase for Metro there, the Astor.

Mittenthal's Films

Aubrey Mittenthal, legit producer, is organizing for independent film production. He has not been active for the past few years.

Mittenthal will do 'Wanted By the Police' formerly by Fredrick and Fanny Hatton, legit play rights. Production starts in 10 days at Fort Lee, N. J.

Bruce Cabot 'Kong' Lead

Hollywood, May 23. — Bruce Cabot, Radio contract player, will probably get the lead in 'Kong' formerly 'Eight Wonder' (which Merlan Cooper is directing).

Ray Wray has the top femme spot. She's also in 'The Most Dangerous Game', replacing Margaret Perry.

REVUE UNIFORM CONTRACT

Warners Will Fight Salary-Jacking Agents with Imported B'way Talent

Hollywood, May 23. Reluctance of Hollywood players to take a cut which especially points to the Cagney incident, has prompted Warners to send Rufus LeMaire to New York to catch shows and line up talent that will fit into leads and secondary parts. LeMaire left here Friday (20).

Warner idea is to build stars from Broadway imports who haven't acquired the boxcar figure idea of salary. Back of it also is the present solo war being carried on between the studio and the Hollywood agents it has barred out.

Warner execs claim that local agents have tried to sell them local players now in New York for twice what the studio can get them for by sealing direct.

It's Roadshow Film! Says Producer After 20 Yrs.; Entire Cast Deceased

Hollywood, May 23. Henry Warner, former Pasadena theatre owner, says he'll roadshow his eight reeler being constructed around material filmed at the last city of Angkor in 1912. He has added animal stuff and a story.

Warner claims his 'wildest and strangest picture ever made' will be ready by September, titled 'Ape of Angkor.'

As all the members of the expedition which filmed the original footage have since died, Warner fears no 'Insigni' anti-climax.

NO QUITTING ATTEMPT IN SCHULBERG'S TRIP

Hollywood, May 23. B. P. Schulberg is safe at Paramount until March 1, 1933, at least. His departure east Wed (25) is on his annual vacation. He will see his son, Seymour, graduate from Deerfield Academy at Deerfield, Mass. Due back June 12.

Emanuel Cohen will be in charge of the studio during Schulberg's absence. Sam Katz now intends remaining at the studio for two or three months to check production problems.

B. P. Schulberg was absent from the Producers Association meeting last Friday (20) with Louis Mayer commenting it was the first time since Schulberg has headed Paramount production that he missed.

Sam Katz and Emanuel Cohen were present.

ONLY ONE FOX PICTURE UNTIL SHEEHAN'S BACK

Hollywood, May 23. Fox production has eased off and will stay there until the return of S. R. Kent and W. R. Sheehan around June 6. Richard Rowland went east last Tuesday (17), leaving Al Rockett in charge. Only one picture, starting June 1, will go into work during the Rockett management.

Lessened activity will affect several hundred workers, mostly technicians, prop men and camera men, who go off pay rolls when the three pictures now in production are completed. Two of the trio, 'Rebecca of Sunnybrook Farm' and 'Burnt Offering,' finish this week. 'Will Rogers' 'Back to Earth' is in this week for retakes.

Laemmle's Trip Off

Carl Laemmle, Sr., has abandoned plans for his seasonal trip to Europe. He is in Baltimore Johns Hopkins Hospital under observation.

His son, Carl, Jr., is on his way from the Coast to near him.

Universal head may have to undergo an operation.

RKO Chops for Films

The censors for the film producers are delving into those who Mustn't Do That! lists RKO used to tout out. Efforts are being made by Haystes to secure all of the censored matter on vaude gags and acts as dictated by the vaude circuit at various times.

Reasoning is that what was ruled out for vaude should be disallowed by Hollywood—and will.

Film Cos. Want Wire Break and Will Ask for It

Picture heads are squawking on the electric. Burned up that while the film biz as a whole is passing through a trying period and has tackled itself to vaude and drastic economy moves, little in the way of substantial assistance has come from the equipment corporations.

Since no voluntary move of any proportion has been made by the electric, the companies are taking the matter up to ask directly for cut.

Chief among these are RKO and Fox, although no definite requests are known to have been made.

In the matter of the RKO negotiations are with RCA. Fox deals with Western Electric.

Cuts and adjustment of notes are being talked about on service charges, equipment costs and recording royalties. In the matter of service charges the majors seem to feel that these could be eliminated entirely.

Smouldering Grouch

Anything RKO or Fox may achieve would directly affect the fold. All the major companies, except RKO, deal with W. E.

What the majors feel perturbed about at this time is the fact that they all went for Western Electric licenses at a time when they were led to believe that W. E. had the exclusive methods for all recording and reproducing. In this the Fox company, through William Fox, was indirectly responsible. On the presumed exclusiveness of W. E., Fox gave up consideration of other equipment to take W. E. equipment after already having paid \$100,000 to the DeForest (Phonofilm) firm as a deposit on a future buy-in of that company. Fox never got back that deposit.

Later, in the General Talking Pictures vs. Stanley Theatre suit, when W. E. defended and claimed an exclusive contract on the DeForest patents, the court held none was indicated for W. E. in connection with the Ries patent then involved.

Active Selznick

Hollywood, May 23. David O. Selznick and his son are to go on his contract as executive production head at Radio studios. This, however, is not preventing him from negotiating for the service of various production heads and business executives with the tickets being offered running beyond the period of his incumbency.

Henigson Stays U

Hollywood, May 23. Henry Henigson has called off the dog on his contract as business executive at U. He will remain at Universal.

MAJOR COS. STAY IN WITH INDIES AGAIN

Par and WB Hold Out on Redraft Plan—Move Is Outcome of New 'Exclusive' Distrib Theories—Lightman in a Spot

HEATED HAYS SESSION

From the conversational chaos precipitated by the numerous suggestions to revolutionize distribution marked developments are shaping. As a first step all major companies, excepting Paramount and Warners, have agreed to sit down again with the independents and redraft a uniform contract.

This decision, reached last Thursday (19) after a heated session of company attorneys at the May office, during which neutral indie leaders threatened to sever all conciliatory relations with the majors, comes barely a week after the Hays group had flatly rejected a 5-5 formula and voted to continue business on the present individual company contractual policy.

The 'exclusive' run' methods, of which three contrary formulas have been presented, are witnessing recantation, indications of civil war among the indies with threats of wholesale secessions of state units from national affiliations, and the official stigma upon an indie who books a 'shown-here-only' as 'a traitor to the independent cause.'

United Artists and Metro-Goldwyn-Mayer, fathers of the 'exclusive' idea in distribution, are weakening in their stand. According to reports, the latter is being pulled from indie leaders, U. A. revealed that it is willing to 'modify' its 'A' and 'B' picture-theatre classification. On the other hand, Metro has not only refused to consider modifications of the 100% exclusive proposition, but is declaring to inquiring parties that it is yet officially entertaining plans for introducing such a policy.

Lightman's Spot

The fan-type classification, whereby pictures and theatres would be graded similar to legit, and burlesque in the personal appearance side of the entertainment world, is putting its promoter, M. A. Lightman, president of the Motion Picture Theatre Owners of America, virtually on the spot with his own organization and is making him the target for leaders of rival bodies.

Schulberg, who has been in the unit of the MPTO of Connecticut, unit of the MPTO, that the United Artists' plan would sound the death knell of independent exhibitors, the TOCC let loose a barrage on protection, inability of the indie dollar to compete with the big circuit dollar, spiked the Lightman plan and set on foot a series of accusations generally and greater picture quantity.

Along with these developments some of the leading heads and industry representatives, who until now have sat quietly by, make positive declarations that the 'exclusive' idea, as propounded so far, would only lead the industry into further trouble.

A Boomerang

They reason that to take the cream of the industry's product from subsequent runs would, within two years, after the adoption of the policy, exterminate the lesser independents.

Then, what will happen? They answer the question themselves by saying that the first runs, which now would be willing to pay the highest prices, would be in a position of dictatorship and could then name the price on the very product for which they are now willing to bid so high.

In addition to this boomerang of the 'exclusive' idea, the matter of making a picture a matter of producer revenue, predicts that the indie contribution right now is fully 50% of the major producer's rentals in the U. S.

Roxy Theatre's Future Still in Air; Grauman Returns West Undecided

Aylesworth's Trip

M. H. Aylesworth, president of RKO Radio, is expected to leave for the Coast late this week to look over the Radio studio. His stay out there may be indefinite.

Trip will be Aylesworth's first move westward since becoming RKO head.

STATE ARBITER ACADEMY IDEA VERSUS PACT

Hollywood, May 23. Academy will demand provision for arbitration under the eye of the California state law, a commission if the producers so-called anti-trading agreement on talent becomes operative in any form.

This recommendation will be made to the committee preparing the Academy's official reaction to the agreement. Committee met minus its producer member, B. P. Schulberg. Representatives of the other four Academy groups are Sam Hardy, Al Cohn, Nugent Slaughter, and Frank Capra.

Protest 6-Mos. Clause

Committee voted for absolute repudiation of the producer scheme unless the six months priority clause is extracted. Further conferences will be held before a report is submitted to the Academy board.

Opposition to the clause which gives a producer six months' option after the termination of any contract, developed when a group of writers engaged attorneys for a test fight if they were made victims. Federal action would be sought against violations of constitutional rights.

business go to the wall because of the lack of suitable product without putting up a fight right in the courts. Some of the major company representatives believe, as do some of the indie leaders, that admission of the program increase. In booking circles it is pointed out that negative cost of product has failed to keep up the price of the product which is placed, during the past year, as high as 40% and more for some of the major circuits. Contrary to prior reports, some on inside matters declare that Hollywood costs are only 15 to 20% under last year.

The Lightman idea is described by some of the active circuit executives as a millennium which could be realized only if one man controlled all the picture theatres in the country.

While Alled is reported taking advantage of the conversational salvo to bring added pressure on the Brookhart bill as the way out for the indies, other indie group leaders are already laying out their own plans. One which shapes up as the most popular, in the event the 'exclusive' materializes, is to go to the public and say that the theatres are being forced out of business and that the public is being compelled to go miles and pay top prices because of a squeeze-out.

Indie heads the past week have been challenging distribution heads to make public the claim recorded in a year or two that they realize only 15% of their income from indie boxoffices. One of the strongest indie chiefs in the country, who is making a picture a matter of producer revenue, predicts that the indie contribution right now is fully 50% of the major producer's rentals in the U. S.

Future of the Roxy, as a Broadway deluxer is so dark the house may pull the shades. Theatre, now in equity receivership, looks to face bankruptcy unless funds are raised to cover the second mortgage of \$1,250,480 maturing July 1, besides which around \$500,000 is needed to keep the house operating. Harry G. Kosch, an attorney and president of the Roxy Corp., is also receiver under a \$50,000 bond, on appointment by Federal Judge Francis Caffery.

Equity receivership was granted after a default had been noted on \$200,000 mortgage payment. And on the petition of John Kane as assignee of a \$10,000 claim held against the corporation by the Chicago law firm of Sonnenschein, Kerison, Lautman, Levinson and Morse. Unravelling the complex stock situation, bond issues, mortgages and management details is Kosch's job.

With other lawyers, Kosch has been arranging details to keep the house in operation while at the same time, certain of the 'A' stock holders have been talking legal action to set aside a recent trust agreement whereby the present board votes this stock. In addition Halsey Stuart Co., downtown bank firm, is reported progressing towards formation of a note holders committee to protect bondholders.

Petition to appoint a receiver listed the corporation's assets at \$10,254,869 which sum is taken to represent mostly the building and the theatre's good will. Liabilities were given at \$5,650,671.

Operator and Pictures

From a trade point the Roxy's main obstacles, outside of the financial troubles are that of obtaining a suitable operator and picture bookings. Although the house is playing Fox films principally there is no booking contract between the two firms except from a moral obligation standpoint.

On the operating end several names have been mentioned as prominent being that of Sid Grauman. However, Grauman is due to return to the Coast tomorrow (decision?). No word has been reached as to whether he would assume management of the Roxy or not.

Negotiations are on to secure money and the operator and director for the theatre, but nothing will be announced until later in the week.

HUGHES OUTS UNTIL 1933-'34

Howard Hughes will not produce another picture for at least a year, according to information. He will lay off until 1933-'34.

Hughes made four pictures this past season.

Desire for a moratorium on production for next season is said to have been decided upon recently. United Artists sales setup for the coming year does not include expectations of anything from Hughes.

PLUNKETT'S OFFER AS WESTERN RKO HEAD

Tossil litous arose this week of Joe Plunkett, vice-president and one of the theatre operators for Keith-Albee-Orpheum, going to Chicago to assume jurisdiction of the west, and that city for RKO. Opening about the time though Albee-Lavy being let out last week.

Plunkett was formerly in full charge of theatre operation for RKO before the recent advent of a new management. Should the Chicago move eventuate, and Plunkett accept the assignment, it would mean he would have to establish headquarters there.

Eastern Indie Studios Burn at RCA; Want Same Terms as Goldstone Deal

Eastern independent studios and producers are plenty peeved at both Western Electric and RCA Phonophones. Resentment seems most intense against RCA. Phonophones at present in view of that firm's deal with Phil Goldstone to out recording-royalty fees on pictures to be made by the Coast producers in the Goldstone setup.

Eastern studios installed with RCA equipment, as well as producers on that system, are doubly aroused due to RCA's reluctance to permit them the same terms as given Goldstone. This has led to the belief in some quarters that Goldstone is attempting to corner the independent market by also signing New York producers into his camp. RCA's cut to Goldstone was encouraged in the belief new licenses would come in through Goldstone. As far as known, none have joined him yet in the Gotham area.

Two studios operating in the east on RCA equipment, Royal and Ideal, in New Jersey, are both declared ready to go to bat with Phonophones. In addition to wanting reductions in recording - royalty costs, comparable to those given Goldstone, they want RCA to eliminate itself from competition with them.

RCA operates its own studio, comprising the 11th floor of its home office on Fifth Ave. In doing this, contention is that the electric isn't playing fair with its own licensees. G. C. Schaefer, in charge of RCA's studio, is said to have sold the company the idea of putting it on a paying basis.

Basis of Complaints
RCA wired studios are insisting to RCA, following preliminary conferences, that all recording activities by RCA cease, that royalty be lowered to where indie producers will be encouraged to do business in the east and that some steps be taken to protect them from bootleg equipments which are now very much on the small amount. These demands are met at least half way, the indies say they either must go to Hollywood and join Goldstone or turn to cheaper sound equipment.

Following overtures by Goldstone to join him, made to New York indies, RCA, as a result of some reductions east as Goldstone obtained. At one meeting the position of the eastern indies was made clear to RCA which agreed to look into the matter, but as yet nothing has been done.

Among the small studios recording on indie equipment are Atlas, Standard, Slight and Sound, Power and, Halstead, Dineen and Paramount coming out of these spots is getting national release. This is further scotching the RCA and Western Electric indie plants which claim that the men-electrics are in no way protecting or co-operating to save them and major indie production on the Atlantic coast.

DISNEY SUES HOLLYWOOD

Los Angeles, May 23.
Suit for \$1,866 sound royalties on one picture produced by Hollywood Syndicate and another for \$1,150, for failing to produce five more pictures, has been brought by Disney Film Recordings Co., Ltd.
Contract for Cinephone sound on six pictures was made by Bruce Mitchell and J. T. Lykes who were to do the Syndicate story for Big Four a year ago. Disney company says it paid the recording cost of 'Sheer Luck' but owes royalty at 25 cents a foot.

SCHLANK STARTS 10

Universal City, May 23.
Morris Schlan: put 'Drifting Souls' first of 10 Premier productions for Fox, release into work last week with Lewis King at the megaphone.
Lew Cody, Louis Wilson, Shirley Grey, Raymond Hatton and Big Boy Williams are the principals. Story was written by Barbara Hunter and Douglas Doty.

Renew on Karloff

Hollywood, May 23.
Universal has renewed its option on Boris Karloff for another six months.

Pratt of ERPI Claims Biz Sufficient Without Financing Any Indies

Hollywood, May 23.
According to George Pratt, v.p. of ERPI, his company is not worried over Phil Goldstone's apparent cornering of independent recording for RCA through a tie-up with the latter company.
Pratt claims that ERPI, through its licensees, Metropolitan studio, and Baleley & Phillips, has enough independent business lined up to keep the clock of both companies busy. He cites that Metropolitan, with Tiffany, Sono Art and several indie producers, has all that the studio's sound channels can handle. Likewise, B&P with 42 pictures to record for Monogram has sufficient work to keep its three trucks busy.

Christies' \$250,000 Debt
Despite many rumors that ERPI was financing several indies, Pratt insists that the company has no financial interest in any of them. It is known that when the Christies got out of Metropolitan they owed ERPI over \$250,000. This amount was not paid and was assumed by Earl Hammons of Educational, who took over the studio. Understood that the debt still stands which, Pratt says, gives rise to the idea that the electrical company was backing Hammons.
Most of Educational's production is now being done at Metropolitan studio which is well equipped. Educational's own studio, equipped with RCA sound, has been inactive for some time.

Sennett's Lineup

Hollywood, May 23.
Mack Sennett's new contract with Universal, which will feature a ray each featured in six. Contract also gives Par options on several other two-reel comedies with Sennett players, subjects of which are undecided but understood to include the Sennett fishing series. Murray's contract with Universal calls for one more 'Cohen and Kelly' production.

Sennett's contract with Educational is now completed, with five two-reelers still to be picked up by Ed.
Moran and Mack picture, made on a separate deal with Earl Hammons for World-Wide release, is now in production. This picture was originally intended for Tiffany release but has been switched by Hammons to the other company.

'Witnesses' as Rogers'

First for Paramount
Hollywood, May 23.
Charles Rogers and a majority of his staff move to the Paramount studio today (Monday).
Indie producer has been at Universal for four weeks on a rental contract supposed to be signed daily. It's the first time a rental company has headquartered on any major lot, besides Universal. In recent years, 70,000 Witnesses probably will be Rogers' first release, instead of 'Madison Square Garden', because latter story is progressing slowly.

FORD'S DELAYS

Universal City, May 23.
John Ford started casting last week for his picture at Universal. He's been on salary five weeks, but shifted assignments, eliminating first 'Laughing Boy', following which 'Shanghai Interlude' kept him off the stages.
One preparing is 'Mall Must Go Tech', and will be his only production for U. Originally signed for two, but Fox has him on call for one picture and there's no longer time for the second.

MONTGOMERY'S STORY

Hollywood, May 23.
Byron Morgan is at Metro working on a short story.
It's for Robert Montgomery.

1st Runs on Broadway

(Subject to Change)
Week May 27
Paramount—Attorney For the Defense (Col.)
Roxey—Man About Town (Fox).
Capitol—Night Court (Metro) (28).
Rivoli—'Congress Dances' (U) (3rd week).
Strand—Love Is a Racket (FN) (26).
Winter Garden—Two Seconds' (WB) (2nd week).
Mayfair—Night World (U).
Rialto—Scarface (UA) (2nd week).

Week June 3
Paramount—Strangers of the Evening (Tie).
Roxey—Monte Carlo Madness (UFA).
Capitol—As Your Desire Me (Metro).
Rivoli—'Forgotten Commandments' (Par) (1).
Strand—Week-end Marriage (WB).
Winter Garden—Two Seconds' (WB) (3rd week).
Rialto—Scarface (UA) (3rd week).

\$2 Pictures
'Grand Hotel' (Metro) (Astor) (1th week).

Foreign Films
'A Nous la Liberté' (French) (Tobis) (Europa) (2nd week).
'The King of Kings' (German) (Aul) (Hindenburg) (3rd week).
'Unterhölche Lump' (German) (Ufa) (Little Carnegie) (2nd week).
'Alone' (Russian) (Amkino) (Cameo) (24).

Westerns for New Season May Total 150 from All Cos.

The number of double feature accounts is influencing a substantial increase in plans for westerns, which for indies will virtually flood the market this season. Over 150, a high figure, with a possibility of even 160, are expected from majors and independents.

Plans for the season are being laid out during on outdoor opera. Of these Paramount has three, and possibly more; Radio plans six and Metro may do three. During the past few years number of westerns sold by combined major and independent companies has been around 60.

For 1932-'33 the indies, alone, may be represented with 100 of the cowboy series. Double indie line-ups are already with such smaller indies as Webb Douglas, Nat Levine, Bud Barsky and others on the Coast yet to be heard from. Columbia's 18 westerns leads in the major column while Monogram and Allied, each with that number, are tied among the indies. Among other western producing plans are Willis Kent, eight; Articles, six; Big Four, 12; Majestic (new), probably eight, and Mercury, eight. Universal, while selling six Tom Mixes, is also out to market a series of six actions which in some cases fall into the semi-western group.

Par's Hazy 'Bad' Cast

Hollywood, May 23.
Paramount is figuring on teaming Adrienne Ames and George Raft, picture screen unknown for the leads in 'No Bed of Her Own'.
As film is not due for production until October, execs feel that other parts in the meantime will give them sufficient Loxoflex recognition.

L. A. to N. Y.

Irene Dupree.
William S. Gill.
Hal Horne.
Arthur Mayer.
B. P. Schulberg.

N. Y. to L. A.

George Brown.
Louis Calhern.
N. Bernard Freeman.
Phil Goldstone.
Sid Grauman.
George Kann.
Arthur S. Lyons.
Nina Olive.
Eddie Perkins.
Harold Roy.
Edward Small.
Vereé Tessilde.

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.

Tiffany's Washup

'Man Called Back' starting today (23) at Tiffany, followed on successive Mondays by 'Thos. We Love' and 'Last Mile', will wash up the year's program there. The company title will then be abandoned in the new Brandt-Hammons combine.

Carewe's Brandt Deal

Okay from E. W. Hammons is awaited by Edwin Carewe, tentatively set with Joe Brandt to direct four features for World Wide.

Casting About

For the Eskimo lead in 'Eskimo' Metro has in mind Los Leung (Chinese), San Sai (Indian), or Red (Hindu).

Mulhall for Palace

Jack Mulhall booked as a single into the Palace, New York, opening May 28, with an RKO route to follow.

Radio's Gentle Retakes

After previewing 'My Face Red' Mulhall is said to be the columnist here live. Requires a new ending.

Chumping Rogers

'Down to Earth', beating the schedule five days, lost the set today's day's work. Will Rogers wrote his personal check for the difference. Their retakes were ordered.

Col. Tries Depression

Columbia is first to spring a depression. 'No More Orchids', by Grace Perkins. No technical advisors required.

Jr.'s Entourage

Junior Laemmle, traveling to Baltimore last week to be with his father, is in a hospital there, was accompanied by a personal physician, a secretary and a bodyguard.

New Play's Tryout

'Murder', new play based on prohibition, is being tryout by Joe and Ruth Down, opens at the Theatre May 28. John David Forsley and Sara Rusefeld set for leads.

Stories for Rin-Tin-Tin

'Film Stars' Holiday by Peter B. Kyne, 'Swift Lightning' by James Oliver Currier, 'False Colors' by Albert Payson Terhune, and 'Common Ground' by Gerald Beaumont were bought by Nat Levine for Rin-Tin-Tin story material.

'Pastures' 5 L. A. Weeks

'Green Pastures' is booked into the Biltmore for five weeks starting June 13. Vacationing is probable for the company after the L.A. engagement. Show reopens Labor Day in Boston.

New Honolulu Stock

William M. McCurdy, former Henry Duff manager, organizing a stock company for H. R. Seaman's Liberty theatre in Honolulu on a 10-week guarantee, with an other 10-week option. Duff turned the deal over to McCurdy. Gladys George will be the lead set for the leads, and Eddie Waller directs. Company sails May 28.

Thew Completes Circle

Harvey Thew is back on Warner's writing staff following post-production of 'Hard Master' at Metro, which he was adapting. Thew left Warners on his refusal to sign a contract that wouldn't let him effect until the return of Zanuck.

Hayes On Fight

Teddy Hayes, former Jack Dempsey trainer and now with Jack Kearns, was engaged by Charles Rogers as technical director for 'Madison Square Gardens', fight picture.

Adolph Bolm Will do a Russian

Adolph Bolm will do a Russian ballet sequence for Marion Davies' 'The Story of a Thorough Girl'. Edmund Goulding directing.

Shallman Wants Acts

Syd Shallman, local agent, left last week for Chicago to line up acts for Fanchon & Marco. He'll be gone three weeks.

Burning question among Metro

femme names is, Who succeeds to Grace Garbo's swank bungalow?

Rich Resumes Tour

Irene Rich leaves Thursday (25) for New York by plane to resume RKO vaude route. Was set back to allow her to appear with Will Rogers in Fox's 'Down to Earth'.

U After March

Universal wants to borrow Fredric March from Paramount for lead in 'Air Mail'.

Warners Spreads Troupes

Three companies left Warners Saturday for location trips. 'Tiger Shark' goes with the San Diego fishing fleet for two weeks; 'One Way Road' to California for two weeks; and 'Children of the Rich' to Laguna for a week.

Bernard's Chick Bookings

Bernard, RKO booker, left here for a four weeks' stay in Chicago to book acts for the supplementary five-act units which will play four and one-half weeks on the Coast. They'll open in Seattle and close in Los Angeles.

Consolidated Backs Hoffman

Consolidated Laboratory will finance M. M. Hoffman's new program of 24 features for the coming season. Phil Goldstone previously backed Hoffman.

Mitrovitch's Costly Date

Dolores Mitrovitch, owing \$500 to 20 dances and around \$300 more to musicians on ballet performances in Pasadena and Long Beach, can only her collection of antiques and a grand piano to offset the payoff. Labor bureau and musicians union will accept if sale will cover the claims.

Lollier's F-WC Adjustments

Yvonne Lollier, back from a tax-adjusting tour of the West Coast as far as Kansas City, has gone north to adjust rentals for the circuit.

Eason's Tired Finish

Failure of Eason Eason to get to the studio on time, and Nat Levine directing contact with Nat Levine for the Rin-Tin-Tin features, Eason, directing 'The Big Broadcast' serial for Levine, arrived at the studio three hours late after working until 3 a. m. and was fired.

Lion Hunter Gets Lead

First of Sol Lesser's three-reel feature of the government's mountain lion hunters in Arizona, Ford Pyle, Eason, directing, and the professional lion hunters, gets the lead. Idea is from Earle Frank, cameraman.

Guy Lombardo, Goswell Sisters

Guy Lombardo, Goswell Sisters, and Burns & Allen are booked for Paramount's 'The Big Broadcast'. They'll do their regular ether stunts in the picture.

Metro Tests Vandalbilt

Gertie Vandalbilt is being tested by Metro. She's the former New York musical comedy star.

More creditors on the trail of Standard Sound System

More creditors on the trail of Standard Sound System are an electrical contractor with a \$1,256 bill, and a wiring contractor who furnished \$897 worth of doors and plumbing.

Small-Gotts' Combine

Edward Small, coast agent-producer, and Harry Gotts, former Paramount executive, are planning framing a production organization in New York.

B&C's Coast 'Cat Fiddle'

Meluso & Curran's first try at musical comedy, 'Cat Fiddle', and the Fiddle', expected to open about July 1 at the Belasco. William S. Gill, agent, is on his way to New York to recruit a cast.

Pat Campbell, former ERPI sales

manager, will manage the radio disk recording studios to be operated by World Broadcasting Co. at Metropolitan studios.

Aaronson Returns

Irvine Aaronson, former owner of the Florida's combo, which goes to the St. Francis hotel in San Francisco.

Franklin's Nephew in

Richard L. Moore, nephew of Harold B. Franklin, replaces L. E. Anderson as manager of the local Orpheum. Faine Rosenzweig replaces Jack Coudy as p. a. at the RKO.

Thompson Leaving Col

Harlan Thompson's contract with Columbia will not be renewed. He's currently adapting 'Fanny Hurst's Vanity'.

Territt Back at U

Courtesy Turner, recently closed at Warners, goes back to Universal to adapt 'Merry-Go-Round'.

WB Likes Jenkins

Warners is considering a term for Allen Jenkins, brought west for 'Blended Event'. He's assigned to 'Three on a Match'.

Pat Ellis First

First part at Warners for Patricia Ellis, daughter of Alexander Lefton. (Continued on page 65)

FRANCE SHUTS OUT FOREIGNERS

ENGLISH TRADE 'CZAR' SOUGHT

London, May 23.
Hunt is on locally for a sort of Will Hays, to do for the local film industry what "the General" is doing in America and more so.
Desire is to have the man head the "Propaganda Bureau of the Cinematograph Exhibitors' Association," only formerly, Comyns Carr, noted local attorney, has been suggested for the job.
Bureau was formed with the idea of combatting adverse film trade influences of all sorts and is getting ready to function shortly when the new Sunday opening bill comes before Parliament.
Association is determined to seek public support with a view to forcing the provision and more so after bill back before the House. It was only a couple of weeks ago defeated at its second reading, but the film men think that they can still force the issue by making more of a fight.

Dutch Magnates Clash

The Hague, May 14.
For years there has been a certain rivalry between the Tuschinsky concern operating at Amsterdam and Rotterdam and the City concern of The Hague (controlling three cinemas here). Though they buy up big films in co-operation, there have always been some friction. Wilton, the man in power of the City interests, seems to have an understanding with Tuschinsky not to open a cinema at Amsterdam so long as the latter refrains from starting a house at The Hague.
The controversy is now in a new phase. Tuschinsky is planning a huge cinema at The Hague. He has already bought a building site. Insiders, however, consider the whole scheme bluff; firstly Tuschinsky's business at Rotterdam is none too good owing to competition from Ufa.

HOLMAN WEST—DORAN UP
Russell Holman, Paramount editorial-board's eastern head, moves to the Coast around June 1. He will be spotted permanently out there under A. M. Rotford.
D. A. Doran will succeed Holman on the New York end instead of Murray Hulburd, at one time considered for the spot.

DOWLING REACHES BERLIN
Berlin, May 23.
Ambrose Dowling, RKO-Radio foreign chief, is in Berlin. He's been touring the Continent past couple months, realigning the European offices and contracts.

Newsreel Economies
Paris, May 14.
Attempts to cut expenses to the limit, newsreel men are taking a strict minimum of sound shots, in many cases photographing silent, and sound-synchronizing later.
Increased use of compact portable equipment is also minimizing expenses.

Baby Lives, Mother Dies
Barcelona, May 23.
Wife of Jacques Edelstein died here in childbirth. Edelstein is in charge of Spain for Metro-Goldwyn-Mayer.
Girl baby is reported doing well.

Up from Mexico
J. Epstein, in charge of Mexico for Universal, arrived in New York yesterday (23) for a product look-see. He'll also discuss with H. O. Essex the new Mexican tariff and import taxes.

Lab Man Coming Over
Paris, May 23.
Andre Debrle, laboratory equipment manufacturer, is off to America.
He'll stay about a month making a survey of his field.

Toronto's British Urge

Toronto, May 23.
Town is going strongly for British films.
With a British picture now in its fourth week at the Uptown, and another having two weeks holdover at the Trivoli, a last minute shuffle has a British-Gaumont 'Lady Panniford's Jolly' film, into the Imperial. This is the FP-Can's ace house here.

JOBING BASIS IDEA FOR FOREIGN DUBBING

Eddie Ugaat, long with Paramount in the foreign office, is forming a company of his own for dubbing pictures. With details arranged here for financing and equipment, he will sail for Paris in a few weeks to establish offices and studios there.
Ugaat's idea is to contract for dubbing of American films abroad. With France currently framing quota laws against dubbed product, with the exception of such films as are dubbed within the country, Ugaat figures on being able to sell his proposition to U. S. companies.

SLOANE'S BRITISH FILMS

Coast Director Sailing July 1—Will Direct for B. I.

Hollywood, May 23.
Paul Sloane, former Radio director, sent George Manning to London with Mrs. Sloane, to act as his business manager in negotiating a deal for him to make a series of pictures there for British International.
Manning has been in London for some time. Sloane is scheduled to leave Hollywood about July 1.

Ralston British-Made

London, May 23.
Ester Ralston, here to open at the Palladium today (23) will be a talker for Gaumont during her stay. She will be rushed into 'Rome Express,' next scheduled production.
Miss Ralston's provincial vaudeville tour has been suspended until the picture is finished.

Banks Back with BIP

London, May 23.
Monty Banks is back here after some Hollywood time and is again on the B. I. E. front as a director. Banks this time has a year's contract.

FROM A. C. TO L. A.

Ten Columbia executives, attending the sales convention at Atlantic City the first three days of this week, will continue to the Coast in time for the opening of the session in L. A. next Tuesday (31).

Of those who left New York Sunday (22), only Jack Cohen is still uncertain but may go. George Brown, publicity director, is set for the L. A. session.

For France In S. A.

Paris, May 23.
French Picture Association has named Henry Grenit film commissioner for Buenos Aires.
It's an attempt by the French to secure a better break in the South American market.

Weather

London, May 23.
Heatwave played havoc with week-end business here.
Rain arrived Sunday; but too late to help out.

Paris, May 23.
Showery weekend followed on a torrid week. It helped the theatres a bit, but grosses remain none too healthy.

CRUCIAL POINT IN LONG FIGHT

125 with French Dialog and 75 Dubbed-in-France Is Maximum—Film Dubbed Abroad Cannot Enter Country—Cost of Foreign Originals Makes Them Impractical

U. S.-BERLIN WALKOUT

Paris, May 23.
France has definitely enacted a new quota law completely prohibiting pictures dubbed outside of the country.

Action means that the crucial point in the long European fight against American methods for retaining part of the foreign market has been reached. European countries have for a long time threatened action in the form of reprisals, quotas and contingents. American companies have made counter threats. Show-down time has now been reached. U. S. companies must make immediate arrangements to start activity on this side, or give up the fight.

Only a few days ago, according to word from Berlin, United States film companies threatened German flimmers with a walkout on the German market should the proposed contingent laws in that country be put through. In the face of that threat France has passed its law to take effect next Tuesday, June 1. With that as an example, it is considered almost certain that Germany will promptly follow suit.

Direct Shots and Dubbed Pictures
Government Picture Commission, acting officially on Friday (20) announced France's new program as regards importation of pictures. Not more than 200 pictures will be allowed to enter the country for the year beginning June 1. Of these 125 must be direct shot French talkers and 75 will be allowed to come in for local dubbing. Means practically that not more than 15 pictures can be brought in, because American companies have some time ago learned that it is impossible to get pictures made direct shot foreign in Hollywood or New York and practically impossible to make any profit out of them.

Manner of division will be according to usual lines, 200 special contingent permits being distributed about half and half between local distributors and producers. Manner of division will be decided later by the Commission. It'll then be up to the distributors and producers to make deals with foreign companies on strength of having the permits.

Berlin, May 23.
In Germany the American companies have, for the moment, the upper hand, and are doing most of the threatening. Practically all of the U. S. companies in Berlin are lined up in the move.

Foreign reps of the major companies in Berlin have recommended to their home offices to stop all German production and preparation immediately. All expenditures for the German market, such as local printing and advertising are to be cancelled temporarily. Also German managers of U. S. companies have advised their New York offices to prepare gradual liquidation of the German exchange.

All the moves of that sort thus far are only in the threat stage and depend on the German counter plans, but the American companies seem to be serious about it. While U. S. companies got along as well as could be expected last year under a mild contingent and with a rapidly rising and improving German film industry to

Spicy Films Doing Best in Paris; Dubbed 'Daddy Long Legs,' \$22,000, Off; 'Hell Divers,' \$6,300, 3d Week

ROBOT PROJECTOR

Paris Tries Equipment That Works Without Operator

Paris, May 23.
Local-made projection equipment eliminating the operator has been introduced by Reginald Ford here. He has a local newsreel house claim.
Idea is similar to what is in use in America in store window shows, the outfit working from back of the screen. In the Trans-lux houses, in New York, there is a different sort of projection machine, also back of the screen, but requiring one man to operate.

Braunberger Tangles Slowly Clearing Up

Paris, May 14.
Braunberger-Richebe, whose financial difficulties caused them to accept a creditor's committee, is making headway towards getting on its feet again. The theatre operating and distribution branches which kept on operating, are when the first week had done \$3,200.
Paramount (Paris), (1,900)—'Miche' (Paris). For the first week, \$28,500, excellent. Paramount studio is now turning out product which clicks locally.
Olympia (Halk) (1,900)—'Daddy Long Legs' (Fox). Film which had already played Edward VII in the original version, is dubbed for the local version of Wallace Rea's aerobatics ('Hell Divers'). Film only reaches this figure for this, the third week, because it has been very well exploited.
Marivaux (Natan) (1,200), 'Au Nom de la Loi' (In the Name of the Law) (Natan) (3d week) Marcelle Chantal's following is responsible for a very nice \$6,500.

Lara Leaves Metro

Hollywood, May 23.
Claude Lara, who has been directing French synchronizations at Metro, has finished his contract. His last was the French 'Passionate Plumber.'

back, the trouble is now being stirred up through steps being taken in Germany to put through new restrictions. These restrictions, as proposed, also along the same lines as adopted in Paris. Meaning that U. S. companies see themselves as facing the necessity in the future of spending more money to retain the foreign market than they are now spending, and with that market returning less profit.

Ready to Walk Out

As New York looks at the thing, the preference is to continue business with Germany and other European countries, but if it is impossible to make money in these countries, it is better to forget all about them and concentrate on other markets. Also New York feels that Germany and other countries that are talking restrictions, despite increased and improved production of their films in recent years, cannot supply their own markets completely and should be willing to give foreign companies, such as the American, a chance to make something out of it.

That the U. S. really is serious in its moves is indicated by the Czechoslovakian situation, with the U. S. companies definitely shut down on servicing that country because of the raised tariff duties there. Czechoslovakia has been for several years one of the best Central European markets for U. S. films, yielding more cash than Hungary or Austria, but with recent raised tariffs making a profit in the future unlikely. American companies are threatened to close down and then carried through their threats.

Paris, May 12.
Week ending May 6 saw most of the Paris picture houses with hold-over films and doing fairly well. Especially good is, it seems to be, extracted by films with plenty of spice. Ascension Day included in the week helped the figures somewhat.

Practically no American films being shown around the main houses currently. 'Hell Divers' (Metro), at the Madeleine, and 'Daddy Long Legs' (Fox), at the Olympia, both in hobnobbing, are not hitting too well, though the former has been boosted into an acceptable figure by good exploitation of the series.

Approximate Grosses

Colisee (Halk) (650)—'Papa Sans Le Savor' ('Papa Without Knowing') (G.F.F.A.). Real holiday business with \$2,700, when the preceding week was only \$1,600.
Elysée Gaumont (G.F.F.A.)—'Nuits de France' (Night of France), the Crossroads (C.F.C.). Flivving quickly with \$2,700 for the second week, the third week, when the first week had done \$3,200.

Paramount (Paris), (1,900)—'Miche' (Paris). For the first week, \$28,500, excellent. Paramount studio is now turning out product which clicks locally.
Olympia (Halk) (1,900)—'Daddy Long Legs' (Fox). Film which had already played Edward VII in the original version, is dubbed for the local version of Wallace Rea's aerobatics ('Hell Divers'). Film only reaches this figure for this, the third week, because it has been very well exploited.

Marivaux (Natan) (1,200), 'Au Nom de la Loi' (In the Name of the Law) (Natan) (3d week) Marcelle Chantal's following is responsible for a very nice \$6,500.

Mediterrene (Natan). After playing the Moulin Rouge, film is now at the Imperial for the seventh week; retailing at only \$3,200.
Aubert Palace (G.F.F.A.) (800), 'Mon Cere Chez Les Riches' ('My Cere With the Riches') (Riba). Slightly over \$1,000 for the first week of the dirt film, evidencing difference between the boulevards and the provinces.
Palace (Dufréne-Varna) (1,200), 'Printemps' ('Spring') (German). Advertised as highly sexy and not for youth, but it's a very safe factory \$5,500.

Moulin Rouge (Natan) (2,200), 'Crois de Bois' ('Wooden Crosses') (Natan). Nearly \$10,000 for this 7th week, and an excellent money-maker.

Gaumont Palace (G.F.F.A.) (8,000), 'Sergeant X' (Osso). Nearly \$20,000. Considering the size of the house, film might have grossed a lot more but the place is unucky of late.

Miracles (Baibly) (700), 'Tumult' (U.S.A.) \$5,500. First week, which considering size of house, means turning patrons away.
Edward VII (Fox) 'Gay Caballero' (G.F.F.A.). Also a home office can expect in Paris even if played in the original version for Americans, as is the case.

BELGIUM'S OWN NEWS

Brussels, May 14.
For the first time this year, the history Belgian cinemas are now able to book an all-Belgian news-reel. The travelling equipment, which is permanently installed here, has three operators and is directed for Pathe-Natan by M. Louibigne.

SOUND EXPERT DIES

Moscow, May 22.
Joseph Schweinfest died here Friday (20), of acute anemia. Schweinfest was only 25 but an accomplished American sound engineer. He previously worked for Paramount and was here as a consultant.

Film Stocks Scrape Bottom As Bonds Barely Able to Hold Own, Trading Down to Record Figure

The stock market put up a poor show yesterday (Mon.). With all eyes centered upon the behavior of the bond list, that section gave little evidence of a campaign by the new bankers' committee to give support. Most of the active issues were hard pushed to hold their own, while among the amusements, there was further evidence of the urge to liquidate.

Paramount 5 1/2% made minor gains after their sensational slump, but the movement was feeble in view of the long and disastrous drop. Loew bonds repeated their Saturday final prices, while the old Keith bonds gave way further to a new bottom at 23, first time they have broken 30.

Loew stock failed to furnish anything that could be interpreted as leadership for the amusement group, and lacking any inspiration in that direction there was further selling of the leading theatre stocks. Notably the senior circuit, Vivian, which slumped on volume for more than a point to 3/16, more than cutting in half the price of early last week. Par opened slightly higher at 2 1/2, but related roughly, was turned quiet. RKO did not come out at all.

Some of the pivotal stocks took courage from a gain of 2 cents in the wheat and minor bullish demonstration in cotton. There was some covering of weak shorts and a little speculative buying, but most of the day was characterized by a proposal for bear legislation shut off all buying in the last few minutes of trading, although the news came too late to have much effect.

Dealings were on the small scale of the year. At 1:30 the total had reached only 300,000 shares, indicating a rate for the day slightly under half a million.

Now Loew Grashes
Just when it did seem that about all the bad news from the film industry had come out, a surprise came from a new direction. A Loew stock had badly gone through the previous resistance levels and establishing a new low for the present stock since the crash of the over-expansion era before 1920.

On heavy volume the common sank last week to 17 1/2, the move coming almost on the heels of its income report for the half year, disclosing what on the surface seemed to be a brilliant record of profits in the face of hard times.

The startling occurrence was comparable to the fall of the stock market following the declaration last fall of the usual annual \$1 extra. It happens so commonly being caused by what normally is regarded as the indication of good news.

Surface suggestion of these two happenings by stockholders would ordinarily be that there was a considerable amount of stock urgently for sale and the holders sought to take advantage of the favorable news to get it off their hands. There had been evidence on the ticker for several months that something was overhanging Loew, but no hint ever came of any specific block of stock being pressed for sale, even though the ticker performance of the issue suggested some such situation.

With this latest setback, however, the old explanation alone no longer satisfies, and market reaction brought forward a new line of reasoning, to the effect that the amusement business is more an interdependent community than had been supposed and that, instead of the semi-collapse of one unit working to the benefit of a competitive organization, the whole business is again, acutely threatened by the breaking of any one link.

Loew does an enormous amount of business with the other producer-distributor-exhibitor organizations, Paramount, Fox and Warner Bros. theatres play Metro releases on a (Continued on page 58)

KENNEDY YELLS 'WOLF'

Hollywood, May 23. Aubrey Kennedy, who announced his intention to film produce "The Place on the Barrow" Picture independently several weeks ago, notified all indie producers and agents by letters last week that he owned the story and title of that name and would prosecute anyone who attempted to infringe on his rights.

Those receiving the letter can't get the angle as no one, other than Kennedy, is thinking of making the picture.

Yesterday's Prices

Sales	High	Low	Last	Net
2,800 Consol. P. fr.	1 1/8	1 1/8	1 1/8	1/8
2,800 Consol. P. fr.	1 1/8	1 1/8	1 1/8	1/8
2,800 Consol. P. fr.	1 1/8	1 1/8	1 1/8	1/8
2,800 Consol. P. fr.	1 1/8	1 1/8	1 1/8	1/8
2,800 Consol. P. fr.	1 1/8	1 1/8	1 1/8	1/8
2,800 Consol. P. fr.	1 1/8	1 1/8	1 1/8	1/8
2,800 Consol. P. fr.	1 1/8	1 1/8	1 1/8	1/8
2,800 Consol. P. fr.	1 1/8	1 1/8	1 1/8	1/8
2,800 Consol. P. fr.	1 1/8	1 1/8	1 1/8	1/8
2,800 Consol. P. fr.	1 1/8	1 1/8	1 1/8	1/8

BONDS

Educational Lineup

Drops Sono Art-Tiff

Titles; Brandt Starts

EDUCATIONAL LINEUP

Drops Sono Art-Tiff Titles; Brandt Starts

The picture business is now without a single company exclusively producing and distributing short subjects. Educational, refusing to be associated with any policy but shorts for over 15 years, by combining physically with distantly related independent companies, Worldwide, Sono Art and Tiffany, is now actually depending largely upon the feature side of its program.

Under the new set-up, Joe Brandt is president of Worldwide, the former phase of Educational, and as vice-president of Educational, he is also nominally the supervisor of all departments in both companies. E. W. Hammond retains the title of president of Educational.

While the Educational and Worldwide are retaining their company titles, plans are to merge man/departments. First step in this direction will be to have one sales force. The titles of Sono-Art and Tiffany are being abandoned. One reason for dispensing with the name Tiffany is because of litigation started by the jewelry firm of the same title.

Two Coast Studios

Two lots in Hollywood controlled by Educational, Metropolitan and Educational, will be used for the production of 20 features and eight Maynard westerns. The two lots less than were produced during 1931-32 by TIF and WW. Number of shorts which Ed will produce has not been set. Brandt already is planning a new policy for the company, a positive theme for them is Brandt's idea.

Under Brandt are Jack Skirboll, who fills the duties of Educational sales head vacated several months ago by Stanley Hatch, and Joe Goldberg who will look after the sales of the feature end.

COLUMBIA'S ORCHIDS

Grace Perkins' yet-to-be-published "Liberty" story, "No More Orchids," has been acquired by Columbia.

Nina Wilcox Putnam has been assigned to adapt it for the screen.

Just Show Biz and Its Headaches; Akron Blimp, Boxing Crush Frisco

San Francisco, May 23. Mooring the air bag Akron at Sunnyside, 35 miles from here, tore the heart out of the local amusement emporiums as well as commercial concerns last week. More than 250,000 people traveled the roads to the moorings of the Akron and spent most of the day and night looking it over.

Market Street, as a result, was a heavy sufferer. Jolson, who might have taken around \$55,000 at the Fox, ended his week's stay not exceeding \$25,000. Jolson was in a \$15,000 guarantee for the week with an even split over \$45,000. House went more than \$10,000 in the red on the engagement. Also hurting show business was

U Slemmen Move Up As Schlanger Resigns

Changes in the Universal sales staff will witness the elevation of several exchange men this week. Jack Schlanger, sales head, started "he moves by creating a new berth, that of his immediate assistant, Eddie Eschmann, one of the oldest sales specialists in films, received that post.

In the shifting, Ted Schlanger, for years in charge of eastern territory, resigned with Frank McCarty brought down from Boston to fill the vacancy.

Recent resignation of Harry Lorich left open the western territorial post, E. Gommersal being named successor.

Small Bankrolls Get Chill Shrug From Pathe Lot

Hollywood, May 23. To keep out of the production operating on short budgets, RKO Pathe has set a financial limit on companies getting rental space on the lot. Sum is not exact, but producers must spend about \$35,000 per picture before being permitted to work at Pathe.

Move is an indication of a new attitude on part of major companies. To handle the six weekly Indies whose product has a chance of hitting RKO theatres, should be given a helping hand in picture making. Lowly spec of indie outfit is almost officially frowned upon, but majors won't help them get any pictures on the market.

M. H. Hoffman has moved his Allied production from Universal and his offices from Tec-Art to the re-opened Pathe lot. Pathe negotiations are expected also to bring Harold Lloyd and Howard Hughes to Culver City. Siegel-Darnour company will make its four for Radio release on the Pathe lot.

J. G. Bachman and Joseph I. Schmitzer will each make at least two and Radio will do around eight at the Culver City branch. Arrangement with Allied calls for Hoffman to film his westerns on location or on cover sets. Only his better grade product will have the use of Pathe's good sets and facilities.

Bachman's King Pictures, Schmitzer's Jefferson Co.

Hollywood, May 23. J. G. Bachman's independent company on the Pathe lot has been named King Motion Pictures, Inc. Jack Shapiro is president of the company and J. W. Schleiff production manager.

Joseph I. Schmitzer has picked Jefferson Pictures Corp. as caption of his indie venture. Both producers hope to start filming by July 1.

Estabrook on 'Sweepings'

Hollywood, May 23. Howard Estabrook has been assigned the dialog and adaptation of "Sweepings," Radio's story for Lionel Barrymore.

The inauguration of boxing on Monday night at the Civic Auditorium. Around 8,000 people paid \$5,000 in admissions to see the show, with the city getting \$300 for its share. Municipal authorities figure that boxing may wipe out or help reduce the deficit of \$70,000 they had on the building last year.

Coming in on the tail end of the Akron craze, a money saver for a grind house which played third run pictures, hopped up last week from around \$5,500 average take to \$23,000 with the road show. Grand Hotel and last town on road show pictures to make a healthy showing here since "Big Parade." Looks sure for four weeks.

Distribs Urge Anti 10c Film Action; Ponder 18 Mos. Protection as Remedy

Justification

Hollywood, May 23. Special committee of assistant directors has drawn up a screed describing just what is an assistant director, what representation is close to 5,000,000 with this mushrooming the distribs are urging that some action be taken either by themselves, the Hays organization, or first and second run theatres to curb what they call 'theatre racketeering.' This has sprung up directly as a result of dime policies.

PRODUCT IS CLOSING GREAT LAKES, BUFFALO

Buffalo, May 23. Great Lakes, one of the Public lot string of theatres directed by Mike Shea, will shortly close through scarcity of feature product. House was recently taken by Shea for Public from Loew's. The Lakes has been a money maker but it is of the lightest overhead when dark and its business is expected to move into the Buffalo, also Public.

Plan Central Recording Plant for Coast Indies

Hollywood, May 23. Independent producers are weighing a suggestion that they establish a central recording studio for fellow producers who need background music but can't afford to pay for it first hand. At present many of them are buying surplus and discarded sound track from the majors and dubbing it into their pictures regardless of how appropriate it is. Use of a joint recording spot would enable these producers to buy merely as much orchestral music as they need, avoiding the \$30-a-minimum required by the Federation of Musicians for studio recording. Each producer would pay only for time actually used, at the \$10-an-hour rate.

Co-operative recording for the little fellows would be okay with the union, and the suggestion was made to Phil Goldstone by E. L. Smith and J. W. Gillette, studio representatives of the A. F. M. Five indie men have expressed approval of the idea, with the independent association expected to take official action.

Unions Want New Crews For Studio's Overtime

Hollywood, May 23. Unions are striving to encourage the elimination of overtime at the studios in order to spread work among more members of the locals. Locals have asked the picture companies to allow some other worker to step in when going past the eight-hour hour, for practical. As overtime calls for time-and-a-half, it is a money saver for the studios whenever they use a man to double up. Scheme would apply to camera, sound men, props and grips.

Weeks' 24

Changing the name of his company from Action Pictures to Mayfair, George W. Weeks is figuring on a program of 24 pictures for the coming season. List will include no westerns.

Weeks, not in the Phil Goldstone group, will market his '32-'33 production through state rights exchanges.

METRO'S SENATORS

Metro's picture on political Washington at first to be known as "Public Life," but now changed to "Washington Whirlpool," is to be written around members of the Senate.

Cast will include Lionel Barrymore, Karen Morley, Burton Churchill, Huntley Gordon, William Collier, Sr., Oscar Apfel, Henry Kolker and Nils Asther.

Protection of 18 months may be the solution to the menace of the 10c theatre. This is the conviction of some major theatre executives and distributors.

Within the past year 10-cent shotgun operations have grown in number until it is estimated their representation is close to 5,000,000 with this mushrooming the distribs are urging that some action be taken either by themselves, the Hays organization, or first and second run theatres to curb what they call 'theatre racketeering.' This has sprung up directly as a result of dime policies.

A leading distributor, admitting that the majors have probably encouraged dime operation too much by a willingness to sell film cheap, points out that in one eastern seaboard city of around 100,000 population a dime operation has been tried five different times during the past year, with film and other bills left by the racketeers after they have been unable to effect a buy-out, meanwhile going broke themselves. The distribs claim they are suffering heavy losses from these fly-by-nighters but do not attempt to sue in most cases, feeling litigation is senseless.

Bad Contracts Mount

Scores of instances have occurred where a salesman has gone in to sell a dime house, returning six weeks later to find that half a dozen unplanned pictures have piled up, and two sets of bad contracts have been signed by the owners before. Sales expense, film expense and other items figure in the losses the distribs are taking.

While under the exhibition contracts used by the majors the minimum admission permitted is 10c, in many situations houses are actually operating at a nickel, getting around the restriction in various ways. "Warners has discovered the cheap of them all, it believes. That organization found a small house in Milwaukee playing two features on a nickel, and one for 10c, and a free hamburger sandwich to all kids attending."

KAPLAN PLANNING OWN COUNTER AD CAMPAIGN

The subject of press attacks during the past year growing out of conspiracy and other charges, Sam Kaplan is laying plans for a counter campaign. Film ads will be advertising in daily newspapers and elsewhere.

Kaplan called a meeting of the membership of Local 306 last week to present his plan. An appropriation will be made with the amount so far approved unofficially said to be Campaign via daily newspapers will be given a trial of three or four weeks.

Columbia Concentrates Its Publicity on Coast

Hollywood, May 23. Production and sales publicity for 'Columbia' will be concentrated at the studio. Harry Cohn is supervising the work, which is being done by Hubert Volght and an enlarged organization.

New York matter will simply distribute this matter with a limited staff.

George Brown, newly appointed director of pub. and adv. for Columbia Pictures jumps direct to the Coast from the Atlantic City convention.

SAX EAST IN JUNE

Los Angeles, May 23. Sam Sax finishes his six Vitaphone Technicolor at West National June 11. He then returns to the Brooklyn WB studios.

UFA FILM FOR ROXY

Ufa's second direct shot English version to be shown in New York, "Mr. X," "Mr. Y," goes into the Roxy week of June 3.

McNutt's Renewal

Hollywood, May 23. Paramount has renewed Bill McNutt's contract for another year. Writer is one of the Coast veterans, starting out on his fourth year in film work.

The
**GREATER
NEW
FOX**

1932
1933 *A*nnouncement

Watch Fox This Year!

IMPORTANT *to* SHOWMEN



● The first concern of this corporation in the year 1932-1933, will be for the quality of the pictures it produces. For more than 20 years it has been a consistent producer of seat-selling pictures. We expect it to continue that record with credit to ourselves and with profit to our customers.

In recent months, personnel engaged in production and management has been materially strengthened, giving added security to more than 9,300 customers who look each year to the Fox Film Corporation for their dependable source of revenue.

For the coming season Fox Film Corporation will produce and deliver to exhibitors productions of high entertainment quality and strong box office appeal.



● Every thinking exhibitor will realize that it is impossible, particularly with trade conditions as they are today, to choose intelligently and to announce in advance a complete list of the titles, stories, and casts that will constitute this company's product for the coming year. The public taste changes, world events make new subjects timely, new plays, new books, and original stories develop which offer great box office possibilities. Occasionally stories which promise much fail to develop under treatment. Frequent changes must be made if showmanship standards are to be maintained.

Our interest is the same as yours. We operate many theatres. It is to our interest as exhibitors as well as to the interest of our exhibitor customers, that we be sure our product is new and timely and that it makes the most of the showmanship opportunities and ideas of the moment. For us to say at this time that we have bought and are prepared to cast and produce a full and exact list of the pictures we will make during the coming year, would be dishonest and would serve notice on the trade that we



● The coming season will be one wherein the resources of the entire industry should be concentrated on the effort to materially increase motion picture theatre attendance and to secure such an increase, once it has been effected. Realizing that this result can be obtained only through the presentation of a variety of quality entertainments moulding the best in stories, casts, arts and craftsmanship, this corporation proudly submits its 1932-33 product announcement to exhibitors.

This we do with the knowledge that these productions will set the pace in box office earnings.

In this announcement we outline

Movietone City today is animated by an enthusiastic creative spirit maintaining and improving the quality of its product. New elements of showmanship have been introduced. Administration has been so adjusted that the creative ability of the whole organization may contribute to the technical perfection and the entertainment quality of our output. Such an organization and such a policy tend to secure your investment and to protect your profits.

Prosperity depends upon the stability and security of the exhibitors who are our customers. We recognize our responsibility to you. We meet it herewith and greet all showmen with our Greater New Fox productions. We offer them with confidence and with pride.

E. R. TINKER, Chairman of the Board of Directors

are in no position to purchase and produce the best of what becomes available during that year.

With those thoughts in mind we are announcing sincerely and as definitely as is humanly possible, a production schedule of approximately two-thirds of next year's output. This list constitutes a well balanced selection of strong stories. It leaves us opportunity to purchase the best stories that develop during the year and to take advantage of showmanship opportunities as they arise. It is our belief that such a policy frankly stated is the best guarantee for box office prosperity for ourselves and our customers.

I further believe that pictures must be made down to earth to meet the average mind and to appeal to the average audience. Highly sophisticated pictures are fine for a limited class but deadly for the masses. We are prepared to get back to first principles and make pictures from simple, human stories of universal appeal.

S. R. KENT, President

facts and data pertaining to attractions dedicated to a quality of entertainment patterned to attain a quantity attendance consistently over a 52 week-to-week period.

We are aware that the responsibility of producer-distributor to its exhibitors this coming season is greater than ever.

With this knowledge we accept this responsibility and supplement our acceptance with the sincere pledge that this corporation will leave no effort untried in the delivery to its exhibitors of a product that will merit and command maximum profit.

J. R. GRAINGER,
Vice-President in Charge of Distribution

Watch
FOX
This Year!

JANET GAYNOR CHARLES FARRELL



IN
3



**THE TEAM THAT
HAS NEVER
FAILED YOU**

Dwarfs All Past Achievements in

PRECIOUS

● The screen's supreme sweethearts. Janet... sparkling soul of loveliness. Charlie... ideal of every girl. Truly an appealing combination—dearer than ever.

● Love beats and heart throbs tuned to the rhythm of youth in the pulsating quest for happiness.

Directed by **DAVID BUTLER**

ELEGANT ARMS

At their adorable best • The ideal romance for America's ideal lovers!

AND ANOTHER

sparkling hit in the succe- team undisputed king and
sion of hits that make this queen of screendom.



**SHE'S
BACK**
*and
greater
than
ever!*

BIG NEWS to you.
BIG NEWS for your patrons!

CLARA BOW
returns to the screen

CALL HER SAVAGE

best-seller by Tiffany Thayer

● Thousands of letters to fan papers demand her. Current nationwide popularity polls prove her tremendous hold on public favor undiminished and undimmed.

● Here is a Clara Bow never before revealed. At last given full scope to display her genius as a dramatic actress, yet retaining the vivid personality that skyrocketed her to fame. And coming through with a performance so sincere, so forceful that it again places her high among the screen's great.

● You know what it will mean to put her name upon your marquee again!

WILL ROGERS

in

2

The million-dollar publicity name.
His every wisecrack is news.

In these productions more than
ever before alive with youth and
ablaze with beauties:

DOWN TO EARTH

Joyous sequel to "They Had to See Paris"

with

IRENE RICH, DOROTHY JORDAN, MATTY KEMP

From the story by Homer Croy • Directed by DAVID BUTLER

Plus Another — timed to tie up with the red-hot news of the day...
designed to double up fans with unrestrained guffaws



Watch Fox This Year!



NOEL COWARD'S TREMENDOUS INTERNATIONAL DRAMA—

**Talk of 2 continents as a stage play
—awaited by the whole world as a
motion picture!**

*Spectacular Torrent of Humanity Swept
Along by Epochal Forces of the 20th
Century*

• LOVERS caught in the whirlpool of a mad-paced, thrill-crazed age — seeking their destiny within their own hearts. Breathless panorama of the 20th Century's world-staggering tumult. Modern as tomorrow's headlines.

Directed by FRANK BORZAGE

**Sensational
Cast of
2,500**

to be headed by screen
names worthy of this
great production.

HAT CHECK GIRL

• A miss who missed nothing. She knew everything; heard everything — but learned that silent lips paid the biggest dividends. Men and women of the night were pawns in the game she played. *A new slant on the wise women of the White Way.*

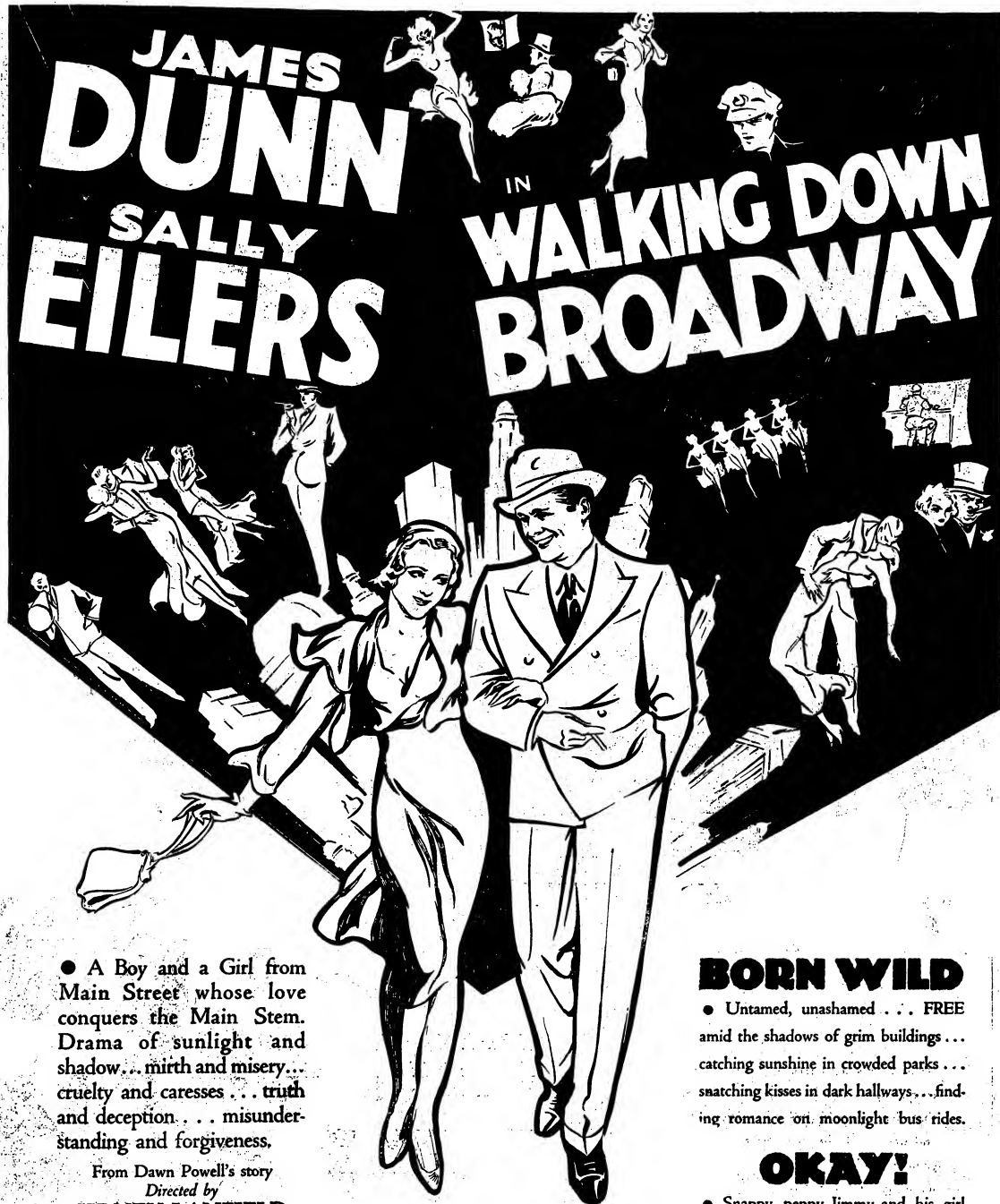
**PEGGY SHANNON
JOHN BOLES
EL BRENDL
ALEXANDER KIRKLAND**

From Rian James' best seller

Directed by
JOHN FRANCIS DILLON



JAMES DUNN SALLY EILERS IN WALKING DOWN BROADWAY



● A Boy and a Girl from Main Street whose love conquers the Main Stem. Drama of sunlight and shadow... mirth and misery... cruelty and caresses... truth and deception... misunderstanding and forgiveness.

From Dawn Powell's story
Directed by
SIDNEY LANFIELD

CHECKERS

● A new and up-to-date story of the race track. Side-splitting wisecracks. Head-spinning thrills. *Speed, speed and more speed!* Audiences demand it, love it, pay for it—and here's plenty!

From Henry M. Blossom's stage success
Directed by
JOHN BLYSTONE

4 DUNN-EILERS

Embodying the unconquerable spirit of American youth in love... rising triumphantly over all obstacles... rallying new throngs to their present host of admirers.

BORN WILD

● Untamed, unashamed... FREE amid the shadows of grim buildings... catching sunshine in crowded parks... snatching kisses in dark hallways... finding romance on moonlight bus rides.

OKAY!

● Snappy, peppy Jimmy and his girl friend Sally in a merry kiss-and-run romance among city lights and city sights.

Watch Fox
This Year!

Coming! THE SURPRISE OF THE YEAR

BAD BOY

CAST
TO BE
ANNOUNCED

THE BIG SUCCESSOR TO THE BIG HIT "BAD GIRL"

by VINA DELMAR author of "BAD GIRL"

EL BRENDDEL



● . . . millions of fans . . . demanded a picture starring Brendel. *And here it is!* Packed with joy brimming with romance. YOUR answer to laugh-starved audiences that want to be happy.

APARTMENT HOUSE LOVE

● El as a Swedish knight of the broom . . . rushing to the call of buzzers . . . hurrying to the aid of romance in distress. Wistfully comic . . . comically wistful. *One El of a long laugh.*

From the story by Whitney Bolton

with

MARIAN NIXON • ARTHUR PIERSON • MINNA GOMBELL

WARNER BAXTER

IN
3



● He mirrors the romance in every woman's heart. Man's man...at home in saddle or in boudoir... Beau Brummell of the screen...paling a magnificent past with an incomparable galaxy of roles destined to make him an even greater box-office personality.

DESERT FLAME

With PEGGY SHANNON. From the romance by Pierre Frondaie. Directed by John Francis Dillon.

KISS of COURAGE

Baxter loves again as the Cisco Kid. With MARIAN NIXON. Founded on the story by Bret Harte, play by Paul Armstrong.

TRICK FOR TRICK

From the play by Shirley Ward, Vivian Cosby, Harry Wagstaff Gribble.

Watch Fox This Year!

RACKETY RAX!

Shouting the Bottle Cry of Spreedom!

Racketeers gone collegiate. Gun molls gone co-ed. Muscling in on football. Turning the campus into a hotspot of sexology, sockology, ginology and jazzology.

**SPENCER TRACY
GRETA NISSEN
EL BRENDL**

From Joel Sayre's hilarious novel

Directed by **DAVID BUTLER**



Fox Film Corporation presents

Mr. & Mrs. Martin Johnson in

CONGORILLA



• The one and only talking picture shot *entirely* in Africa! Fearsome sounds never caught before—amazing scenes never photographed before. The fabulous race of grotesque pygmies face the sound camera for the first time in motion picture history, as they practice weird rites hitherto unknown to civilization. Positively first thrilling scenes of giant gorillas locked in mortal combat—their battle cries striking terror into the jungle's fiercest beasts.

Big Apes and Little People
of Central Africa

The Voice and Heart of the
Dark Continent dramatically
and unforgettably revealed—
for the first time *completely* in
natural sound!



WHAT PRICE GLORY

● Brand new from first hilarious frame to final uproarious fadeout. A new and cockier Flagg and Quirt. New cock-eyed gags. New knockout dames...and plenty of them. **NEW RECORDS**—as these frolicking, flirting, fighting fools convulse the nation with the belly-laughs of the century.

Based on the play "What Price Glory" by Maxwell Anderson and Laurence Stallings

**SPENCER TRACY
RALPH BELLAMY
EL BRENDL**

Directed by

WILLIAM K. HOWARD



SHANGHAI MADNESS

SHANGHAI...glamorous, perilous, treacherous...luring a beautiful girl to explore its evil heart, and all but destroying her.

SPENCER TRACY • MARION BURNS

*From the story by Frederick Hazlitt Brennan
Directed by JOHN FRANCIS DILLON*

LITTLE TEACHER

Every man and woman—every boy and girl—knows her. A winsome captivating miss who taught about life from books—and learned about love from an unwritten page.

SPENCER TRACY • MARIAN NIXON

*From the play by Harry James Smith
Directed by JOHN BLYSTONE*

The INSIDE STORY

An innocent woman...her sweetheart...her defenders...caught in the meshes of the malevolent powers that strike terror into the hearts of honest men—and fighting back bravely. The *real* inside story behind today's lurid headlines.

PEGGY SHANNON • RALPH BELLAMY

*From the Broadway stage hit of the current season
by George Bryant and Francis M. Verdi*

HAVOC

Taunted by her smile—haunted by her kisses—men lied, stole, betrayed and killed—in an unholy struggle for the soul of this woman.

**SPENCER TRACY • PEGGY SHANNON
RALPH BELLAMY**

*From Henry Wall's play
Directed by WILLIAM K. HOWARD*

The CRY of the WORLD

IT TELLS

Where the World Is Plunging!

The supreme climaxes of immortal fiction are overshadowed by this terrific depiction of the past ten year's volcanic drama.

A staggering compendium of surging upheavals of the post-war decade whose blind fury totters nations and sweeps down super-men.

The whole world as the stage—its renowned international figures as the principals—its swarming billions as the cast.

Presented by Fox Film Corporation in collaboration with the International Film Foundation

CHANDU

THE MAGICIAN



AND one other
EDMUND LOWE
title to be announced

● Mightiest of radio names. Outstanding symbol of mystery and enchanting entertainment. Nightly, through the loudspeakers of the nation, he holds thrilling, throbbing millions in his spell. They're YOUR READY-MADE AUDIENCE, when you play this picture.

NOW BROADCAST

nightly over 44 leading stations in every part of the United States—and more being added as we go to press!



EDMUND LOWE

as "Chandu" with

MARION BURNS

From the radio drama by Harry A. Earnshaw, Vera M. Oldham, R.R. Morgan

Directed by

JOHN FRANCIS DILLON



SIX HOURS TO LIVE

● With six hours to live... and love just coming into your life—with only six hours in which to realize a lifetime of yearnings—what would you do? The soul-deep drama of a man who mocked and conquered destiny. It is crammed with the thrills of passions, romance and unquenchable longings.

From the immortal story, "Auf Wiedersehen,"
by Gordon Morris and Morton Bartaux

A FRANK LLOYD
PRODUCTION

Cast to be announced
later

GEORGE O'BRIEN

IN

4



ZANE GREY

Outdoor Romances

Crashing through with a sure-fire, thrill-packed group of rip-roaring, outdoor, action romances—

**THE LAST TRAIL
ROBBERS' ROOST
CANYON WALLS
ARIZONA WILDCAT**

(Adapted from "FROM MISSOURI")

and

Whirlwind Romeo

From MAX BRAND'S blood-stirring speedy romance.

and every picture shot
in actual scene of story



Watch Fox This Year!



3 JOAN BENNETT

● Electrifying...vivacious...vibrant...sleek and slender. Resplendent personification of the smartly-dressed American girl. Goddess of dramatic glory.

BOUGHT ON TIME

A pent-house blonde who loved in instalments and wouldn't go off the gold standard.

EASY

Spicy, sparkling drama of a woman-about-town...gay, gifted and gorgeous...whose fascination caused complications. From Noel Coward's play "Home Chat."

ONE OTHER TITLE

to be announced. A modern, brilliant, daring drama in which this superb actress leaps to new emotional heights.

4 ELISSA LANDI

Radiant and Glorious

● Exotic, magnetic enchantress—supremely beautiful—superbly gowned. In four high-tension dramatic attractions made to order for her sparkling personality—revealing to a dazzled show world the full flaming genius that is Landi's.

RED DANCER

● Silken siren—spy—futhless with men. Love and intrigue awakened the tenderness in her heart.

with
RALPH BELLAMY
ALEXANDER KIRKLAND

Story by Viktor Kelemen

Directed by

JOHN BLYSTONE

GLAMOROUS

● Footloose beauty seeking men and money amid frenzied pent-house parties.

FORGOTTEN KISSES

● Brilliant drama of a woman of the world—smart, sophisticated, modern. Who made a pastime of love until it conquered her.

from
NOEL COWARD'S

celebrated play

"The LAST TRICK"

with

RALPH BELLAMY

AND one to be announced



BITTER SWEET

• *At last* — the PERFECT screen musical entertainment... tender... wistful... intimate... romantic. An unconventional mad-cap of high society who deserts the bridegroom on her wedding night to elope with another man... and you'll love her for it.

Based on
the musical romance by

NOEL COWARD

They're still talking about its sensational smash season at the Ziegfeld Theatre, New York, and its golden year's engagement at His Majesty's Theatre, London. Merrier and more melodious as a motion picture.

Watch for the surprising announcement of cast to be made later.

ON PARADE

• SALUTE America's heroes of tomorrow and their girl friends. Flash of sabres. Blare of bands. A thousand men step forth as one. Thrill of college sports. Brilliance of West Point prom. Fluttering girlhood caught by Cadet glamor. Box office? *They love a parade!*

MARIAN NIXON

ARTHUR PIERSON
ALEXANDER KIRKLAND
WELDON HEYBURN
JANET CHANDLER
CECILIA PARKER
JUNE VLASEK
VIVIAN REID

Directed by
SIDNEY LANFIELD



'Crowd Roars' Looks L.A. \$14,000, Tops 'Mouthpiece' as Fans Save For Holiday, 'Hotel' Holds \$29,000

Los Angeles, May 23. Shoppers for entertainment had better than a pinch to choose from on the current entertainment bill. However, looks as though they are holding on to the purse strings for the three-day Decoration day spree they expect to indulge in. Top money, of course, went to "Grand Hotel" at the Chinese, which clung around the \$29,000 pace of the previous week. State with "Lettie Lynton" a bit above the previous week due to the Joan Crawford drawing power.

"Sky Bride" did not get off to an auspicious start at the Paramount, despite heavy selling campaign.

Estimates for This Week
"Grand Hotel" (M-G) (4:00-5:00), \$29,000. Last week \$28,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance. "Crowd Roars" (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance. "Crowd Roars" (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance.

Downtown (WB) (3:00-2:55), \$11,000. Last week \$10,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance. "Crowd Roars" (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance.

Hollywood (WB) (2:55-3:00), \$11,000. Last week \$10,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance. "Crowd Roars" (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance.

State (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance. "Crowd Roars" (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance.

Paramount (Publ.) (3:55-3:50), \$11,000. Last week \$10,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance. "Crowd Roars" (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance.

VAUDE BATTLE IN 'BAM' BOOSTS THOSE HOUSES

Birmingham, May 23. This week is a nip and tuck battle to see who will put out the biggest show for the money. Empire, which has been the house of vaudeville, Ritz continues to play the burg with 24 sheets, and the Alabama has Fanchon & Marco units.

When it comes to racing, however, Empire, second place, has the rest of the houses look purple. This house this week is giving two second run features, coming in the form of "The Expert" (WB) and "The Expert" (WB) (1:00-2:00), \$11,000. Last week \$10,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance.

Estimates for This Week
"Alabama (Publ.)" (2:00-2:55), \$11,000. Last week \$10,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance. "Crowd Roars" (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance.

Ritz (RKO) (1:00-2:00), \$11,000. Last week \$10,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance. "Crowd Roars" (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance.

Lombardo, Burns-Allyn Help Buff. to Oke 27 G's

Buffalo, May 23. Takings down at all points except at the Buffalo, where the heavy stage attractions are rolling up fine grosses.

Estimates for This Week
"Buffalo (Publ.)" (3:00-4:00-6:50), \$11,000. Last week \$10,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance. "Crowd Roars" (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance.

Minn. Is 'Way Off,' With 'Nite Court' Only Near \$13,000

Minneapolis, May 23. Lineup of local attractions again is very weak and business this week looks tepid. The fact that taxes come due May 31 apparently is making the public tighter than ever.

"Grand Hotel," with its \$15,000 sale at the Century, wound up its fortnight run by doing a nifty \$21,000 its second week, making a total of \$22,100 for the fortnight.

Foreign film sponsored by W. A. Steffes, at the Shubert, are doing fairly with the German picture, "The Girl in the Red Coat," a small profit the first week. Steffes is helped by an extremely small unit.

Both of the town's big houses, the Minnesota and Orpheum, are struggling hard again this week, with negligible results. The Minnesota is showing a small profit.

Estimates for This Week
"Minnesota (Publ.)" (4:00-7:50), \$11,000. Last week \$10,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance. "Crowd Roars" (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance.

State (Publ.) (2:00-6:50), \$11,000. Last week \$10,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance. "Crowd Roars" (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance.

Pressure (WB) and vaude around slightly under \$10,000. "Strand (BTRC)" (8:00-20:30), \$11,000. Last week \$10,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance. "Crowd Roars" (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance.

RKO VODE PEPS L'VILLE RIALTO, \$12,000, OKAY

Louisville, May 23. Rialto stirred local circles slightly by returning to RKO vaudeville after an unsuccessful attempt to run Fanchon & Marco shows. Mark Fisher's band was replaced by five acts.

Cool weather continues to make show-going pleasant and theatres are doing at least average business for this time of year.

Estimates for This Week
"Loew's (3:25-25-35-50-60), \$11,000. Last week \$10,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance. "Crowd Roars" (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance.

'Scarface,' With \$17,000, Best in Springish K. C.

Kansas City, May 23. Downtown, bolstered by 'names' and extra publicity, encountered strong opposition in the warm weather, with the parks open, spring racing season under way, and base-

ball. "Loew's Midland," with "Scarface," headed the list, unopposed, and, though the picture is not classed as a woman's feature, the night play alone is responsible for the \$17,000 pace.

"Loew's Midland," with "Scarface," headed the list, unopposed, and, though the picture is not classed as a woman's feature, the night play alone is responsible for the \$17,000 pace.

The two Publix-Dubinsky houses, Newman and Liberty, are stirring things up in the town's big houses, the Minnesota and Orpheum, are struggling hard again this week, with negligible results. The Minnesota is showing a small profit.

Estimates for This Week
"Minnesota (Publ.)" (4:00-7:50), \$11,000. Last week \$10,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance. "Crowd Roars" (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance.

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Estimates for This Week
"Alabama (Publ.)" (2:00-2:55), \$11,000. Last week \$10,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance. "Crowd Roars" (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance.

Philly Bullish in Spite of Soaring Thermometer; Mastbaum's Big 45 G's

FAIR TACOMA

Philadelphia, May 23. Unless the thermometer soars to summer heat as it gives every indication that there ought to be a general improvement in business in the downtown film houses this week. Hardly anything sensational, what with the season of the year and the absence of really smash possibilities, but good steady trade is forecast in the majority of the houses.

The Stanley is picking up nicely with "Lettie Lynton" and the management figures the draw of Crawford-Montgomery should be enough to carry it a good week. House has had few holdovers during the last few months. The \$19,000 indicates it is a grand over recent average.

S-W people are making a big plunge with the Mastbaum this week. House has been slipping and rambling on all sides are that it will close for the summer. Emphasis is on the word "close," but it seems to be the natural sequel. Picture is Joe E. Brown's "Tenderfoot" and "Rich With It" (FN) big at \$5,000, vaude main factor.

Estimates for This Week
"Orpheum (RKO)" (2:00-25-35-50), \$11,000. Last week \$10,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance. "Crowd Roars" (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance.

Detroit Is Slough-O; Mills Bros. with 'Rich' Alone Big at \$37,000

Detroit, May 23. This is 'slough' week here. The Mills Bros. in person with "The Rich" are always with "U" is the town's only outstanding attraction.

Public is inviting its own opposition with two continental pictures at the same time. The circuits have evidently decided to fill in their next few weeks with what have up until the new product breaks.

In contrast to the general suburban picture, the "Rich" picture is a roadshow; got \$21,477 the first week. Picture will play three and possibly a fourth week.

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Pressure (WB) and vaude around slightly under \$10,000. "Strand (BTRC)" (8:00-20:30), \$11,000. Last week \$10,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance. "Crowd Roars" (RKO) (2:00-3:00), \$14,000. Last week \$13,000. This week stage show. No slack in pace, with reservations coming in three weeks in advance.

Estimates for This Week
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Philadelphia, May 23. Unless the thermometer soars to summer heat as it gives every indication that there ought to be a general improvement in business in the downtown film houses this week. Hardly anything sensational, what with the season of the year and the absence of really smash possibilities, but good steady trade is forecast in the majority of the houses.

The Stanley is picking up nicely with "Lettie Lynton" and the management figures the draw of Crawford-Montgomery should be enough to carry it a good week. House has had few holdovers during the last few months. The \$19,000 indicates it is a grand over recent average.

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Chi's Poor \$28,000 With 'Huddle's' Loop's Best; 'Doomed' Maybe \$14,000

Chicago, May 23.

Picture grosses still sad currently. Loop is in waiting for a good product. Meanwhile, it's a battle for many of the ace spots to remain open.

McVickers went dark for two days last week, suddenly shutting down on 'Lena Rivers' after that flick had dragged the register into new low ground for its seven-day stay. First closing for the spot since it darkened to install sound. Scene reopened (Friday) 20 night for a special \$1 preview of 'Doomed Battalion' (U), under auspices of Chicago 'Tribune,' which gave the house a film in return for the exploitation value, receipts being turned over to the paper's summer charity fund. Unusual returns were under \$300 for the showing.

The Chicago will regain the lead this week at a figure close to \$28,000. That's the best portrait of the state of the film trade locally. Oriental has Bing Crosby for some help.

Estimates for This Week
Chicago (Public-B. & K.) (4,000; 50-75-85)—'Night Court' (M-G) and 'Last Week 'Sliders in Sun' (Par) to split \$22,000.

Palace (RKO) (2,000; 50-75-85)—'Man Wanted' (WB) and vaude. Moran and Mack as stage stars. Good indications of \$22,000 fair enough. Last week down badly at \$17,000 for 'Roadhouse Murder' (Radio).

State-Lake (RKO) (2,700; 35-40-60)—'State's Attorney' (Radio). Last week a better than last week. Last week managed for a long while. Did \$11,000 for week, and for current stanza may edge to \$12,000.

Radio Patrol (U) in Friday (27). Balcony place helping pace of house.

United Artists (1,700; 50-75-85)—'Lety Lynton' (M-G). Not up to former John Crawford pace. Disappeared on \$18,000 opening. Disappeared and indicates just passable \$17,000 currently. May stick it for third week. To be followed by 'Congress Dances' (1,200; 50-75-85).

Woods (Jones) (1,200; 50-75-85)—'Grand Hotel' (M-G) and 'The Great Dictator' (U). Both going into expected decline, but rates as good at \$17,000. Matinee take the problem.

CINCY REDS HELP FILM B. O.'S INTO THE BLACK

Cincinnati, May 23.

Only two of the first run picture parlors are registering current take in five figures, but the combined take will be about 10 grand better than last week. Good weather over the weekend was a b. o. help.

Town is steamed up over the reds. Last week's very good, but bigger games than ever. Thousands of out-of-town baseball fans attend Sunday games at the stadium. Complete holiday by visiting the streets.

Estimates for This Week
Albee (RKO) (3,300; 35-40-60)—'Case of Clara Deane' (Par) and vaude. Stage show, with Benny Rubin and Jack Haley toppling, is depended on for the drive to \$25,000. Last week 'Lena Rivers' (TIF) (31,000; 35-40-60).

Capitol (RKO) (2,800; 30-35-60)—'Lety Lynton' (M-G). Crawford and Montgomery come pulling their share at \$18,500. Last week \$18,500. Last week 'State's Attorney' (Radio), \$14,500.

Capitol (RKO) (1,285; 30-35-60)—'The Mouthpiece' (FN). Following on heels of several court room films, to split at \$18,500. Last week 'World' (U), \$6,500, off.

Capitol (RKO) (2,200; 30-35-60)—'Rich and Wade' (WB). Ruth Chatterton and plus a very good cast attracting fair \$8,500. Last week 'Sliders in Sun' (Par), ditto.

Keith's (RKO) (2,000; 30-35-60)—'Broken Wing' (Par), \$8,800, fair. Last week 'Big Time' (RKO), \$3,800. Grand (RKO) (2,000; 30-35-60)—'Man Wanted' (WB), \$3,300, fair. Last week 'Feller Needs a Friend' (M-G), \$3,500.

Family (RKO) (1,000; 15-25)—'Vanishing Men' (Standard), and

NEWARK NOT SO—

George Sidney in Person Means Little to 'Sky Devils', \$13,000

Newark, May 23.

There is no hope here and fine weather over the week-end skims the cream of 'Grand Hotel' is running strong at the Shubert and will probably hold for three weeks. The regular houses hold little to attract.

Estimates for This Week
Brantford (WB) (2,950; 30-35-60)—'Rich and Wade' (WB) (FN). Will have to be contented with \$8,000. Last week 'Amateur Daddy' (M-G), \$4,000.

Capitol (WB) (1,200; 15-25-35)—'Trial of Vivienne Ware' (Fox), and 'Destiny Rides Again' (U). Last week 'Last Week 'Sliders in Sun' (Par) will get it nice \$5,000 again. Last week 'Tarzan' (M-G), and 'Misleading Lady' (Par), \$2,400.

Little (Cinema) (239; 60)—'Ein Ausgezeichnete Jung' (Capitol), Mild at \$1,000. Last week 'Walzer vom Strauss' (Capitol), nice \$1,400.

Loew's State (2,780; 30-35)—'Sky Devils' (U) and vaude. 'Grand Hotel' in person seemingly means little here; weak at \$13,000. Last week 'The Great Dictator' (U), \$1,200.

Newark (Adams-Far) (2,348; 15-25-35-60)—'World and the Flesh' (Par) and vaude. No chance for \$10,000. Last week 'Miracle Man' (Par), weak at \$11,000.

Prator's (RKO) (2,300; 25-50-60)—'State's Attorney' (Radio) and vaude. Will be lucky to reach \$14,000. Last week 'Symphony of Six Million' (Radio) after a bad week and built to \$10,000.

Fernand (Skouras) (1,900; 15-25-35)—'Mouthpiece' (WB), and 'Ghost City' (Monogram), with 'This is the City' (Par) and 'Cross Examination' (Supreme). Not much over \$8,000. Last week 'Crowd Roars' (WB), and 'Shop Angel' (Tower), for \$1,000.

Radio, and 'Country Fair' (Monogram), on split; \$3,300.

Holiday and Revivals May Help in Montreat; Mask' Normal \$13,000

Montreat, May 23.

Main street mud murky going last week and do not seem headed for anything out of the way currently.

Palace (RKO) (2,700; 35-40-60)—'State's Attorney' (Radio). Last week a better than last week. Last week managed for a long while. Did \$11,000 for week, and for current stanza may edge to \$12,000.

Radio Patrol (U) in Friday (27). Balcony place helping pace of house.

United Artists (1,700; 50-75-85)—'Lety Lynton' (M-G). Not up to former John Crawford pace. Disappeared on \$18,000 opening. Disappeared and indicates just passable \$17,000 currently. May stick it for third week. To be followed by 'Congress Dances' (1,200; 50-75-85).

Woods (Jones) (1,200; 50-75-85)—'Grand Hotel' (M-G) and 'The Great Dictator' (U). Both going into expected decline, but rates as good at \$17,000. Matinee take the problem.

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Hot N. O. Goes for Grid Film, 'Huddle,' \$12,000

New Orleans, May 23.

This fair this week with Novarro in 'Huddle' showing flurry of business at Loew's State. Disappointing is Chatterton across the way in 'Rich and Wade' (WB). Others are quite negligible in the matter of drawing power.

Estimates for This Week
Savage (1,000; 45)—'Rich and Wade' (WB) (FN). Chatterton's weakest is giving theatre a \$10,000 week which means much red ink. Last week 'Lety Lynton' (M-G) did \$12,000 with inclement weather militating.

Loew's State (3,200; 60)—'Huddle' (M-G). Fans like this one and returns will get up around \$12,000. Last week 'Wet Parade' (M-G), only \$7,500.

Orpheum (2,400; 60)—'Night Word' (RKO). Doing sparsely with only \$7,500 indicated. Last week 'State's Attorney' (RKO) drew \$8,000.

Strand (1,800; 50-51-52)—'Woman in Room 13' (Fox). Elissa Landi not clicking here, \$2,200. Last week 'Lety Lynton' (M-G) did \$12,000 with inclement weather militating.

Tudor (800; 35)—'Strange Case of Clara Deane' (Par). May get good house, but weak. 'Unexpected Father', \$1,800.

Hot weather is taking it out on the flicker box offices.

Last week, with the exception of the 'Huddle' and 'Huddle' were lower than previous week.

Keith's is holding over 'State's Attorney' but because of its exceptional draw.

Starting next Saturday, this 4,000-seat (RKO) doing sparsely with vaudeville and pictures and Ben Bernie slated for the opening bill.

Keith-Boston, the only RKO house here that has been a consistent money maker, goes in for stage presentations along with a flicker.

'Grand Hotel' continues into a fifth week. Matinees are off and night ads slipping.

Rest of the flicker entertainment is weak, with the Met apt to take a big drop. 'Huddle' is \$12,000.

Estimates for This Week
Met (Public) (4,300; 50-75)—'Sliders in Sun' (Par). Last week stage show weak; over \$25,000 will be surprising; very poor. Last week 'Amateur Daddy' (Fox), and 'Lomax' (WB), \$7,000.

Majestic—'Grand Hotel' (5th week). Fourth week \$15,500. Commencing with a flicker.

Keith's (4,000; 35-50-60)—'State's Attorney' (RKO). Down \$7,000 on its second week after \$12,200 last week.

Keith-Boston (4,000; 25-35-60)—'No Greater Love' and vaude. Last week \$13,000. Last week 'Lety Lynton' (M-G) did \$12,000.

Paramount (1,800; 35-50-60)—'Case of Clara Deane' (Par). Bad at \$8,000. Last week 'Mouthpiece' (WB) poor at \$8,700.

Uptown (Public) (2,200; 35-50-60)—'Case of Clara Deane' (Par). Companion house to Paramount headed for poor. Last week \$12,000. Last week 'Mouthpiece' (WB) bad at \$7,000.

Scollay (Public)—'Mouthpiece' (WB) and vaude. Grosses lower than last week. Last week \$11,000. Last week 'Miracle Man' (Par) poor \$6,500.

State (4,000; 35-50-60)—'Scarface' (U). Over \$20,000, expected. Last week 'Huddle' (M-G) \$15,000.

Capitol City Sluggish;
'Captive' Ups, \$9,500

Washington, May 23.
Town came through as estimated for last week, with current week set for \$10,000. Last week \$10,000. 'Grand Hotel' is doing big, and 'Man About Town' at the Fox is also up into big house.

Metropolitan spent nicely on 'Bionde Captive' and upping nicely as 'Bionde Captive' (U), \$7,500. Last week \$12,000.

Earle (Warner) (2,424; 35-50-65)—'Tough to Be Famous' (FN), with 'Lety Lynton' (M-G) did \$15,500. Last week 'Mouthpiece' (WB) disappointed at \$13,000.

Man About Town (Fox) plus Wesley Eddy and unit. Fair at \$23,000. Last week 'Man About Town' in Room 13 (Fox) \$17,500.

Keith's (RKO) 'Cain' (TPE) and

'Scarface' Looks Brilliant \$65,000, Spec. Trade on 'Hotel' Negligible, Par, Roxy Slow; Capitol Drops Off

'Scarface', after much publicity through censoring, has another week reached New York. It will lift the Rialto from a new low of \$6,500 last week to a good chance for \$10,000, tremendous, and not far from house's record of \$12,000, established some time ago. Picture crossed Thursday morning (18) and ran around the clock for 72 hours solid.

Picture is drawing a preponderance of male trade. Women represent only around 10%, while the men represent everything from First to 10th avenues. Females appear mostly to be of the carriage trade.

Outside of Scarface's business, and the indicated \$31,000 for the first week of the new Ed G. Robinson's 'Two Seconds' (WB) at the Winter Garden, the run houses and weekly changes are performing sluggishly.

'Hotel' remains a virtual sell-out at each performance but demand at the ticket agencies, at house level, is again somewhat slack. The agencies are handing tickets on the film for stray calls but during the week there has been no difficulty in obtaining seats in favorable locations at show time.

Coincident with ticket demand yielding to the agencies to advertise the talker heavier. Ads are beginning to stress that the picture will be seen in other New York theatre this season as a possible hint to fans who lately have been flocking to the picture for protection on Broadway two-a-days and first runs.

Indians, May 23.
All downtown houses, with the exception of the Lyric, which enjoys an exclusive vaude patronage, are fighting hot weather coming in. The picture is doing well, but contract & M. units, 'Huddle', the out-of-season football picture, is being pushed, sky-high—but probably 'Lety Lynton' will probably 'Lety Lynton' will have a good week with Lety Lynton.

'Rich and Wade' (WB) should bring the Indiana out to peak, enhanced materially last week by 'Symphony of Six Millions'.

'Merry Wives of Vienna' (Ger) at the Ohio last week not so good. Theatre dark again.

Estimates for This Week
Apollo (Fourth Ave.) (1,100; 25-35-50)—'Mouthpiece' (WB). Seems good enough to get \$4,500. Last week \$4,000. Last week \$4,000.

State (4,000; 35-50-60)—'State's Attorney' (Radio). Up to \$4,400, good for this house. Last week \$4,000.

Indiana (Skouras-Public) (3,300; 25-35-50)—'Lety Lynton' (M-G) (FN). Looks good for \$12,000, rather low for this house. Recently dropped stage productions. Last week 'Symphony of Six Millions' (Radio) hit around \$11,000, just middling.

Loew's Palace (Loew) (2,800; 25-35-50)—'Huddle' (M-G). May get \$8,500, due only to Navarro pull. Last week \$8,000. Last week \$8,000.

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Roxy, struck by reversionism, is also a victim of the weather. Last week at only \$32,000 in sight. This is perilously close to the all-time low for Roxy. Nothing has as yet developed on Sid Grauman or any other big time showman as the house's operator.

On holding Capitol plays its current 'Feller Needs a Friend' and name-studded stage show only six days. 'Night Court' (M-G) opening Thursday (26). House may swing into a regular Thursday opening from now on. Tremendous the first week, second-day watch at the Capitol will not coral over \$45,000.

Against 'Reserved for Ladies', 'Break the News' (U), and 'Walter' (Menjou), Paramount's stage lure is Dorothy Mackall and Cliff Edwards. House is assured of \$50,000 for good possibilities of bettering this.

Rivoli is swimming in a sea of 'Congress Dances' ducking house with the \$11,500 of its second week. Public wants to bring in 'Forgotten Commandments' in place of 'Congress Dances'.

Strand and Mayfair are neck and neck, gross for each indicating \$15,000. Last week \$15,000. Last week \$15,000.

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SURPRISE THUNDERBOLT

astounds NEW YORK and CHICAGO -
ELECTRIFIES WASHINGTON, D.C.
(METROPOLITAN THEATRE)

A
HIT IN
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A
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A SMASH
IN
WASHINGTON

"The Blonde Captive"

An Absolutely
Amazing Authentic
Adventure!

The wonder of the year—attracts huge audiences in New York, Chicago and now Washington, D. C.—draws raves from critics and crowds—sensation proves freak box-office clean-up—circus it—ballyhoo it—it's a surprise box-office thunderbolt!

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AND DATE THIS ONE AT ONCE!

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YOU NEED 'EM—WE'VE GOT 'EM!

Get the **JUMP** on **JUNE**

Don't let old man Slump sneak up on you. Beat him to it! Lead with your right! A real promotion drive right at the start of Summer will take the edge off the slack season. And here's the **ONE Big Idea** for it, from Warner Bros. —

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He'll Rope 'Em In with - -

"THE TENDERFOOT"

The big **HIT-and-RUN** man's greatest comedy coup! Loaded with possibilities for peppy exploitation. Give it the works and they'll give you the dough! — And these extra cast names are so much velvet —

GINGER ROGERS ~ ~ LEW CODY
A FIRST NATIONAL PICTURE

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SERVICE! Thank You!"**



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Warner		Like-Weeks	
	Working Days		Working Days
'Dark Horse'	29	'Against Orders'	29
Dr. X'	29	'Gorilla Ship'	29
'Jewel Robbery'	29	William Kent	29
'New York Marriage'	29	'Texas Tornado'	29
'New York Town'	29	'Seance Murder'	29
'Competition'	24	'The Monogram'	24
		'Mason of the Mounted'	24
		'Law of the North'	24
Radio		Miscellaneous	
'Bird of Paradise'	79	'Thunder Below' (Paramount)	44
'State's Attorney'	44	'Radio Patrol' (Universal)	44
'Westward Passage'	34	'Strangers of the Evening'	34
		(Tiffany)	34
Fox		'A Man's Land' (Allied)	
'Society Girl'	26	'Bar A Maverick'	26
'Man About Town'	26	(Brisson-Columbia)	26
'Death Valley'	26	'Standby' (John Clegg)	26
		'The Midnight Lady' (Chesterfield)	26
Columbia		'Six Guns' (Supreme)	
'American Madness'	33	'Fatal Alarm'	33
'Criminal Court'	33	(Chadwick-Monogram)	33
'Born to Trouble'	25	'Panomatic Jack'	25
		(Henry Goldstone)	25
Metro			
'Strange Intercourse'	43		
'Huddle'	43		

Chester Hale's Dream Damsel

Dr.: Cargill & Dobson

**CHESTER HALE'S
FORWARD MARCH GIR**

ROBT. G. PITKIN

IT HAPPENS ONCE EVERY YEAR!

An unsuspected gold-mine!

A picture that leaps out of the pack and creates history!

And fortunate is the exhibitor who is awake to the opportunity!

We were advised by our studio that "Huddle" was a swell picture!

But most M-G-M pictures are swell—

**THIS ONE IS SENSATIONAL!
A BOX-OFFICE NATURAL AS SURE
AS YOU'RE A SHOWMAN!**

**Plug it! Advertise! Promote!
You'll thank us for the tip-off!**



IT HAPPENS ONCE EVERY YEAR!

With scarcely a warning! With hardly a word of advance notice! Every year without fail one motion picture slips out of Hollywood unheralded, to win world fame, suddenly, overnight to become the talk of all motion picture audiences!

The underground reports from Hollywood whispered that Ramon Novarro in "Huddle" should be watched! Those who saw it in advance showings predicted it would be 1932's Surprise Screen Hit!

And now that prophecy has come true! This glorious motion picture is here. Ramon Novarro at the height of his career portraying a boy fighting mobbery and wealth at college, climbing to the top, living, loving, winning your heart every minute of it! What makes great motion picture entertainment? Action, thrills, beauty, romance, luxury, laughter? Yes, they're all here, with that extra something that reaches into your heart and tells you, "Here is something grand!"

We predict it will be America's choice!

Ramon NOVARRO
in
HUDDLE
Starts **TODAY**
STATE

1932's Most POPULAR PICTURE!
Vote for Ramon Novarro in "Huddle" as my favorite picture of this year.

METRO-GOLDWYN-MAYER PICTURE
with **MADGE EVANS**
UNA MERKEL
RALPH GRAVES
Directed by **SAM WOOD**
Story by **FRANCIS WALLACE**



NOVARRO
IS IT TO BE
1932'S
Surprise Sensation
HUDDLE

Every year yields its surprise picture, the screen hit that with the cheer...the razz...the laughs of delighted audiences ringing from coast to coast!... Here is the picture which has already been seen in advance showings as the Surprise Sensation of 1932!... So genuine a drama with thrills, with love that's real, with a thousand laughs every word of its many advance praises!

"A GOOD DAY CAN WE TOO!"
Of no college with a mobster's blood!

"FIGHTING SHOWBIZ!"
He finds a real pal!

"WE CAN NEVER MARRY!"
Her mouth is a barrier to their love!

"DON'T PLAY IN THUNDERBOLT GAMES!"
The doctor warns him to mind!

...of course it's
METRO-GOLDWYN-MAYER
with **MADGE EVANS**
UNA MERKEL
RALPH GRAVES
By **FRANCIS WALLACE**
Sam Wood, Director

starts **TOMORROW**
STATE

3 COLS x 160 LINES

SPECIAL EXTRA CAMPAIGN—

Prepared in addition to our press-sheet ads. Write for mats. at cost!
M-G-M ADVT. DEPT.
1540 B'WAY, N. Y. C.

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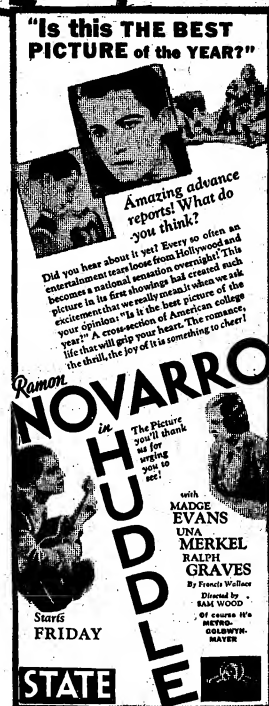
3 col. x 160

LEFT:

4 col. x 175

RIGHT:

2 col. x 150



"Is this THE BEST PICTURE OF THE YEAR?"

Amazing advance reports! What do you think?

Did you hear about it yet? Every so often an entertainment tearer loose from Hollywood and becomes a national sensation overnight! This picture in its first showings had created such excitement that we really mean it when we ask your opinion! "Is it the best picture of the year?" A cross-section of American college life that will grip your heart. The romance, the thrill, the joy of it is something to cheer!

Ramon NOVARRO
in
HUDDLE
Starts **FRIDAY**
STATE

The Picture you'll thank us for urging you to see!

with **MADGE EVANS**
UNA MERKEL
RALPH GRAVES
By **FRANCIS WALLACE**
Directed by **SAM WOOD**
Of course it's **METRO-GOLDWYN-MAYER**

2 COLS x 150 LINES

4 COLS x 180 LINES



F. & M. KEEPS THEM COMING

—strong pictures or weak

ACADEMY

The theory that a strong vaude show in support of a picture importantly bolsters business is being carried out by the Skouras Bros. down here and on a test, being proved.

Thursday night were that it isn't mattering exactly what the house has on its screen, business standing up nicely without 'name' pictures.

Clipping from "Variety"

- What Fanchon & Marco stage shows are doing for the Academy, N. Y., they can do for you.
- If you're having your UPS and DOWNS let F. & M. keep your box office STEADY.

FANCHON & MARCO

INC.

Offices

HOLLYWOOD • SAN FRANCISCO • SEATTLE • MILWAUKEE • NEW YORK

KEEPING UP WITH F. & M.

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

Soldier Boys

Karl Dane and Johnny Burke co-featured in Fanchon and Marco "Buddies" Idea, directed by Goe Poster. Johnny getting out misfit soldier's uniform for this show, but Karl will show straight. Nina Olive and Company also in. American Legion tieup promises swell publicity wherever playing.

Musical Show

By arrangement with Schwab and Madel, "Desert Song" becomes Fanchon and Marco Idea, featuring Perry Askam and original Coast cat. Show had tremendous run as legit attraction at high admissions and many were angling for rights to condensed version. Opening shortly. Loew's State, Los Angeles.

Teddy Back

Teddy King, famous F. & M. M. C. at Audubon, New York, back there again, producing comedy acts made up of local amateurs by audition to regular bill of Skouras-F. & M. vaude at that theatre. With Charles Carroll co-producer several real sock acts have been developed, and audiences getting reconciled to loss of Ed Lowry.

Flo Featured

Leonidoff's newest Idea, as yet untitled, will have Flo Lewis, the O'Connor Family and Pasquall Brothers. Henri Thierrien weaving them in "Malibu Beach" Idea. Does real novelty turn, showing first as stooge type and suddenly bursting forth into operatic seriousness. First Fanchon and Marco engagement.

Back Home

Ruth Roland is back in the home burg, Los A., with "Cozy Corner" idea showing at Loew's State. Much welcome home publicity centering around theatre. Hero Jennings, Loew managerial ace and publicity hound extraordinary, making ballyhoo fuss over F. & M. stage shows in Memphis, where Jennings presides for Lionel Kene.

Exotique Gal

When Wampas saw Reri do her exotic specialty at their special show, they wanted to know when her "Tulip" Idea would open. The Murnau-Ziegfeld discovery bowled the p.a. cynics over. Larry Ceballos has another innovation for this Idea, actual reproduction of Sunkist's faces in chromium, worn in volcano finale.

Happy Eddie

Eddie Peabody's new one is titled, "Eddie Peabody and His Happiness Show," an ideal pep show for torrid times. Eddie took week's vacation on his ranch after Los Angeles opening, and is doing his first show this week. Cast includes Tom and Hank, Jack and Jerry, Jessie Draper, Martha Vaughn, the Joy Boys, Mary and Marge.

Zelda's "Veils"

Zelda Santley, the marvelous songstress and mimic, heading "Veils" Idea, takes over the Trixie Friganza date at Fox, St. Louis, due to Trixie following Ted Lewis into Fox, Frisco. Jack Laik, who does best-written Broadway column in America, upset because Ten Thousand F. & M. Girl wears 1/2 shoe, ascribing it to the Garbo influence.

Chicago Winners

World's Fair officials take notice! Denver Rocky Mountain News says, "If F. & M. girls on stage are a sample of what visitors to Chicago World's Fair may expect, the Windy City is going to do a turn-away with that festival." Beth Lewis, Carlyle Bennett and cast also come in for strong praise in outstanding press rave.

Sun Tan

That beaut taking daily sun bath on hotel roofs along F. & M. route is Rachel Torres, star of "Malibu Beach" Idea, who wants to keep that South Sea tan. New stars going into Fanchon and Marco ideas are Roy Rogers, Flo Lewis, Sylvia Clark, Chamberlain and Jinee. Maxine Lewis, Lassiter Brothers and Du Val into Larry Ceballos, next one.

THE REAL ★ ★

Tallulah
BANKHEAD

in

**THUNDER
BELOW**

with

CHARLES BICKFORD

PAUL LUKAS

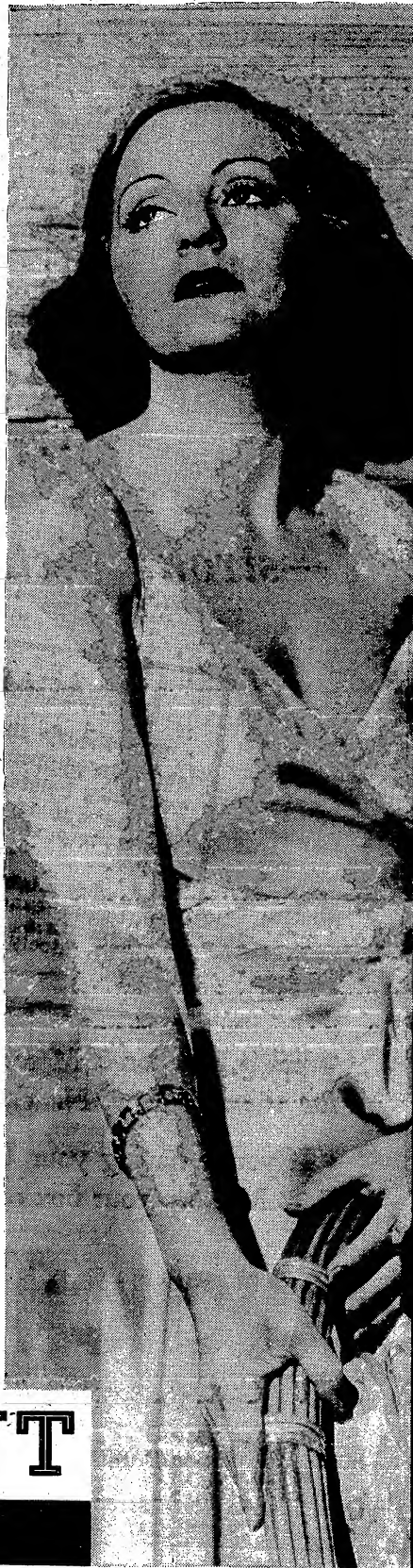
EUGENE PALLETTE

DIRECTED BY RICHARD WALLACE

From the novel by Thomas Rourke

Tallulah Bankhead comes into her own! The real Tallulah—the star! Sensuous, glamorous, gorgeous! In a great picture from a best-selling novel, with a strong cast designed to send her to the very peak of popularity! A throbbing, vibrant story of a love-torn woman in a lonely colony of white men . . . irresistible, unresisting—she trades honor for love, and finds penance. **THUNDER BELOW** will make **BANKHEAD** one of the biggest box office names—it will make you one of the biggest box office grosses you've ever had!

PARAMOUNT



Skouras Letting Division M'g's Pick Own Films

Los Angeles, May 23. Charles Skouras and J. J. Sullivan, Fox-West Coast film buyer, left here Friday (20) for a tour of the circuit before going east to buy next season's product. Pair will reach New York late in June.

New system, whereby all division managers will convene in New York to have final say on what pictures will play their houses, has been inaugurated. Skouras brothers feel the division heads know more about what their theatres can sell than an centralized buying department. Managers will make recommendations to J. J. Sullivan and Edward Alperson. This will give the managers more leeway in operation and eliminates the possibility of division heads blaming poor business on bad bookings, is the thought.

Expect Appeal Verdict On 306 Next Month

New York Court of Appeals is expected to rule in June, on the question of whether the New York operators local (No. 306) can picket theatres which employ members of the Empire union.

In an effort to retain its jurisdiction over New York and Brooklyn, seriously endangered by the Empire decision in the lower courts, 306 will probably take the case to the U. S. Supreme Court.

When decided against in the action of the Stillwell, Brooklyn, which forced a court order forbidding 306 to picket that theatre employing Empire operators, 306 went before the Appellate Division for an appeal which was granted. Meanwhile the Springer-Cocalis chain in New York and the Bronx, against which 306 has directed a vigorous campaign, obtained an injunction against picketing and all other forms of union pressure. Springer-Cocalis houses employ Empire men.

Until 306 obtains a ruling from the Court of Appeals, it will do nothing about appealing the S-C injunction.

43 New England Locals Form Own Federation

Worcester, May 23. For their own protection, 1,200 union motion picture operators and stagehands in four New England states have organized the New England Federation of Theatrical Employers. Some 43 locals are represented.

Members explain they have united in anticipation of the expiration of many locals' contracts in September. Temporary officers of the federation are: Chairman, W. C. Scanlon of Lynn, and secretary, W. A. Dillon, Fall River. Dillon is district representative for the I. A. T. S. E.

Federation is made up of members of 31 Massachusetts locals, six in Rhode Island, four in Maine, and two in New Hampshire.

Katz, Warner Confer On House Policies

Hollywood, May 23. Sam Katz and Jack Warner conferred last week on their local theatre booking conditions and future product.

Understood that the bookings for their respective circuits were discussed. Locally, Publix has two houses, the Paramount and United Artists. Warners operates five in Los Angeles — the Hollywood, Downtown, Western, Wilshire and Forum.

Ricketson-Skouras

Hollywood, May 23. Rick Ricketson, whom H. B. Franklin had counted on joining his RKO executive staff, after leaving the management of the local Paramount, has aligned under the Skouras banner.

Ricketson left for Denver where he will take over the division management formerly held by Gus Kohn.

U Closes Atlanta, May Darken, Rialto, Wash.

Universal closed its Capitol, Atlanta, Thursday (19), for the summer, and is also considering darkening the Rialto, Washington, where a policy of stage names, besides films, was tried recently. On the way down to Atlanta, W. A. Eavis, assistant to Charles Faine, U's t.-assur, ordered the U house in Danville boarded up.

Dan Michalove, of Warner Brothers, arrived in Atlanta Tuesday (17), with reports that he was looking over the Capitol. Warners is shy a house there. Capitol, rent for which is \$1,100 weekly, was forced to a low of \$35 by admish threat of the opposition.

During the past two weeks, U has closed down in Indianapolis and Milwaukee where it operated on first run.

Chains Dislike Cal. Labor Deals Which Expire New Year's

Because the major circuits no like the labor contracts entered into between the Skouras Brothers and the Coast locals, negotiations with the unions for new conditions and terms are not to run for a protracted period. Phase of the Skouras agreements which finds disfavor with the circuits is the date of expiration, Jan. 1, 1934.

New Year's is considered a poor time for a labor contract to expire and to invite trouble. Although the Skouras Brothers received some concessions in the way of cuts, some running as high as 20%, the majors feel that having important contracts expire on Jan. 1 is a harmful precedent. Hence, negotiations now taking place in New York are on a customary year-to-year basis running from September to September. The unions, however, want a contract for either two or three years, the laborites offering concessions to gain that end.

First Katz Week

Publix is lining up what will be known as Sam Katz Week. It will start June 24 and constitute a drive among the theatres for increased showings at present costs. While the drive will be similar in most of its aspects to others, the Sam Katz angle will be confined to the circuit instead of sold to the public.

Also, there will be no prizes to the manager making the best showing. Reward will be possible promotion. A 135-page special manual has been prepared by Jack Hess as a guide for managers during Katz week, including numerous don'ts.

B. O. Hypo

Denver, May 23. Johnson & Johnson, father and son operators of drug-store, will reopen and operate the Mazda theatre, Ovid, Colo., in order to bolster their pharmacy.

Biz at the latter dropped off when the Independent opera-tor of the Mazda called it quits.

Loew Closing Broad, Ohio Straight Films, Columbus

Columbus, May 23. Loew has decided to close the Broad here June 2. House has been operating on a straight picture policy.

The Ohio goes straight film the same date. It has been playing units.

Pooling in Theatre Situations A Chief Concern at Present

WB Has Closed 30, but Doesn't Want to Turn Keys

Warner Bros. will resist a wholesale closing of theatres over the summer. During April and so far in May, Warners has bolted up 30 houses. Chain hopes in some cases that policy changes can be made to avert a turn of the key for the hot weather.

Warners is also opposed to turning back any of its theatres, roundly numbering 500. Numerous reports that the chain would unload various groups between now and the fall, but this is emphatically denied.

Consolidations and pooling of theatre operation in losing situations are active to cut down losses during the summer months and possibly thereafter. All the major circuits are in on several current deals. One or two are asking for permanent arrangements this way.

The basis of pooling in some of the deals being talked about even takes the sharing of pictures and the pooling of stage shows.

No circuit office visited today is without pooling arrangements with one or more of the chains. Among deals pending are Skouras and Paramount, RKO and Loew's and Warners with Skouras. Warners and Skouras have effected several deals in update New York.

THERE'S NO SCHOOL FOR COMICS

COMEDIANS ARE BORN SEASONED BY EXPERIENCE AND SO • SURVIVE

ROSCOE "FATTY" ARBUCKLE

RKO
PALACE, NEW YORK
THIS WEEK (MAY 21)

Under Exclusive Management
LEO MORRISON
Associate JOE RIVKIN



C. C. BURR directs

and produces all the outstandingly successful

Torchy Comedies

the classics of screen humor!

LYONS & LYONS

CAPTURE NEW YORK . . .

LYONS & LYONS arranged the sensational tour of EDMUND LOWE, VICTOR McLAGLEN, FIFI D'ORSAY, CHARLES JUDELS, now held over second big week at the CAPITOL THEATRE, New York.

LYONS & LYONS arranged the sensational tour of GOMEZ and WINONA, now at the ROXY, New York.

LYONS & LYONS arranged the sensational tour of "GIRL CRAZY," with FRANCES UPTON, BERT GORDON, HAL THOMPSON, now at LOEW'S STATE, New York.

LYONS & LYONS arranged the successful tour of DOROTHY MACKAILL and Neil Miller at the PARAMOUNT, New York.

LYONS & LYONS arranged the sensational tour of FRANCES WILLIAMS, ANN PENNINGTON, LAWRENCE GRAY, Jack Sheehan, Harriette Lake, Andy and Louise Carr, Roy Roberts in "EVERYBODY'S WELCOME," now at the PARAMOUNT, BROOKLYN.

LYONS & LYONS arranged the sensational tour of LILYAN TASHMAN and Sid. Silvers, now playing at the MASTBAUM, Philadelphia.

LYONS & LYONS arranged the sensational forty-week tour of BETTY COMPSON with Fanchon & Marco, now at the PARADISE, Chicago.

LYONS & LYONS arranged the sensational tour of CONCHITA MONTENEGRO with Fanchon & Marco, now at the PALACE, Springfield, Mass.

LYONS & LYONS arranged the sensational tour of BEN LYON.

LYONS & LYONS are now arranging Personal Appearance Tours and Radio Contracts for FRED STONE, DOROTHY STONE and PAULA STONE in "SMILING FACES" for a big picture house tour; "STUDENT PRINCE," "BLOSSOM TIME" and other big triumphs that will shatter box-office records in picture theatres.

LYONS & LYONS are arranging Personal Appearance Tours and Radio Contracts for LEW AYRES, PHIL BAKER, TED HEALY, GEORGE JESSEL, OLGA BACLANOVA, JIM BARTON, GRETA NISSEN, BERNICE CLAIRE, DOUGLAS FAIRBANKS, DOUGLAS FAIRBANKS, Jr.; WALTER HUSTON, LEW CODY and many others.

TO THEATRE OPERATORS

Let **LYONS & LYONS** arrange a box-office lineup for you that will bring you good times attendance in any kind of weather. Give **LYONS & LYONS** the chance to pack your theatre in any city from coast to coast. **LYONS & LYONS** can arrange a lineup of merchandise that will make your patrons talk. Let **LYONS & LYONS** worry for you.

TO STAGE, SCREEN AND RADIO ARTISTS

Let **LYONS & LYONS** handle your business. Let **LYONS & LYONS** book you for stage or radio engagements and assure you a long, prosperous SEASON. Let **LYONS & LYONS** explain a personal representation innovation that will mean the proper management and exploitation of the artists under their sponsorship.

Communicate with

LYONS & LYONS

PARAMOUNT THEATRE BUILDING
NEW YORK CITY

EQUITABLE BUILDING (Rex Bailey, Gen. Mgr.)
HOLLYWOOD, CAL.

WOMAN IN ROOM 13

(Continued from page 29)

career. His victim, is safely in jail and his case is foolproof, when he accepts the invitation of the ex-wife to visit him and talk the whole case over. The surprise trick is that she also has a dictaphone concealed as his confession and the whole affair is spread on the record.

That's the way things happen in the picture. The scene is in a room. It follows the play it must have taken most of the second act to plant the story and the whole thing and the event don't begin to reach for the spectators' interest until along toward the middle of the footage. The rest has been a long, long, taking preparation of the ground for the astonishing things that are going to happen, and they cast their shadows a long way before.

Opening passages illustrate one of those sequel cases where the much-advertised mellity of the camera is more a curse than a blessing. Pictures were made to establish the husband has a promising political career ahead of him. On the cumbersome stage a few lines of dialog would make it plain, but for picture purposes they have to stage a torchlight parade with party of sound effects and other incidents in an elaborate sequence that misleads one into thinking it's going to be another Washington Merry-Go-Round. That point being made, they forget all about politics and take up a new line of narrative. Point is that, as so often happens, the studio gets all hot and bothered about effects and story has to wait until they get around to it.

Whole scenario gets frantic about trial side about the murder of a mysterious murder is committed. Two women and a man might have done the deed. Which one of the three is guilty is the only element worth a thought, and that point is so fogged in by the picture's ruses and artificial maneuvering that the tension is lost and the desired suspense is missing.

It's an unfortunate situation for Elissa Landi, who could use a strong role handily about now, having been handicapped with a whole series of weak ones for most of her screen career. It doesn't matter so much with the other players of the cast, who are utility players and do not stand or fall by single subjects. As usual, the dull story is inspired writing and direction are surrounded with a first-rate production, and the stencil roles are played by standard people. Photography is excellent and certain musical interpositions—the character of the murder victim is a concert singer—are nicely managed. *Rush.*

TWO SECONDS

First National production and release. Stars E. G. Robinson, Mervyn LeRoy directed from Leslie Howard. Story of same name adapted by Harvey Thew; dialogue by Leslie Howard, director. Adapted by Leslie Howard. At Winter Garden, N. Y. for grand run commencing May 18. Running time, 70 minutes.

John Allen.....Edward G. Robinson
Bud.....Mervyn LeRoy
Shirley.....Vivienne Osborne
Booris.....J. Carroll Naughton
Annie.....Adrienne Dore
Widge.....Walter Catlett
Lizette.....Dorothy Woberst
The doctor.....Edward McWade
The warden.....Burton Churchill
A college boy.....Otto Hoffman
Justice of peace.....Otto Hoffman

"Two Seconds" is a paradox. It's a type of story that can stand and stay on retrospection and it's a picture which may give cause to retrospection. Furthermore, it's a type of role which is of the 'different' style of characterization that Robinson, the star, necessarily calls for, and yet after it's all unreel, the result is negative. In toto, this is an average programmer saved by Robinson's histrionics, even though he overacts flagrantly.

It's a slow, morbid progression, which is rather brief 70 minutes running time would belie. But it's not so much a matter of footage as lack of dramatic action. It reaches dramatic heights only in spots, and these are predicated on histrionic performance and not the motivation of melodrama.

Entire premise is skillfully enough planted and yet for all its technical skill, which goes all the way from Harvey Thew's workmanlike adaptation to Mervyn LeRoy's consummate montage, it misses fire as a motion picture.

"Two Seconds" is more of a laboratory cross-section of a humdrum individual's mental stance on life, due in celluloid, than a picture. As a biological analysis of a riveter's struggle for emancipation from a woman's economic domination, Robinson turns in a nice piece of work. As a cinematic progression it's all rather dull.

Film opens and closes in the death house, presumably Sing Sing, as Robinson is being led to the electrocution chair. The prison doctor plants the "two seconds" title by explaining to the sociological student and the hard-boiled reporters that in the two seconds it takes to put the legally adjudged victim to death, his body is paralyzed but his

brain is active and that in that brief span of a couple of watch-ticks his entire life races through his mind. It requires the ensuing hour to present what apparently is Robinson's mental review.

Action shows him being hooked into a fluky marriage by a taxi dancer (Vivienne Osborne) whose mental quirk is that she could get away with more, with benefit of clergy, than if single. Preston Foster, who does a good job as Bud, Robinson's buddy, and who is apparently a bit more worldly-wise than Robinson, berates his pal for being sap enough to go for the phoney marriage even though drunk at the time. Accidentally while both are arguing thus in a friendly manner, atop a lofty girder, Bud falls to his death. This breaks Robinson's nerve; he becomes useless for any more skyscraper riveting, and falls under his wife's economic domination. Latter prefers to be rate him for his helplessness and offers him tainted money, etc., rather than give him a divorce.

It's at this point that the wifely shrew plants her reasons for preferring to retain the marriage thing. The payoff comes when the brooding Robinson makes a \$380 killing on a five-horse payroll, but only takes enough to pay off Tony, the paramour, economically, while he pays off the double dealing wife with a bullet barrage.

Robinson is quite effective though over-stressing his courtroom address following adjudgment of guilt for self-confessed premeditated murder. In highly dramatic manner he expresses, in homely reasoning, his wonder at being found guilty now that he has done the right thing (to his mental point of view) when he should have been killed when he was taking that kind of money from his double-X-ing wife. The fadeout is the official electrocution back in the death-house.

All of which will count against

the picture for big grosses in the AA houses. Fair enough for the average weekly programmer in the better stands. Robinson's personal following, especially strong in the bigger cities, will be taxed to the fullest to sustain this one.

Combination of the tragic ending, always too, poison for the masses, and the slow progression, are too much to be offset by the technical niceties, nor even the star's draw and his excellent support. That particularly takes in Vivienne Osborne, who plays the wife with due restraint, showing it sufficiently in the preliminaries to hope for a possible happy ending, but unfolding her unempathetic assignment with a progression of incidents, up until getting Robinson stewed for an early yawning wedding. Here exerts a glaring discrepancy, showing the Justice of the Peace sloughing off his duties for a 10-spot, with no witnesses around for the marriage ceremony.

Preston Fuller, the only cast member from the play, does a nice job of his recreated role. J. Carroll Nash is an acceptable light heavy and the dependable Guy Kibbee is, this time, the beaming bookie. The rest are bits but mark good casting.

Abel.

Reserved for Ladies

(BRITISH MADE)

Paramount production and release. Leslie Howard featured. Directed by Alexander Korda. Story by Ernest Vajda. At the Paramount, N. Y., week May 20. Running time, 70 minutes.

Max.....Leslie Howard
King.....George Grossmith
Countess.....Merton Hume
Sylvia.....Elizabeth Allan
Duchess.....Morton Satterlee
Inkeeper.....Anne Esmond
Ben Field

This English-made Paramount feature has Leslie Howard, who will certainly please both the men and

women. But more than Howard is needed, and more than Howard is what "Reserved for Ladies" hasn't got. A nice film which won't get much business over here.

Nothing basically wrong with the story, for as an Adolphe Menjou silent and under a slightly different title—"Service for Ladies"—it fared pretty well all over. But this version misses too many chances, being inclined to talk when it should move. Little action beyond what is laboriously created in a literary way. Dialog when smartly written and played, as it is in this talker, can often substitute for pace. Perhaps it does in this picture's native showings. But for this side that won't hold true generally. Ernest Vajda's romance of a head writer who pals with a king and a rich young Englishwoman, who thinks he's a prince, doesn't demand acute mental acrobatics from audiences. Despite the hopped-up situations and far-fetched logic, it's always familiar maudlin cinderella stuff.

Howard's finely cut and intelligently planned performance easily rates two bows and a speech more than the others, among whom are two good-looking ladies, Benita Tume and Elizabeth Allan. Little to choose between the femmes, likelihood being they could have switched parts without making much difference. Perhaps Miss Hume would have been even more agreeable than Miss Allan, since she's the better looking. That's also based on American tastes.

Miss Hume as the 'bad' girl first seen in a bathtub. Miss Allan as the 'good' one gives an early peek in lingerie. Which left it strictly up to the author to draw the two girls' moral differences.

George Grossmith plays a comedy king as they used to do it here but don't anymore, while Morton Shelton is a conventional heroine's father. Dialog the basis of most of the picture's merit.

Bigs.

LENA RIVERS

Tiffany production. Educational release. Directed by Paul Rosen. Featuring Charlotte Henry. Based on story by Mary J. Holmes. Adaptation and dialog by Stuart Anthony and Warren B. Duff. Photoplay by Ira Morahan. At the Beacon, N. Y., week May 20. Running time, 60 minutes.

Lena Rivers.....Charlotte Henry
Grandfather.....Herbert Mercer
Grandmother.....James Kirkwood
Durrie Gishman.....Morgan Callaway
Caroline.....Joyce Compton
Mrs. Webster.....Betty Byrne
Nichols.....John St. Polis
Grandfather.....Russell Simpson

Tiffany may find solace in the fact that its talker attempt of Mrs. Holmes' pop novel of some 20 years ago is a finer piece of screen fare than the silent version as made by Arrow in 1925. But there's little b.o. expectation in the film for exhibits except as an emergency item, although this obvious yarn has been tastelessly wrought.

Lena Rivers has no drawing punch outside the horse racing scenes and these are common reversed affairs nowadays. Besides which the film has no billing names worthy of b.o. excitement, except for the slightly attractive Beryl Mercer and James Kirkwood. Charlotte Henry does a commendable job but lacks acquaintance with the public.

Some atmosphere brought in isn't all it might be, while the utter homeliness of the title lends immediate suspicion to the nature of the screen story that can't help the b.o. It's too dumpty to excite imagination.

Lena as the well known yarn detail is an offering of an unmarried couple, a fisherman's daughter and a rich Kentucky heir. Her mammy died at Lena's birth and Lena's later guardian, the grandfather, kicked off in a sea storm. He was a fisherman. Then grand goes to live with a rich uncle whose wife and daughter don't like (Continued on page 65)

Mary Pickford

Famous Screen
And Stage Star

NOW

Personally Appearing

IN

BORIS PETROFF'S SUPER-SPECTACLE

"Manhattan Serenade"

AT THE

PARAMOUNT, NEW YORK

Week May 20

WITH HER HUSBAND

NEIL MILLER

ASSISTED BY

Montgomery and McDowell

NEXT WEEK

PARAMOUNT

BROOKLYN

Week May 26



To Follow with

BOSTON, BUFFALO, DETROIT

COMPLETING 14 WEEKS OF
PERSONAL APPEARANCES

Thanks to

MILTON FELD BORIS MORROS

Management

LYONS & LYONS

RKO RADIO

PRESENTS

THE HIT LIST OF 1932-33

62 FEATURE PRODUCTIONS

3 SERIAL THRILLERS

42 TWO-REEL COMEDIES

26 SINGLE-REEL FEATURES

39 SINGLE-REEL CARTOONS

104 P A T H E N E W S

RKO-RADIO recognizes the fact that there is no middle ground . . . no place for the old average program attraction. To be successful, this company must deliver only big shows . . . the kind bound to attract the crowds. Our entire resources, finances, artistry, and man-power have been marshalled and are being employed toward this objective. RKO-RADIO today, and from now on, is dealing only in successes. We invite you to travel back on the road to prosperity with RKO-RADIO.

Three Heart-Gripping Dramas From
the World's Most Glamorous Star!

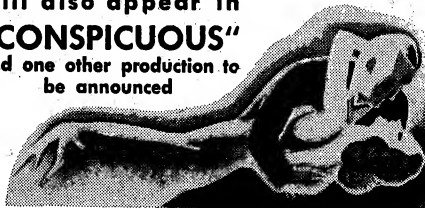


Constance BENNETT

in Ernest Hemingway's
"THE SUN ALSO RISES"
The story of a woman who squandered love to
ease her breaking heart.

Not in "Common Clay" nor in "Common
Law" has Miss Bennett had an oppor-
tunity for such daring dramatics . . .

Miss Bennett
will also appear in
"CONSPICUOUS"
and one other production to
be announced



The Adored of the World . . .
Mirror of Loveliest Womanhood
. . . . Peerless Star!

Ann

HARDING



LESLIE HOWARD

CO-STARRED WITH
**LESLIE
HOWARD**

in PHILIP BARRY'S
Sensationally Successful Play

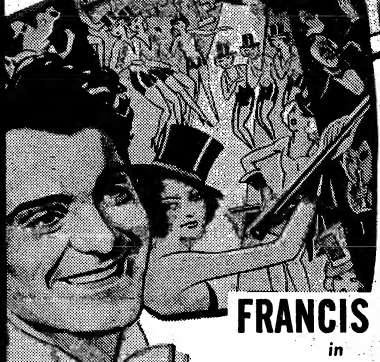
**"THE
ANIMAL
KINGDOM"**

It was in Mr. Barry's "Holiday"
that Ann Harding scored her
first great screen success. Now
the same dramatist gives her a
play of unmatched power. She
is the ideal woman for the most
talked of role of the current
Broadway year.



Miss Harding will also star in two other pro-
ductions. Titles to be announced.

THE BIGGEST NEWS SINCE
CHEVALIER LEAPED THE POND!



With a heart-breaking smile, the devil in his eyes and a voice that tantalizes comes the Idol of Millions

FRANCIS LEDERER

in

"NIGHTS ARE MADE FOR LOVE"

Tunes of lilting loveliness... songs they won't forget... With IRENE DUNNE and a cast of unparalleled excellence



A Drama of Desire
Greater than Woman's Will!

"NURSE SMITH"

BY CAREY

One of two intensely human plays featuring IRENE DUNNE. The second story and title to be announced.

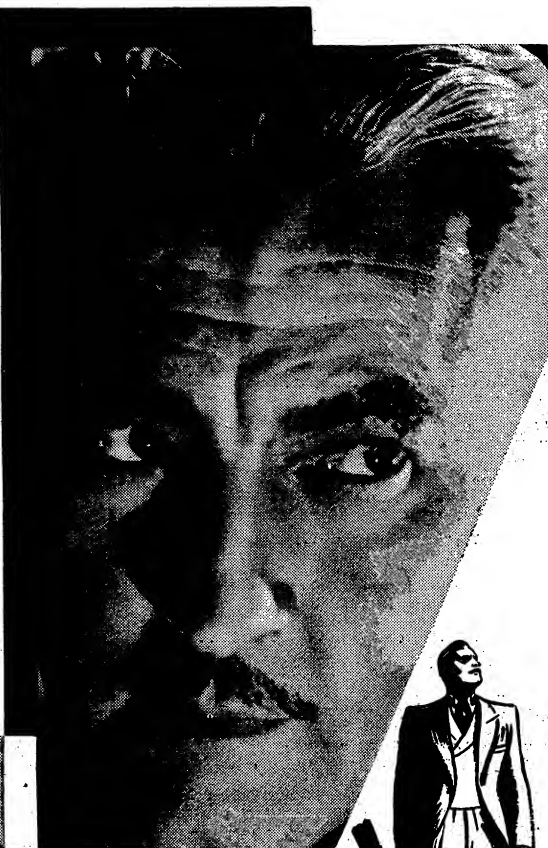


TIFFANY
THAYER'S

"THIRTEEN WOMEN"

This year's biggest selling book! This year's screen sensation!

Directed by E. H. Griffith who made "Lady with a Past"



Following his Box-office Triumph in RKO-Radio's "State's Attorney"



John

BARRYMORE

in

"THE MOON AND SIXPENCE"

by W. Somerset Maugham

Directed by E. H. Griffith
Adaptation by Gene Fowler and Rowland Brown...

A Barrymore role so fitted to him that Maugham could well have had Barrymore in mind when he penned this romantic story that sweeps from society's drawing-rooms to the lazy glamor of the South Seas with its starry nights and one woman to make a man forget memories he thought could not be erased.

BIG SHOWS

FROM BIG STORIES AND PLAYS WITH BOX-OFFICE NAMES AND DIRECTION!

"BILL OF DIVorcEMENT"

Clemence Dane's world-sweeping smash that gripped packed houses for a year in London, a year in New York... throbbing, pulsing, crowd-compelling drama that echoes the cry of a million girls... misunderstood.

"MOST DANGEROUS GAME"

The weird tale of Zaroff... half-mad hunter at his mysterious island, where countless perils faced the unfortunates whose ships were lured to destruction by this hunter of men.

A Merian Cooper-Ernest Schoedsack Production. From Richard Connell's Amazing Melodrama. With the Broadway Star, LESLIE BANKS.

"MISTRESS OF MOSCOW"

Presenting the most brilliant, most flashing of the new personalities.

GWILLI ANDRE

"DEPORTATION TRAIN"

The strangest of journeys... a prison train that sweeps across America filled with... the unwanted! In it, a woman... beautiful, desirable... with woman's wiles playing a desperate game.

With ZITA JOHANN, Gregory Ratoff, Rosco Ates, Joseph Cawthorn... Directed by Paul Stein.

"FREEDOM"

Unbelievable scenes, drama, thrills, suspense amidst the convict road-gangs of America. A youth and his sweetheart caught in the toils. To be directed by Rowland Brown, who gave you "Doorway to Hell".

"CROSSROADS"

Martin Flavin's great play with Arline Judge and Eric Linden.

A boy—a girl—and life's greatest problem.



LESLIE BANKS



ANITA LOUISE



JOS. CAWTHORN



ARLINE JUDGE



LAURENCE OLIVIER



DOLORES DEL RIO



ROBT. ARMSTRONG



JILL ESMOND



ERIC LINDEN



ZITA JOHANN



"THE SHADOW OF SAN QUENTIN"

Not a prison picture, but a powerful drama of a man crazed by a deadly fear, who had bartered honor to hold a woman's love!

"BEAUTIFULLY TRIMMED"

Motion! Emotion! Commotion!

In this high-riding story of a blue-flame vamp whose red lips laughed at life!

From the story by Hawthorne Hurst.

"THE SECRET ALTAR"

A mother and daughter love the same man; and to save her daughter's happiness the mother killed!

Powerful and vivid drama.

"ALL THE EVIDENCE"

Drama of a human life caught in the cold machinery of the law as the Death House echoed with a man's tread when Justice discovered Her ghastly mistake.

"THREE CAME UNARMED"

An exposure of civilization from the novel by E. Arndt Robertson.

A girl and two youths from the unsullied realm of Nature struggle for love and happiness in this queer world of ours.

"THEFT OF MONA LISA"

A stirring romantic drama with music by the composer of "Two Hearts in Waltz Time". Its song hits, "The Little Corporal" and "Why Do You Cry, Mona Lisa", now the reigning successes on the air.

THE STRANGEST STORY EVER CONCEIVED BY MAN!... When creatures Born of Time's First Morning Are Hurl'd into the Seething Vortex of Modern Civilization!



THE GREATEST MONEY PICTURE OF THE YEAR!

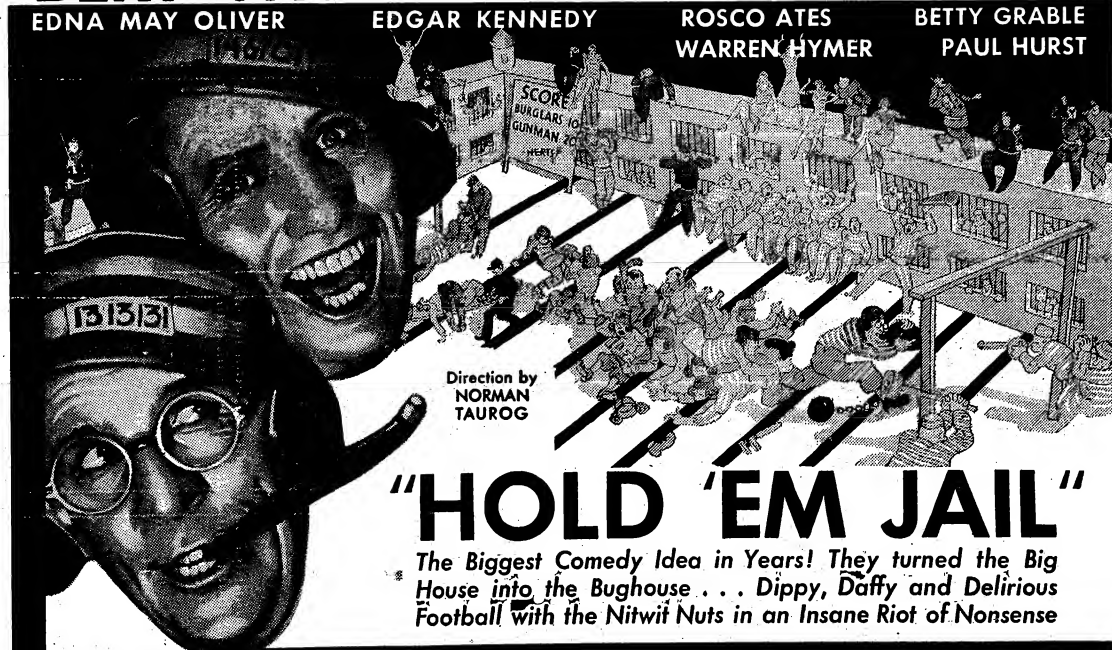
BERT WHEELER ROBT. WOOLSEY

EDNA MAY OLIVER

EDGAR KENNEDY

ROSCO ATE
WARREN HYMER

BETTY GRABLE
PAUL HURST



Direction by
NORMAN
TAUROG

"HOLD 'EM JAIL"

The Biggest Comedy Idea in Years! They turned the Big House into the Bughouse . . . Dippy, Daffy and Delirious Football with the Nitwit Nuts in an Insane Riot of Nonsense

AUDIENCES AWAIT THIS!

A circus on your screen with every frame in the picture actually made in the jungle!

AMEDEE J.
VAN BEUREN
presents

Frank Buck's "BRING 'EM BACK ALIVE"

SEE! a thirty-foot python at death grips with a Royal Bengal Tiger... **SEE!**—a black panther in the bone-crushing jaws of a giant crocodile... **SEE!**—man-eating cats invade native villages... and a thousand other thrills never before photographed!



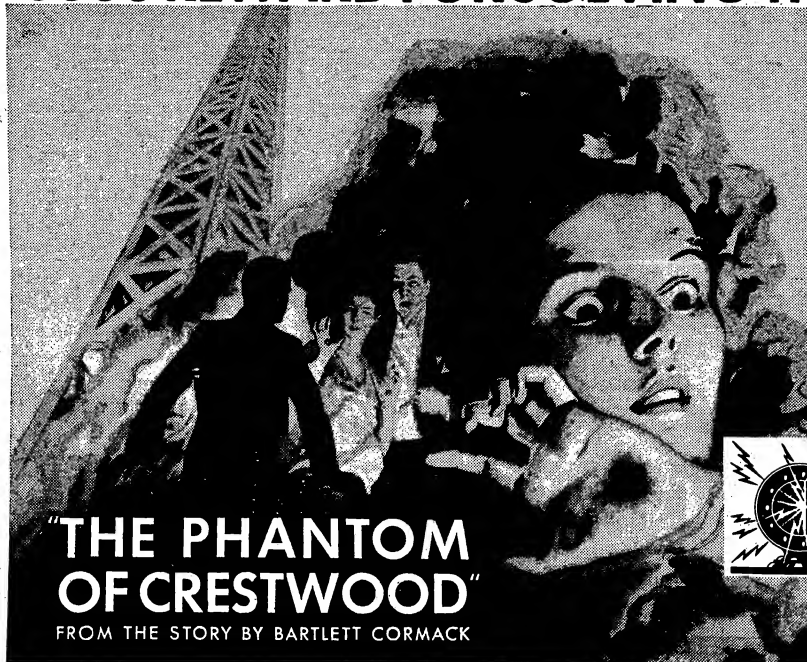
FRANK BUCK
hero to millions—outstanding man in the most romantic trade—who has brought the greatest of beasts to all famous zoos



DIRECTED BY
CLYDE E. ELLIOTT

RKO-VAN BEUREN PRODUCTION

\$6000 REWARD FOR SOLVING THIS MYSTERY!



"THE PHANTOM OF CRESTWOOD"

FROM THE STORY BY BARTLETT CORMACK

Millions will play the detective role in this astounding crime thriller. Tens of millions invited to write their own original endings. 100 Cash Prizes to be Distributed. Contest closes October 10th. Picture released October 14th.

★

GREATEST RADIO TIE-UP IN HISTORY! 50 LEADING NBC STATIONS ON A COAST-TO-COAST NETWORK WILL BROADCAST THIS AMAZING MYSTERY DRAMA IN SIX WEEKLY EPISODES!

★

Crammed with everything you need to get the mobs. Backed by three daily newspaper campaigns blanketing the country... fan magazine campaign... free trailers... heralds and block one-sheets announcing the contest.

**RADIO PICTURES
BROADCAST SPECIAL**

ON THE AIR FROM WEEK OF
AUGUST 21st to OCTOBER 1st.

RICHARD DIX ANN HARDING



Two blazing names in one great show!...uniting in one production the audience appeal of two unequalled box-office personalities...

CO-STARRED

Now in preparation by a distinguished author, a drama, big enough for this memorable occasion.

RICARDO CORTEZ

in the story of the master showman...Based on Harry Reichenbach's best-selling book that told how he took lions to hotels and Turkish Princesses to the White House.



"PHANTOM FAME"

RICARDO CORTEZ will also appear in two other productions.

Her Pictures Breathe the Life and Love of Millions!

HELEN TWELVETREES



dares to tell you of those things that slumber in the soul of woman.

Her First:

"MIRACLE NIGHT"

Her Second:

"PRODIGAL DAUGHTER"

EDNA MAY OLIVER

America's Favorite Character Star in two productions.

"PENGUIN POOL MYSTERY"

a laugh-studded thriller with ROBERT ARMSTRONG

"WHOOPEE CRUISE"

with JOSEPH CAWTHORN



Two funny guys with funny gags

HARRY SWEET EDGAR KENNEDY

Starring together in one big laugh show



"LOOSE MOMENTS"

A STORY BIG ENOUGH FOR BARRYMORE HIMSELF ..WITH BARRYMORE HIMSELF!

The past has shown you glimpses of his power. Now you'll see him in a Barrymore-sized role.



Lionel BARRYMORE IN "SWEEPINGS"

from the famous novel by Lester Cohen. Directed by Wesley Ruggles, who has never made a failure!

"LITTLE ORPHAN ANNIE"



Out of the funnies—the real-life Annie in a drama of laughter and tears.

Based on Harold Gray's comedy strip running daily in 200 newspapers.

with

MITZI GREEN

Joseph Cawthorn · Edna May Oliver

12 million American families read the most popular newspaper feature every day. They're waiting to see Annie in person!



"MYSTERIES OF THE FRENCH POLICE"



Another great box-office attraction backed up by intensive newspaper publicity.

For four years 20 million readers of Hearst's American Weekly have been thrilled by this amazing crime-feature now vivified with its million thrills centered in one single show.



"LOYALTIES"

International stage success by John Galsworthy, author of "Old English."

A dramatic and powerful drama of an upper-crust criminal too good to go to jail but whom Society found a way to crush.

Produced in England by Basil Dean



"THE BRACELET"

From the story by Robert Hichens, author of the "Garden of Allah" and other internationally read novels.

Basil Dean Production, made in England



"THE FAITHFUL ARE FORGOTTEN"

From Wallace Irwin's novel "Lew Tyler's Wives"

Throbbing with living scenes, it reveals the struggle of a man who played them double and learned about love too late.



6 ACTION WESTERNS

TOM KEENE



The big things on your round-up! . . . The same spurring spirit that in one year swept him to the peak of popularity.

Directed by Fred Allen



... NOT LESS THAN THREE PRODUCTIONS THIS SEASON

A strident drama of blood and gall, nerved to the quivering edge . . . the man who hunts thrills for the millions lives through a million thrills.

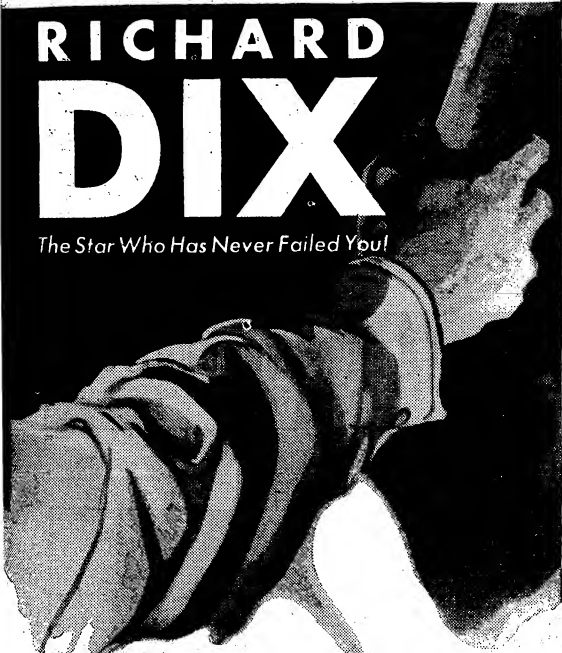
FOUR THRILL DRAMAS BILL BOYD

Whooping big melodramas, packed with wallop and crammed with action . . . Shows of stalwart stature and fired with split-second suspense . . . Crackling with Boyd's double-fisted personality.



RICHARD DIX

The Star Who Has Never Failed You!



HIS FIRST:

"THE HEADLINE CHASER"

3 BIG THRILLERS

The First:

JOEL McCREA in "The NIGHT MAIL FLYER"

and two more gripping tales of love and danger . . . Titles and stars to be announced.



"MAZDA LANE"

A story of the theatre and the people who make it live . . . The glitter . . . the glamor . . . the laughter . . . the tears . . . the triumphs . . . the fears, told in Broadway's own story of the "Grandest Canyon" . . . Where Girls with Wishbones wear Sables and Girls with Backbones wear rags!



"SPECIAL INVESTIGATOR"

Drama as vivid and vital as the headlines that leap across the front pages of every city's newspaper. The story of a "shyster" lawyer who bought his way to the top.

With GREGORY RATOFF
in another great role

Based on Sam Ornitz's novel, "HAUNCH, PAUNCH & JOWL"

"HIPPODROME"

What is the applause of the world against the pride at one's own hearthstone?

Here is stirring drama of a national idol willing to trade his fame for the love of an only son.

Adapted from the Saturday Evening Post Story

"BURN'T"

The story of a woman who knew her way around, but who found that only the husband she had cast aside for another fling at life could save her in her darkest moment.

Sensational and revealing



"LIFE BEGINS TOMORROW"

Greater than human love . . . a Family Doctor's Honor!

Pulsing drama of moral Conflict. From Guido de Verona's world-known best-seller.



**RKO-VAN BEUREN
PRODUCTIONS**

Blazing names with feature draw in six more high-test howls.

Mr. "Average Man" still hitting home with the folks who buy the tickets.

Comedies starring one of the screen's favorite laugh-makers.

Big-time, big-name casts making life a huge joke.

Kid comedies with the original Mickey himself.



**CLARK AND
McCULLOUGH**



HARRY SWEET




EDGAR KENNEDY



MICKEY McGUIRE

SET TO THE TEMPO OF THE TIMES



Blood-racing stories of man against the jungle killers... romantic and thrilling chapters torn from the living story of the savage West... and a zooming epic of the sky riders crashing into the heart of air-mad Young America.

PATHE NEWS

104 RELEASES

The grandest short feature title in amusement annals first in the newsreel field and still the foremost scooping the news with unmatched world-wide service. First to cover flash events... First to reach your screen. First at any cost... by the swiftest carriers known to man.

PATHE MONTHLY REVIEW

THE MAGAZINE OF THE SCREEN

7 ISSUES

THREE ROARING SERIALS

"THE LAST
FRONTIER"



"AIRPLANE EXPRESS"



"LOST IN THE
MALAYAN JUNGLE"

RKO-VAN BEUREN PRODUCTIONS
12 EPISODES EACH

SHORTS

RKO-VAN BEUREN
ONE-REEL PRODUCTIONS

13 N B C **MUSICAL BROADCASTS**
Blues singers, crooners, bands and musical novelties. Stars of the air... known and loved by millions.

26 **AESOP'S FABLES**
(Animated Cartoons)

No product in pictures can match their laugh record! An established audience following built up over a period of 13 successful years.

6 **VAGABOND ADVENTURES**
Beautiful and thrilling camera adventures in the far-flung corners of the world... described in the crisp, appealing voice of Gayne Whitman, the "Chandu" of Radio.

13 **TOM AND JERRY**
(Animated Cartoons)
The happy note of any program. Funnier than any comedians that ever lived, these hilarious creations from the ga-ga-gag-men who make the "Fables".

RKO RADIO'S HIT LIST OF 1932-1933

is a reality, proven in advance
by the money records of re-
cent RKO Radio Pictures . . .

JOHN BARRYMORE

HARDING

DAVID O. SELZNICK

TWELVETREES

DIX

CORTEZ

HOWARD

BENNETT

McCREA

ARCHAINBAUD

RUGGLES

VIDOR

LA CAVA

LE ROY

WELLMAN

FITZMAURICE

Under the fine leadership of DAVID O. SELZNICK, Executive Producer, have been assembled the most brilliant stars, the most capable feature players, the greatest directors and noteworthy authors any producing company has ever had the honor to present. Here—a great organization—its resources, its artistry, its every endeavor is bent toward the creation of box-office attractions.

RKO RADIO PICTURE BOOK 1932-1933

Your copy of the RKO RADIO PICTURE BOOK is now ready. A complete and detailed presentation of next season's assured box-office hits. Ask for it at your RKO-Radio Exchange.

Note: Titles of pictures herein are subject to change

RKO Agents in Dues Moratorium Over Summer; More Act Squabbles

To give the boys a break over the summer, the RKO agents' association has declared a moratorium in dues for June, July and August, making it 45 cheaper per month to be an agent.

Although the first assessment of \$30. was paid by all the agents, many of them did so under protest, on grounds that the association is not representative. It is subservient to the booking office and not independent, they contend.

Among rulings passed last week by the board of directors was one by the New York agents to make a connection with authorized Chicago act reps to avoid confusion in east-west bookings.

In a couple of act-agent disputes it was ordered that Carr Bros. and Betty should remain with the Bill Jackson office and Joe Bell and Sisters with Blondell & Mack. The controversy between Weber-Simon and Richard & Lenetska over who should agent for Mary Nolan, was tabled for further discussion. Another dispute, involving the Chicago office and Curtis & Allen over Miss Mooney of Karre, Mooney and Noyes, was amicably settled with Miss Mooney staying in the act for two weeks following May 24, and after that time bookings are secured by Ben-tham.

The agents were asked to cooperate more readily with the booking department and photograph bureau in the supply of billing, pictures, etc.

Harraguess Theatre From Across Street When Can't Get Pay

St. Paul, May 23. Kenneth Spencer, magician and ventriloquist, was hired to do his act at the New Play theatre, small outlying nabe, for a promised \$15. Gross didn't hit that mark, so David Gillman, manager, couldn't pay. Spencer followed May 24 to court and got judgment, but still no shekels. So he grabbed his dummies and hid himself across the street from the theatre. Luring a crowd away from the showshop doors, voice thrower started asking his stuffed pals what they thought of the manager and the theatre. The dummies answered, but so did the cops. Charges of blocking traffic.

Freed in court when details were explained, Spencer declared he would have been even had the dummies been permitted to express their opinions two more nights.

5 HOLIDAY CRUISES TO USE FULL FLOOR SHOWS

Five ocean liners sailing Friday (27) for the holiday covering Memorial Day, inaugurating the show cruise season which will sail full swing about June 1. All initial cruises will have floor shows consisting of specialty people, chorus and tapland.

The shows, all of which were booked by Nat M. Abramson, are: 'Mauretanica'-Bernard Granville, m. c.; Colletta Ryan, Broadway Lights; 'The Cherries'-Loretta, Paul, Cadieux, Misha Violin, Sisters, Flo Lindsay, Belle Gannon, Misha Markoff, Cooper and Clifton. Columbus-Bobby Jackson, m. c.; Deboutines (revue), Alfred Chigi, Pearl Dorin, Cardell Sisters, Evelyn Baker, Harry Braun.

'Britannic'-White Way Revelers (revue), Gene and Kathleen Lockhart, Ann and Jerry White, Frank Braun, Carlos Restivo, Kittle Sisters, Serge Abagoff, Benlamino Riccio, Frankie Booth. 'Lepidus'-Nat Gross, m. c.; Lenora's Steps, Paramount Girls (revue), Yvonne De Vees, Bobby Del Rio, Alex Rothov, Texas Redheads, Lilyan Wagner.

'Lepidus'-Pat Lane, m. c.; Paramount Steppers (revue), Mildred Zegal, Phyllis Newkirk, Delphine Daughn, Young and Mack, Helel Sawin, Milton Ambler.

The cruise was watching the number of reservations. Another short cruise is also slated with a show. Actors reported on a no-salary basis, going for the ride.

The Beck Idea

Upon the start of the flop week last week for the Beck-Godfrey new policy of four-a-day vaude at \$1 top at the Palace, New York, house going to \$10,000. George Godfrey is said to have called Martin Beck in Europe: 'New policy grand success.' Beck's answer: 'Congratulations. You're right again.'

CIRCUIT REPS BUY AND BOOK HEADLINERS

Representatives of the five major theatre circuits met again last week to discuss booking problems, salaries of headline acts and get the routes of two top productions, one produced by Loew and the other by Fanchon and Marco. Circuits concerned are Publix, Loew, Warner, RKO and Fox.

Routes have been laid out for the Loew-L. K. Sidney tab version of 'Rio Rita' and Fanchon and Marco's 'Desert Song'. Around 38 weeks have been listed for 'Rio Rita' at a budgeted cost varying between \$5,200 and \$5,500. 'Song' will play solidly at a salary of around \$4,500 weekly. 'Rio Rita' will carry a chorus of 42.

These two tabs are the only ones so far routed by the circuits. But the representatives will take a peek at the Joseph DeMitt-Anatole Friedland 'Fifty Million Frenchmen' this week in Jersey City. If the circuits take it, intention is to buy out the DeMitt-Friedland interest and send it around as a circuit proposition.

The executives sitting in for their respective chains are John Balaban and Sam Dembro (Publix), L. K. Sidney and Ed Schiller (Loew), H. B. Franklin and George Godfrey (RKO), Joseph Bernhard and Harold Kemp (Warners), and Mike Marco and Doc Howe (Fox).

Phil Baker to WB After His 6 for RKO at \$5,000

RKO has had to slough Phil Baker into the out-town theatre as the result of the Palace, New York, failing to follow over as originally planned. His salary of \$5,000, which caused some friction between the RKO booking and operating departments, was found to be prohibitive for the Palace under its new grind policy and budget.

Baker's contract with RKO through Weber-Simon guarantees him six weeks at the \$5,000 figure. Consolation dates set are Albee, Brooklyn; Boston, Chicago and Cleveland. Two weeks are open between Boston and Chicago, one resulting from Cincinnati's dropping vaudeville. This will have to be filled in by another act.

Following his RKO time Baker goes to Warners for a week each in Philadelphia and Pittsburgh.

Mitchell-Durant's Loaf

Jack Durant is motoring to Hollywood where he will meet his partner, Frank Mitchell, both to take a rest around the coast for at least a month. Mitchell and Durant have been working steadily the past two years without a vacation. Accompanying Durant west is George Givot, who has a contract for a western for Monarch productions when he gets out there.

Bill Bailey's Long Loaf

Bill Bailey, formerly of Bailey and Barendsen, has returned to New York from a year of roughing it in the South Seas. He went away just to fish and loaf.

Palace Alarm

The RKO-Palace, New York, burglar alarm upset Times Square yesterday morning (Monday) when it went off accidentally. After the first false alarm, it went of a second time, again drawing crowds.

Agents Riled at Beck Importation Of Foreign Acts

Resentment among the RKO agents over Martin Beck's plans for wholesale importation of foreign acts has reached the stage where some of them are contemplating a direct appeal to Washington. So far the matter has not reached an official stage insofar as discussion by the agents' association is concerned.

Those agents who have expressed themselves say a direct plea to the government is believed more advisable than a complaint to their association. The latter, as members of the board of governors have admitted, is considered too closely under Beck's direct supervision.

Beck and Roxy (S. L. Rothafel) sail for this side June 14. Prior to his departure Beck declared his part in the European trip was primarily to handle the booking of talent selected by Roxy for the Radio City music hall. Since then Beck has cabled advices for press release to the effect that he is bringing numerous foreign acts for the purpose of strengthening RKO vaudeville.

One of Beck's cables last week stated the European acts are showing 'a marked willingness to come to America.' That's not unusual, say the protesting agents, for American vaudeville and its salaries have always been much sought after by such foreign acts as could make the grade.

Increasing Idle List
Importation of foreign talent at this time would increase the unemployment list which is now the largest in the history of American vaudeville, say the agents. Of the 500 standard act and 1,500 playable acts, numbering 5,000 people or more, RKO now has room for less than 200 weekly in its vaudeville theatres. This situation will be aggravated further by the local amateur shows being promoted by all RKO vaudeville houses for a week this summer. This alone will eliminate close to 200 regular acts that week along with the professional salaries, while the same thing will be repeated later in the summer when a revue comprising the best of the local talent travels over the circuit as unit.

Type of acts Beck has in mind for importation isn't known, but the vaudeville boys anticipate plenty of acrobats.

PALACE ACCIDENT CUTS FRITZ HUBERT'S HEAD

Injury backstage to the boy of the act forced Fritz and Jean Hubert off the Palace, New York, after the second show Saturday (21). Hubert had to take five stitches in his head after falling against a misplaced piano. One of Hubert's stunts is a hard fall into the floor. Through carelessness backstage the piano was not moved sufficiently to the rear, behind the curtain. Hubert's head struck the edge of the instrument.

Clean Lehn and the Trade Twins alternately doubled from the Hippodrome in the Hubert's Palace spot over the weekend.

Names for Earle, Phila

Warners are after names for its Earle, Philadelphia. Local units are produced now under Al Kay's supervision by Mort Harris and Bill Powell.

POWELL IN PHILLY

Pittsburgh, May 23. Dick Powell, Stanley m. c. just back from Hollywood, goes to the Metropole, Philadelphia, for a fortnight.

Powell leaves here: when the Stanley goes straight pictures, the Philly engagement winding up his WB contract.

Godfrey Is Off All Books as RKO Shakeup Drops Hodgdon's, Dempsey, Samuels from Floor

Two Stooges

Los Angeles, May 23. Local vaude actor, looking for a stooge for his new act, was interviewing a prospect. 'Have you any material?' asked the comic. 'Till say I have,' replied the stooge. 'I was with Ted Healy for two years, one year with Phil Baker and I played the Palace with Frank Fay.' 'What, no Jack Benny?' yelled the comic.

Removal of George Godfrey from the vaudeville books headlined the latest shakeup in the RKO booking office. It occurred Saturday (21). When it was over Jack and Ray Hodgdon, Jack Dempsey and I. R. Samuels found themselves among the unemployed.

Economy is the reason given for the letouts. Godfrey's removal from the books was ascribed to incompetency. Changes and dismissals were ordered by the theatre department.

Active booking staff, excluding assistants, now numbers three men, lowest on record for the principal variety circuit. They are Arthur Will, Bill Howard and Phil Bloom. New setup gives Godfrey no stand, the Palace, New York, to Arthur Will, while Boston and Providence transfer from Will's book to Bill Howard.

Samuels, Dempsey and the Hodgdon were said to have received two weeks' salary and their walking papers. Dempsey's Family Dept. book, comprising Patterson, Trenton, and Seymour Fox, was returned to the Boston office. The New England first halves revert to the Boston office. I. R. Samuels, designated as a 'scout' since age returned to the floor about a month ago, will not be replaced.

The Hodgdon boys are sons of the late Sam K. Hodgdon, organizer of the circuit's present vaudeville booking system. Both have been with Keith's and RKO for over 20 years in the capacity of agent and booker. Ray was formerly Charlie Freeman's assistant and lately has been in charge of the booking for the sixth floor. His brother, Jack, has been on the Family Dept. book.

Beck's Status
Godfrey is designated as the non-booker, executive head of the booking office in Martin Beck's absence. Should Beck resume direction of this branch upon his return from Europe, Godfrey's position is unknown. Godfrey has been gradual- (Continued on page 78)

HOLLYWOOD'S \$2 REVIVED VAUD DUE JULY 2

Warners is attempting to line up four or five definite bills in advance before reverting to Hollywood, New York, to straight vaudeville at two-a-day and \$2 top. Meanwhile, a verbal agreement with Harry Richman for the first bill and probably a holdover prevails.

Probable opening date, depending on advance setting of the bills in the next two weeks, is July 2. Negotiations between Seymour Fox to stage the shows on a percentage sharing basis are still on.

PUBLIX EXTENDING ITS BIG STAGE SHOWS

A route of 15 weeks for Publix's own stage shows, starting at the Paramount, New York, is in view. In about three weeks the chain starts to swing the New York-Brooklyn units it produces itself into Boston, Buffalo, Detroit, Chicago and St. Louis. Other houses in the de luxe divisions capable of playing the shows will probably be counted in next month or so. Publix content that its stages out of town must support the picture the same as demonstrated in N. Y. and Brooklyn.

Desire to spot big names on its out of town stages has resulted in scheduling of the five keys to take the N.Y.-B'klyn. units, with Fanchon & Marco Ideas, costing much less to Publix, to be dropped in Boston, Buffalo and Chicago.

The New York shows will be cut probably one act when sent on the road in view of the added traveling and baggage expenses that must be figured.

Boris Petroff remains as the sole producer of the shows under the supervision of Boris Morros with no one else to be brought in.

Lombardo Band \$6,000 For B&K Return Date

Chicago, May 23. Guy Lombardo and band goes into the Chicago week of June 17 at a reported \$6,000, about the same figure the outfit received from B. & K. a little over three years ago at the same house. Lombardo, then a strong local act, far, hung up an all time record of \$17,300 at the Chicago, in conjunction with 'Canary Murder Case' (Par).

Efforts of B. & K. to get Burns and Allen on the same bill fell through, with the comedy act heading coastward for a picture. Likely that the team will play here for B. & K. on their way back.

Breaking the Hop

Due in Hollywood June 8 for Paramount 'The Crooners' Burns and Allen are breaking the jump with three stage weeks. They play Buffalo this week and follow at Detroit and Indianapolis at the same time. Before leaving New York the team engaged John P. Medbury to write their radio material. Deal was made by long distance. Medbury being on the Coast.

State Gets Big \$27,500, Palace Loses \$11,000 in First Opposition Week

RKO's Palace, New York, is attempting to lower the overhead through less expensive booking a disastrous opening week with a \$13,500 show. The house lost almost \$11,000 on a gross of \$17,000. Current bill, the second under the new grind policy, is down to \$9,000 in salaries, but still overboard on advance booking plans, which set \$8,000 as the budget limit. For next week the new booker, Arthur Will, is reported holding the cost down to \$7,500. Only act set so far is Jeanne Aubert, single.

As a result of raising its stage budget \$1,500 to \$5,000 against the Palace's opening four-a-day week, Loew's State, a block away on Broadway, attracted a high \$27,500. George Sidney and Smith and Dale topped the vaudeville, with 'Lettie Lynton' the picture. State's weekly average with \$2,000 stage bills has been around \$21,000.

DELLOLIO DIES IN N. O. OF SEPTIC POISONING

New Orleans, May 23. Deno Dellolio, 31, of the vaudeville team of Deno and Rochelle, died here Saturday (21) of septic poisoning which induced double pneumonia.

Deno jumped here from Little Rock he was laying off for a week prior to opening at the Orpheum. He had been suffering from a throat infection and was appearing under a doctor's care. Pneumonia had been through this caused a relapse.

He is survived by his wife, Rochelle, and a brother. Dance act and comedian, Dellolio had been standard in American vaudeville for years. Deno was a native of Belgium.

Interment at Vineland, N. J., today (Tuesday).

Strand on B'way May Go Vaude

Report WB House Will Take on 'Hip Policy' Next Winter When Winter Garden Is Turned Back

More than mere talk is attached to the rumble that Warner Bros. New York Strand will go vaudeville next winter. Revival of this particular Broadway stage is predicated on Warner Bros. being due to turn back the Winter Garden to the Shuberts about Jan. 1. Filmings of the Garden from the WB bright alley list will leave that company with three Broadway show windows. Preliminary plans for the Strand call for what is known to vaudeville men as a 'Hippodrome' policy, or eight acts and a picture. Theatre, will, presumably, be booked by Warner's own booking office here on a full week basis under a three-day performance routine. With the Winter Garden out of the way the Hollywood will become the WB weekly change picture spot with the Warner to try run films, on a grind, from that firm and the Strand to take second runs from both these houses in conjunction with vaude. Such a schedule would throw the Strand in direct competition with Loew's State, the RKO Palace, that former big time two-cover is running feature films by Christmas, and the Hippodrome (RKO) over on 6th avenue from which site the proposed policy would be adopted.

The Strand and its 2,900 seating capacity has long been ogled by legit producers who, during the past couple of years, would have liked to have tried musicals there at a \$3 top. This idea is still prevalent but has lapsed to a \$2 chance with Warners never showing any inclination to turn the site over to an outsider, despite executives admitting amongst themselves that the firm has one too many theatres on Broadway. Release of the Winter Garden is figured to adjust the multiple house situation which calls for so much screen product.

\$4,000 Bills.
RKO is now paying around \$3,000 for its vaudeville in the Hippodrome. This budget used to be the \$4,000 and Warners figure the same salary list would hold good for the Strand. Stage, rig and equipment is already at hand, hence with the addition of a couple of drops and full stage eyes the Strand would be about ready to shoot with its acts. The Strand, then, might be in the country, were stage presentation on a substantial scale shortly after it opened in 1914 and held to this policy through successive regimes which had S. L. Rothfeld, B. A. Rolfe and Joe Plunkett at its helm. It continued giving stage shows until about five years ago when the pressure from surrounding Broadway film stage spots became too great. The Strand then reverted to straight pictures to which it has held.

Publix Adds Stage as

RKO Drops Youngstown
Youngstown, O., May 23.
With vaudeville dropped by RKO Palace, the Publix Paramount, second largest house here, has inaugurated a presentation-film policy, with no advance in prices. The first unit in is 'Harlem Hot Shots' plus usual first run picture.

From Sax to Yelps

Los Angeles, May 23.
Leo L. Schauman, pianophonist and once of the California Sax, vaudeville collegiate aggregation, has been appointed associate attorney for the Los Angeles office of the State Labor Commission. Schauman shares the local bureau's legal work with Charles F. Lowry, who has handled the position alone for years. Schauman's brother, Ad, is an assistant director at Fox with Dave Butler.

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FRISCO'S VAUDE SHIFTS

Orph. Gets 6 Acts—Band and M. C. Into Golden Gate

San Francisco, May 23.
Cliff Work has been in all week setting local RKO houses for policy shiftings scheduled to take place May 27.

Six vaude acts go into the Orpheum and Claude Sweeten moves from Golden Gate to the Orph as conductor. Golden Gate goes presentation with Teddy Joyce as m.c. and Ben Black, producer. Oakland Orpheum changes to split week vaude policy.

Ellis Levey and local RKO office are handling the vaude bookings along with Bern Bernard in L. A. Resigning from RKO a month ago, Emil Umann is back at the Golden Gate as p. a., succeeding Frank Percy. M. S. Vidaver follows Bob Gilmour as p. a. at the Orpheum.

PITTSBURGH GOES 100% STAGELESS

Pittsburgh, May 23.
For the first time in history, Pittsburgh will be without a single presentation house this summer. Stanley and Penn. town's only deluxes go straight pictures for the warm months starting June 17. Musicians and stagehands were handed four-week notice last week.

Action is unprecedented, only other time Pittsburgh was stageless being last fall during three-month walkout of musicians. Penn. uses Loew units while Stanley only a fortnight ago installed Fanchon-Marco presentations.

Takings at both sites have been hitting new highs of late, which precipitated the straight-picture decision.

B & K Reviving Own Units, Loew Out in Chi-St. Louis

Chicago, May 23.
Balaban and Katz will again produce its own stage units for the Oriental here, the Loew units were cancelled from this house. The Fanchon-Marco troupes will continue to play the Chicago. Change takes effect June 18.

Expectations are that upon the drop-out from the Oriental, the Loew units will also be withdrawn from St. Louis where they have been playing for Publix. Reason is that with the Oriental date passing it would leave a one week layoff between Cleveland and Chicago for the Loew troupes and another idle week between here and St. Louis.

Hines Band in Pittsburgh, Take Up Bolger's Option

Chicago, May 23.
Abe Lastfogel jumped in here over the week-end to book the Earl Hines orchestra for Warners at the Stanley, Pittsburgh, June 3. When Abe Lastfogel adjusted Ray Bolger's contract in 'Scandalia', George White taking up the option on the dancer. Coming in with Lastfogel from New York was Harry Spingold, also of the Warner Morris office, for some local radio deals.

ALIMONY TUSSELL

Chicago, May 23.
After seven years the wife of Jack L. Fayette, of La Fayette and Laverne, dance team, caught up with him and had him brought into court for alimony arrears. A deputy sheriff picked La Fayette off the floor at the College Inn, where the team is working, costume and all. Darcey was released later after Judge Daniel Trude placed him under \$100 bond and ordered him to pay the missus \$20 a week and \$150 attorney fees, while the divorce is in progress.

Service

San Francisco, May 23.
Al Johnson had the world's most completely equipped dressing room while at the Fox last week. Management supplied Johnson with a large refrigerator, a picture projector with plenty of film, a radio, chaise longue, telephone, and a stooge named Bill Ferlberg.

Par's \$7,000 Variety Bill Next Week Incl. Raft, Brian-Murray

Paramount, New York, will play another expensive variety bill next week (27) in a continuation of its stage name policy, with a salary list of around \$7,000 for acts. George Raft, now a Paramount contract film player, makes a personal for the week-end. Gus Murray and Mary Brian in their two-act and the Runaway Four also in.

TAB 'IN OLD-KENTUCKY' BEING MUSICALIZED

Tab version of 'In Old Kentucky', 20 year old legit racehorse play, is in rehearsal at the Elmer theatre, New York. Sam Blair is producing.

George Dewey Washington heads the colored cast, which takes in Marjorie Stern, Clara Smith, Jack Bell, Hamtree Harrington, 16 girls, a quartet and a band. Show also has a couple of horses and a mule to bring their stuff on a treadmill. Dances by Allan K. Foster.

For the tab popular songs have been interpolated and the book out heavily. Show may play Southern indie time. Doc Wells is managing the troupe.

Film Names and Orch of 200 Swell Mastbaum

Philadelphia, May 23.
The Mastbaum show this week saw Sid Silvers, Phil Baker's former audience plant, and now similarly working for Lilyan Tashman, getting all the rave notices above both Mimi Tashman and James Hall. The screen celebs making personal appearances. David Ross, house maestro, is also conducting the 'world's greatest' orchestra of 200. Symphonists also went into jazz, which made the 200 musickers the world's largest jazz combo as well.

Reports that the Mastbaum would close are abruptly by the \$45,000 gross the house expects to do this week.

A. C. PIERS

Million Dollar Adding Big Shows to Buck Steel Pier

Atlantic City, May 23.
Young's Million Dollar Pier, taken over by George Gravenstein of Philadelphia, for the summer, will enter into competition with the Steel Pier. The pier's act, Symphonists will have a special show built around him if the propositions are closed.

Philadelphia bills will be booked from Philly by Jay Raymond. Pier's policy also involves name bands for the dance floor. Gravenstein runs the Carmen theatre in Philly.

RKO Club Dept. Adds 2

Chicago, May 23.
RKO club booking department here, headed by Tom Powell, former agent and recently a theatre manager, is being augmented. Sol Wagner, orchestra leader, and Waddy Wadsworth, musician, are both handling band bookings under Powell.

Edwards for Chi Tivoli
Chicago, May 23.
Because Fanchon & Marco's 'Art Galleries' unit can't reach the Tivoli in time to open on 3, Gus Edwards' act goes in, separately booked. 'Galleries' follows.

Dropping Four South Reduces RKO Time to New Low of 30 1/2 Wks.

Three weeks of RKO in the south. New Orleans, Atlanta and Little Rock-Nashville (split) will drop vaude in June. This will bring the RKO time down to a new low of 30 1/2 weeks throughout the country.

A year ago over 100 RKO houses played vaude, offering around 70 weeks. Currently, the total number operating stage shows will become 44; 19 full weeks and 14 1/2 splits, employing around 290 acts on the week.

5 STONES ACT FOR PUBLIX?

With Publix easing off booking of condensed legit musicals, that circuit's bid for Fred Stone's tabloidized 'Smiling Faces' has curled and a new proposal to book the entire Stone family as an act has come up instead. Deal is being handled by Lyons & Lyons.

Family act would find, in addition to Fred Stone, Mrs. Stone (Arline Crater), Paula and Dorothy Stone, and the latter's husband, Charles Collins.

While various members of the family have appeared together on the stage, this would be the first time for all the five Stones in one act.

WB DOWN TO 5 WKS., WITH PITTS., J. C. OFF

Warner Bros. are dropping stage shows for the summer in Pittsburgh June 10 and Jersey City June 16. These are the only two remaining spots using Fanchon & Marco units.

Remaining Warner houses using stage attractions, Washington, Erie (Philly), Waterbury, New London, Elizabeth, Hoboken, Elmira and Wheeling, will probably stick for the summer. These houses constitute a new low for Warners of five weeks.

Gus Edwards Now Would Like to Be an RKO Agent

Gus Edwards, who stopped acting last year to become a vaudeville producer exclusively, now wants to be an agent also. His request for membership in the RKO agents' association and permission to go on the booking floor is under advisement.

Osterman-Healy Bids For Own F-M Units

In line with a desire for names in F. & M. units, Mike Marco is overruling Jack Osterman and Ted Healy to head separate units. Each of the vaude heads will have a special show built around him if the propositions are closed.

PEABODY GRABS REET

Hollywood, May 23.
After three weeks at Loew's State, Ed Peabody needed a rest, and left his Fanchon & Marco unit for the San Diego and current Pantages week. Peabody is siesta-ing at his Riverside ranch.

Red Corcoran substituted as m. c. for the Pantages run, which started Thursday (19).

REIS AND DUNN FOR RKO

Reis and Dunn, radio team on both NBC and CBS, show for Loew at the Orpheum, opening tomorrow (Wednesday).

Team just completed a few weeks for Fanchon & Marco.
Barto-Mann Hop In
Barto and Mann hop into Chicago to bolster 'Rhythms in Rhythm', Fanchon & Marco unit. Team will stay four weeks with the troupe in Chi.

CLUB MAY SEND FLOP FROLIC OUT AGAIN

Some of the 60-odd club members who participated in the ill-fated 'Friars Frolic' show try are negotiating for the show with intention of sending it out again under another title and possibly with a line of girls added. The all-male version closed in Baltimore last week after playing only nine one-nighters, although booked solid till July.

Irving Fishman and Jimmy O'Neal, promoters and producers of the 'Friars' road project, lost around \$15,000. They took over the proposition and paid for the production, with the club acts actors sharing on a percentage basis.

Only members of the troupe that received guarantees were the singing supers in the minstrel first part. Principals in on the percentage included, Pat Spoonfield, Joe Frisco, Eddie Leonard, Jane and Whalen, Danny Dare, Walter C. Kelly, Harry Hershfield, George Birmingham, George Price, Eddie Miller, Mario and Lazarus, King, King and King, Nell Golden's band, Saronoff, Vincent O'Donnell, Buddy Doyle, Chick Chandler, Jos. E. Howard, Vaughn Comfort and Warren Jackson.

Show opened in Newburgh, N. Y., following the New York annual Friars performance and then played New York, Hartford, Springfield, Providence, Boston, Brooklyn, Philadelphia and Baltimore in succession.

Operating cost amounted to almost \$20,000 a week, which the show could not equal on business indicated by the nine days it played. Advance exploitation and advertising had amounted to \$15,000 in one spot where the gross hardly exceeded \$2,000 for the one night.

In Philly, despite an \$1,800 advance, the gross was only \$2,200. Out-of-town's general unfamiliarity with the 'Friars' show and what it represented, was one cause of the flop, it was believed. Many people thought it a religious organization, including a number of ministers who came to see the performance in each town.

Among reasons for the club members' desire to send the show out again is to fulfill some advance booking obligations. Some cancelled theatres sent upwards of \$1,000 on advance bookings, with the agents forced to refund on advance ticket buys, if any.

Jackie Cooper's \$2,750 Is Twice Film Salary

Jackie Cooper opens for Loew's June 3 in Jersey City on a straight salary booking of \$2,750.

Further Loew time for the picture kid is being set to follow, with a Broadway week at the Capitol probable.

Young Cooper's studio salary is \$1,300 with Metro.

Cole Refuses Increase, 5 Walk; Act Canceled

Lester Cole's Soldiers of Fortune, singing act, slated for the Palace, New York, for the current week (21), was forced to cancel five of the 16 men in the act walked out. Boys demanded a salary increase.

Lester Santoro's band is similarly billed as the Soldiers of Fortune.

Campbell Soup Act

Campbell Soup vaude act opens at the Forham, N. Y., June 4, with Robert Simmons, tenor, and Howards Lewis, the baritone.

Campbell Soup went off NBC some weeks ago but the air billing will be retained for vaude use.

BARABOO'S 2 DAYS

Chicago, May 23.
First indie re-entry to the vaude field in months is Baraboo, Wis., which returns to vaude May 29. Will play five acts for two-day shows in Sunday and Monday. Booked out of the Charlie Zemanter office.

RKO-NBC Booking Gets Together as Club Depts. Merge

RKO and NBC's club booking bureaus will be merged as the first direct departmental connection since the vaudeville circuit and radio network were placed under one president.

Combined club departments, booking shows for private affairs, will be operated under one head and mutual direction and financing by RKO and NBC. Office for the time being will be located at RKO. Selection of a head will occur between now and June 1, date for the merger to take effect.

Under the exchange of talent arrangement between RKO's booking office and NBC's artist bureau, placing of people is now under way. During the past week RKO booked four NBC contract turns for vaude through its network contact man Chester Stratton. Acts were Grace Hayes, Alice Joy, Ray Perkins and the Campbell Soup program. RKO agreed to use the latter's commercial label in the vaudeville billing.

TABS OUT IN OAKLAND

San Francisco, May 23. Stanley Griffin's Premier, Oakland, is again straight pig after trying tab shows for two week-ends.

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PUBLIX SOUTH

Texas Territory Going Completely Showless for Summer

Stage shows go out of Publix houses in the Texas division entirely, from indications.

On top of last week's decision to return the Alabama, Birmingham, to straight pictures Saturday (23), Publix suddenly called a halt on stage shows at the Worth, Ft. Worth, yesterday (23) and are due to vacate Dallas, only southern key left with rostrum entertainment.

Fanchon & Marco shows, playing these cities for Publix, previously went out of Shreveport and Mobile.

3 MORE VAUDE WEEKS DROP OFF RKO ROUTE

RKO vaudeville shrinks three more weeks shortly with Cincinnati and Syracuse dropping out and Troy and Schenectady reducing to first halves only. The only one of these retaining stage shows of any kind is Cincy (Palace), which takes Fanchon & Marco units June 11.

Syracuse switches to Loew units under reciprocal arrangement with Loew's whereby the latter's stage shows bow out of Rochester. It gives RKO the stage field to itself in Syracuse and Loew's the same in Rochester. Deal does not affect RKO's film arrangement with Warners in Syracuse whereby RKO assumes the WB Strand.

Loew is also dropping its units out of Columbus, O.

The Troy and Schenectady change commences June 4 with both trimming the vaude to four days a week. They are now seven day splits.

Chicago, May 23. RKO's Englewood, on the south side, goes dark May 25. It has been playing straight pictures for several months.

At one time the Englewood was the principal Keith and RKO break-in spot in the middle west for vaudeville acts.

RKO Theatre Dept. Will Pass on All Future \$1,000 Acts

RKO's vaude bookers lose much of their authority and power by a new order which restrains them from booking anything for \$1,000 or over by their own volition. All acts with salaries exceeding \$600 now have to be okayed by the RKO theatre department before booked.

Ruling limits the bookers' use of their judgment on acts to the lower salary grades, and practically deprives them of the privilege of picking headliners.

Following issuance of the \$1,000 or over order by Harold B. Franklin, theatre head, there was a sudden influx in booking for \$375 and other figures slightly under the \$1,000 limit.

CREWS, MUSICIANS CUT IN RKO COAST HOUSES

Los Angeles, May 23. CHIEF Work returned from stage-hand and musicians' union conferences in San Francisco last week where he effected a cut in the number of men to be used in the San Francisco and Oakland RKO houses.

Golden Gate, Frisco, cuts its stage crew two men in operating under a stage band policy. Assistant electrician has been dropped from the Orpheum, which returns to vaude this Friday (27). Latter switch is no saving as two electricians will work on a split shift.

Deal with the musicians has 11 men and a leader at the Orpheum instead of 13 and a stick waver currently at the Golden Gate. Orpheum, Oakland, which goes split week with vaude for first halves and stage presentations on last halves will drop two men from the stage leaving five in the crew. Orchestra, which will double from the pit to the stage, remains at 11 men and leader.

Whiteman's Cross-Country Hook-Up with Own Band

Hollywood, May 23. Paul Whiteman, now vacationing in Hollywood, will conduct his amateur talent auditions on the Pontiac hour from here May 27. His own orchestra in the East will render its portion of the program, after which he will use the KFI studio orchestra for the audition period.

Whiteman and his wife are at the Biltmore, Santa Barbara, where she is putting finishing touches on a book, "How to Grow Thin On Juices."

Providence Stage Shows Holding Up Film Biz

Providence, May 23. Town is still bullish on stage fare in the picture houses, film spots counting heavily on the rostrum to bolster biz.

The Paramount, which had been straight flicker until two weeks ago, holds Horace Heidt this week who is doing nicely. The Albee has been doing okay right along by ballyhooing the vaude above the film and Fay's, with Alice Joy last week, created its pace to the radio songstress.

PARK, ALLENTOWN, BURNS

Easton, Pa., May 23. Park theatre, Central Park, Allentown, and several other buildings were destroyed by fire last week. The loss is estimated at \$100,000. The opening of the park, set for Saturday (27), was held despite the fire.

The theatre was one of the big attractions in the park and in summer play vaudeville and sometimes legit. Capacity, 1,500.

Act Defaults on Theatre

Buffalo, May 23. The independent Kensington theatre here was left without an act, vacation over the week-end when Montana Meechy and his Montana Cowboy Band failed to appear as per contract. No notice of any kind regarding the default was received by the theatre. The contract was made by J. Alapuch, representing himself as the agent of the band.

COLORED TAB

'Darktown Scandals' Miniatured After Brief Legit Try

'Darktown Scandals,' Jack Schenker's colored indie legit production, has been tabloidized and is now wildcating in Independent New England picture houses.

Show only played two weeks in its original form. When no further bookings were available the company was sent into Boston, reshaped and rliooked.

'50 MILLION' RESTARTS

Joe De Milt's tab, '50 Million Frenchmen,' reopened after a layoff of several weeks this week at the Stanley, Jersey City. Show only booked this one week so far.

RKO VAUDEVILLE INTACT 82
(Week May 24, San Francisco)
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 GRANGLE**
(Direction of Phil Offen)

CASS, MACK AND OWEN
"On the Up and Up"
(Direction of Sam Fishman)

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

RKO VAUDEVILLE INTACT 81
(Week May 21, Oakland, Calif.)
WALTER (Mouse) POWELL
and **"RED" PEPPER**
The Cayenne Comedians

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 71
(Week May 21, Denver, Colo.)
THE ORANTOS
World's Only Double-Perch-Act
(Direction of Jack Welner)

MASTERS AND GRAYCE
In "GESS WHOTOS"
(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 16
(Week May 21, Omaha, Neb.)
VERNON RATHBURN
"The Prince of Rhythm"
AND **HEN SAN-O-YETTE**
(Dir. Harry Ward-Max Gordon)

EDITH BOW
With Her **"MAN TROUBLE"**
Songs by Jean Paurel
(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)

Daphne Pollard Heads First of \$2,000 4-Wk. RKO 5-Act Coast Units

Los Angeles, May 23. First RKO supplementary vaude bill formed in L. A. to play the four weeks of Coast houses is headlined by Daphne Pollard. Other acts are Cal Norris, Thelma Jacks and a Queen, Four Frankenbergs and Frank Evers and Greta. Show opens at Seattle May 30.

Second unit, opening June 6, has the California Collegians orchestra, Arnaud Brothers, Brown and Lavelle, Goodrich and Shaffer, and the Bourbons. Both shows are budgeted at \$2,000 and under.

RKO VAUDEVILLE INTACT 88
(Week May 24, Seattle, Wash.)
THE GENIAL ROTUND LARRY RICH

with
"Mlle. Fust of Paris"
TOMA GENARO
South American Comedian
TOMMY LONG
"The Elongated Express of Comedy"
AL HOGAN
"Oklahoma's Ambassador"
ENGLAND ON
The Chinese Rites Kane
JOE BELL
"The Village of a Heart"
GILBERT LAWRENCE
and His Snake Hip

RICH RHYTHM BAND
(Direction of Blondell & Mack)

RKO VAUDEVILLE INTACT 87
(Week May 21, Tacoma, Wash.)
THREE BREDWINS
(Direction of Hugo Morris)

GERALDINE and JOE
International Kiddie Stars
(Direction Weeden-Schultz)

NAYAN PEARCE and JAY VELIE
In "RED RHAPSODY"
Best Davin Musical Director
(Direction of Ed. S. Keller)
AMERICA'S EGOTIST
Harry J. Conley
In Person
(Direction of Curtis & Allen)

RKO VAUDEVILLE INTACT 86
(Week May 21, Tacoma, Wash.)
THE Dark Cloud of Joy
BILL ROBINSON

IN
"HOT FROM HARLEM"
WITH
JOHN MASON
PUTNEY 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 85
(Week May 21, San Francisco)
ROSETTE and LUTTMAN
In "Dance Stories"
with GRACE & DEATRICE WYLLIE
(Dir. of Max Timman, Timmott office)

DE VITO and DENNY
with
DOT STEVENS
in "Lady Harrow's Reception"
(Direction of Chas. Weinlin)

LITA GREY CHAPLIN
"The Charming Chantress"
Personal Mgt. Nicholas Gyory
(Booked by Weber-Simon)



Now Playing
Loew's
DeLuxe
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BERT GORDON

APPEARING AS

"The SHERIFF"

IN GREGORY RATOFF'S
CONDENSED VERSION OF

"GIRL CRAZY"

THIS WEEK (MAY 21)
LOEW'S STATE, NEW YORK

NEXT WEEK (MAY 28)
METROPOLITAN, B'KLYN

Thanks to LYONS & LYONS

Inside Stuff—Vaude

'Clipper' files for 1897 reveal a libel suit of Madge Billis, English music hall singer. A group was trying to prevent the releasing of a music hall in London, and one of the most damaging charges was that Miss Billis had appeared on the stage with legs bare to the knee. Singer promptly sued and not only was awarded damages, but the defendant had to publish a printed apology in the daily papers.

The same year the Sisters Leigh were a sensation over here in their barefoot dance, in which they discarded not only stockings, but shoes. Mostly played the burlesque houses and regarded as a bit raw even there.

RKO's proposal to bring in an outside independent booker to head its family time department, for which Martin Beck had high hopes a few weeks ago, is probably off permanently. Negotiations with Arthur Fisher and Jack Linder to bring in one or the other, along with the houses they now book, have been tabled.

Both indie bookers had insisted on three-year contracts when sent for by Beck at the time. RKO offered contracts for only one year.

Where budgets permitted, the F&M bunch of booking names every third or fourth week were sent to the benefit of the boxoffice. People such as Raquel Torres, Mae Murray, Conchita Montenegro, Betty Compson, Ruth Roland and now Gilda Gray, who is set to start out for F&M, have evidenced attention grabbing capabilities regardless of the degree of b.o. strength, and this factor has been okay, too.

Clyde Beatty and his big cats have returned to the Hagenbeck-Wallace show after the Ringling date in Boston. Beatty is credited as working with the most animals ever assembled in a cage for a trainer. He is handling around 32 lions, lionesses, and tigers.

Valletta, woman, used to work with about 14 leopards.

Matrons in the ladies' washrooms have been dropped by all RKO theatres as another economy measure. A further cut eliminates all house managers' secretaries. The saving on both is around \$1,200 a week.

BOOKED SOLID

R.K.O.

CARL FREED

TRU-PRINCE OF MIX

Material by **EDMUND CONRAD**

Direction **CURTIS & ALLEN**

RKO SPACE SAVING IN CHI

Chicago, May 23. Following a visit from the big house last week the local RKO offices will cut down on space, giving up the back suite on the fifth floor, which has been housing the transportation and construction departments. Both departments will move up where the publicity offices are now, with the latter to be shoved up further and closer to the main offices.

This is the second space retrenchment within a year for RKO here.

Burlesque Loses Out

Canton, O., May 23. Grand opera house is dark again after a five-week attempt to revive burlesque.

House will remain dark until Sept. 1, when local stage hands plan to reopen it with co-operative dramatic stock.

GUS HILL AGAIN BUSY ON A QUESTIONNAIRE

Gus Hill is reported making plans for production for next season. Whether for Broadway or for pop road tours in which field Hill formerly floundered, not stated. It is intimated that Hill has formed a syndicate with the idea of tying up a number of dark indie houses in New York and out of town. Most of Hill's former winners were cartoon shows, based on comic strips which supplied the titles and cheaply produced. He has been in retirement but maintains an office alone but not known to have presented shows for about eight years. The pop producer formerly attempted to feel out the sentiment of showmen regarding each coming season. He would write questionnaires on post cards, sent to managers and others. His present plans are believed to be based on such prediction.

ACADEMY, CHICAGO

Chicago, May 19. Only three burlesque spots remain in this Chicago metropolitan area. These three last year there were seven. Those dark are the south-side Empress, the loop Woods and Rialto, and the westside Star.

These three appear able to go along with the residue of the burlesque. The Star-Congress is away by itself on the south end of the loop and gets enough of the transient trade to keep the doors open. Out here on the westside district, surrounded by big houses, is the complete mecca, Salvation Army meetings on every corner and curbstone sitters, the battle between the Academy and the Haymarket. At this house things look okay. N. S. Barger, operator, has gone in heavily what names there are, and is following the picture house scheme by doubling and tripling these names on the program.

Currently Peaches Browning is here to sing a couple of tunes, and she takes credit for turning in one of the niftiest grosses garnered at the house. On the evening of the spot eliminated, that regular feature flick that separates the two evening performances, and turned out three stage shows in order to catch the standouts that overflowed into the lobby and street. For the state of burlesque as it is present locally, that's a note. Peaches holds over for a second week.

This house, however, has always presented a sort of better-class burlesque. Leo Stevens, the producer, has constantly demonstrated that he knows how to put on these shows with an eye for formation, flash and novelty. A proper coin and material, Stevens could really exhibit a couple of eye-openers in the production field. House is using a chorus of 18 and an average of 11 principals. The stuff is standard burlesque of today. Barger claims that there's no smut on this stage, but that point could be disputed. He does, however, admit that the girls strip down. They do, down to the last and thinnest strap. The brasserie has finally been entirely discarded, and the cooch and grind is the meat of every disturbing session. These undies interlarded in the almost continuous, rotating with the comics, and that routine being only occasionally broken up by a production number.

In the show at present, besides Peaches Browning, who is only singing two songs as her five-minute bit, are Jerry McCauley, Georgia Clarke, Norah Ford, Mary Murray, Billy Ford, Gene Day, Gustaf Lorenzo, Rudy Wintner, Hal Rathbun and Nadia, who holds the ace strip and cooch spot, closing the show on the regular Oriental sequence.

Nothing new anywhere in the show. It's all along the same old lines and curves. Only the Stevens production idea sometimes breaks up the standard stuff. In this show he's built an excellent novelty flash for burlesque, a skeleton chorus number. The chorus is neither more nor less trained than the average chorus ensemble. Girls in this house have little show business, and then back the strippers and serve mainly for the art poses, which have become established in local burlesque.

More than any house in town this spot can brag of the number of female patrons. Almost 50% of this audience were female, and many surprisingly good-class in appearance. Claimed due to the Mrs. Browning showing. This is the second Chi showing for Peaches, the gal having been at the Rialto about two years ago. Gold.

Songwriters' Route

'Songwriters on Parade,' act consisting of seven composers, plays one week for Warners at the Earle, Washington, opening May 30. Then tours for Loew.

Radio Bally for Indie Vaude in Upper N. Y.

With the arrival of warm weather, vaudeville is being booked in the Smalley theatres located in the upstate (N. Y.) summer-resort belt.

As was the case last year, acts are broadcasting over WGY, Schenectady, in a ballyhoos for their appearances at Catskill Mt. and Mohawk Valley towns.

'BENNY'S' PHONE CALL HUBBY'S DIVORCE PLEA

Cambridge, Mass., May 23.

One man was a divorce from his burlesque-actress wife and another sought to cut the knot that binds him to a vaude actress in Probate Court here.

Clifford 'Tommy' Robson, middle-weight boxer, was freed from Doris H. Robson, whom he said now is with a burlesque show in New York. Robson told the court his wife left him in September, 1929, after 'wallowing him on the head' with an ash tray—and it was made of glass, too,—the tray.

A love letter from 'Bennie,' the boy friend, was offered in evidence by George M. Anderson, seeking a divorce from his blonde spouse, Madeline Gould Anderson, vaude and cabaret singer, on a charge of cruelty. Anderson testified he received a telephone call from 'Bennie,' threatening to put him on the spot because his wife requested that this favor be done. His wife stayed out nights and frequently came home intoxicated, Anderson said.

'She hurled an alarm clock at me and hit me in the eye so hard there was a dent in the clock,' the aggrieved hubby testified as he exhibited the dented clock as evidence. Defendant denied everything. Court reserved decision.

BOSTON MEMORIAL TO DO 4-A-DAY MAY 28

Boston, May 23.

Keith's Memorial, Boston, starts four-a-day vaude next Saturday (28) with Ben Bernie.

Loew units shift into the Keith-Boston at the same time on a presentation policy. House formerly played RKO's vaude bills.

Memorial will play four-a-day vaude excepting Sundays when local houses don't open until 3 p. m. Loew's vaude remains at the State.

RKO St. Louis Closes

With \$5,800 Semi-Final

St. Louis, May 23.

The RKO St. Louis, vaudeville, closes for the same time this Thursday (26). House is due to reopen in the fall.

Last week this 4,000-seater did a gross of around \$6,800.

CLUB AGENTS FORGET TO PAY OFF CHI ACTS

Chicago, May 23.

Club performers locally are demanding their coin in advance for self-protection against a number of club agents who are delivering the old double-cross and no-pay gag. Bookers are sending performers out to play dates, collect for their services, and forget to pay off the actors.

Bookers on this no-pay plan figure that there are enough performers in the city so that it won't ever be necessary to use any more than once. Several of these no-pay bookers have been hauled before the authorities by the performers and forced to pay off, but the actors are getting all worn out going through legal proceedings every time they try to collect for dates worked.

FILMS SUCCEEDED BURLESQUE

San Francisco, May 23.

Burlesque bowed out of the Capitol after nearly a two-year run. Warren B. Irons retains the house, retaining Manager John Goldsmith and staff for a policy of straight pix at 20c top.

FREDDY MACK

Fox, B'klyn INDEFINITELY

HERB TIMBERG

JIMMY MYRTLE CONLIN and GLASS

Enroute RKO

Direction, **TOM J. FITZPATRICK**

Palace Theatre Bldg., New York City

EDGAR BERGEN

"THE OPERATION"

Week May 21, RKO Keith Syracuse, New York

Dir.: **WEDER-SIMON AGENCY**

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

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WEEK MAY 28, LOEW'S STATE, NEW YORK

(NEW ACT)

Dir. **WILLIAM MORRIS AGENCY (Inc.)**

LIVE WELL...

In one of New York's newest, most convenient hotels... 600 delightful rooms, all with bath—all with radio! Every room an outside room!

and ECONOMICALLY

	Per Day	Per Wk.	Per Mo.
SINGLE ROOM.....	2.50 to 4.00	15 to 24.50	60 to 90
DOUBLE ROOM.....	3.50 to 5.00	21 to 30.00	80 to 100

You will enjoy our wonderful, flavorful Southern cooking. Delicious food, perfectly served. Generous portions. Astonishing Prices!

LUNCH 50c DINNER 85c

ROY S. HUBBELL MANAGEMENT

...DIXIE HOTEL

42d-43d Streets West of Broadway, NEW YORK

HAZEL ROMAIN

"I GOT RHYTHM"

"GIRL CRAZY"

LOEW'S STATE, NEW YORK, This Week (May 21)

PALACE, CHICAGO

Morris agency is also going in for band bookings, with Sam Bramson and Biggie Levin handling that end.

Stock Market

some \$1,000,000 and as far as the trading world knows still has them. Obviously no effort is being made to market them at these prices and under current conditions. Best that could be said in general for the various RKO issues traded in was that volume was light, but that isn't any too encouraging, since there is but a small amount of the RKO common available for trading, total in the hands of investors having been cut to a quarter by the new capitalization of a few months back.

Bid.	Asked.	Over the Counter, N. Y.
1	2	Box Class A (2.50)

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

Equity magazine asks former legit people now starring in films to return to the stage at intervals and help keep legit aloft.

Edward Corbett, 26 West 96th street, seeks an injunction restraining Hyman Adler from producing "There You Are, multiman" at the Cohan, N. Y. Corbett says he wrote a story for Adler which wasn't used and that the book of "Are" plagiarizes his work.

Jules Murry, Shubert booking head, home from Europe. Appeal for funds made by Mrs. Chas. Guggenheim for summer concerts at the Lewisohn Stadium, N. Y.

John Kane, assignee of a \$10,000 claim for legal services rendered to the Roxy Theatre Corp. by Sonnenschein, Berkson, Luttman, Levinson & Morse, files for receivership of the theatre, N. Y. Harry Kosch, president of the corp., files answer admitting allegations and consenting to an equity receiver.

Clarence W. Morganstern, 61-legit producer, held for grand jury action in \$1,000 bail by Magistrate Stern on charge of \$900 theft brought against him by Dennis Connelly, playwright. Latter says he gave Morganstern the money to buy out Connelly's play, "New York," on the strength of a letter from the alleged statement he could finance the production. Connelly claims there was no scenery, no one financially interested in the play and no money returned to him.

Wurlitzer Co. will build the three organs for Rockefeller Center.

Picture in the form of an engraving radioed to the liner Bremen at sea from Zurich, Switzerland, on receiving apparatus aboard ship transformed the picture into a cut ready for printing. Process called radiography.

Senate excuses pages from a night session so they can see a circus. Done on Senator Watson's motion.

Ira Harada, stage director, joins Erlanger's to produce.

Selena Royle, actress, will marry Earle Larimer, actor, this fall.

Players' Club production of "Trollius" at Majestic theatre, New York, some time next month.

Dust trap, eliminating dust, in use for excavation work at Rockefeller Center.

Marguerite Sylva will do "Carmen" for one night at Chanin's 46th St., New York.

Alex Aronson joins "Ballyhoo" musical production staff.

Gilbert Miller moving his production quarters to his father's theatre, the Henry Miller.

Mrs. Catherine Storr brings Arthur Tracy "Street Singer" to court, claiming he owes \$227 in back rent. Tracy says a pair of suspenders and a suit were stolen. Court orders Mrs. Storr to pay \$50 for lost apparel and Tracy \$177 rent.

Leon Errol enters sanitarium for treatment of infected hands.

Mrs. Roark Bradford, wife of the author, gets a separation.

Martin Herman back from a round-the-globe hop.

Allied Theatre Owners of New York, Inc., granted certificate of incorporation.

Radio City opens information bureau at 21 West 60th St., New York.

Belasco & Curran get coast "Cat and Fiddle" rights.

Boston police say Shipwreck Kelly is a public nuisance and bring him down from his flagpole after being up 24 hours. Judge tells him Boston has enough to do without entertaining him.

Harry M. Warner subpoenaed by the Senate stock market investigation to tell the story of his alleged \$10,000,000 profit in Warner Bros. stock by Goldman-Sachs Trading and certain associates.

Arthur M. Swanson, who did "Sons of Guns," in voluntary bank-

ruptcy, with \$500 equity in an auto to offset liabilities of \$196,376. Bulk of that sum is represented by two notes, one for \$100,000 and another for \$25,000 indorsed by the Shuberts and Bobby Connelly.

Voice carried by light beam from dirigible flying over an air field and then broadcast by radio.

Ruth Fallon, daughter of Wm. Fallon, late attorney, drops libel suit brought against those concerned with "The Mouthpiece," at the Winter Garden, New York, Case dismissed.

George Metaxa engaged to sing at the Central Park Casino.

Hannah Williams Kahn drops divorce action against Roger Wolfe Kahn.

Giuseppe Gozzi, who sang in Italian and Mexican opera companies, is now a Boston blacksmith.

Elmer Rice opens offices for legit production.

Richard Bonelli and Helen Gleason, Americans, engaged by Metropolitan Opera Co.

Pool in RCA stock netted pool's participants \$90,000 in a week, Senate investigation committee is told.

Nils Asther, whose deportation had been ordered, can stay in the U. S. and can apply for citizenship.

Rosita, of Rosita and Ramon, recovering from an appendix removal.

Mrs. Nat Nazarro, Jr., sues for divorce.

Rule prohibiting National League ball players from talking with spectators rescinded.

A \$50,000 fire damage to Erie theatre, Schenectady, N. Y.

Film taken by a doctor of his young son and a baby age tends to disprove "the medicine" previous statement the animal was more receptive mentally.

Tito Schipa replacing Beniamino Gigli next year in Metropolitan Opera. Gigli quit over a salary cut.

Luis Calvo, Colombian leper, is freed from a colony, cured, and writes "Eligium" musical comedy. U. S. Marine band plays it for the first time Friday (26), broadcasting on short wave from Columbia where the composer will hear it.

Pierette Club, headquartered at the hotel Pierre, New York, closes Saturday (21).

Dr. Smith Ely Jelliffe, neurologist, loses suit for \$10,000 against Harry K. Thaw for services rendered Thaw in connection with his murder trial 26 years ago. Cause of action outlawed.

Illness of Richy Craig, Jr., postpones opening of "Hey, Nonny, Nonny" musical originally due at the Shubert, New York, May 23. Now coming in May 30.

Arthur Hammerstein makes peace with United Scenic Artists Union Local 823, thereby okaying his production with Lawrence Weber of "Man Who Reclaimed His Race." Hammerstein owed Clarks & Robbins, scenic builders, \$7,700 and "Man" is a hit will pay them back.

Homer Mason, vaude actor, staging "On the Make," legit.

Estate of William Leahy looking for Harry Sebastian, owner of rights to "Welcome Stranger" by the late Aaron Hoffman. Somebody wants to buy Sebastian's rights.

Judith Lloyd, actress and divorced wife of John Edhellman Lloyd, lumberman, starts a trespass suit against the latter's present wife, former Mrs. Mary Penrose Gilford, in West Chester, Pa.

Jim Barton must tell Emanuel Levy, referee, why he can't pay \$100 weekly alimony. Owes about \$2,000.

Richard Crooks, American opera singer, at the Metropolitan O. H. next season.

Jacob Rubenstein, holder of Fox Theatre shares, asks the appointment of a receiver on the grounds that W. R. Sheehan received large sums of money for no services were rendered, that \$150,000 was paid to attorneys for services

not wholly confined to Fox interests and that 1,600,000 class A shares of Fox Films were sold by the theatre corp. at less than market value and of which is denied by Fox officials pending the hearing.

Favorable report from the House Patents Committee in Washington towards the Shovich bill which would extend copyright term from 28 to 35 years for motion picture houses from authors and Composers a seat tax.

Amelia Earhart Putnam, who flew the Atlantic, won't go into pictures. After the battle of the newswires, wife of the publisher will probably write a book and let it go at that.

United Stores Realty Corp., subsidiary of United Cigar Stores, in bankruptcy. Liabilities are \$3,116,589, with assets of \$1,543,626. Debtors in real estate value blamed, but several theatre investments a factor. Irving Trust receiver.

John Montagu plays get a new title. Hereafter "The Boy Friend."

Ruth Merrill being considered for the Martha Madison play McKaig will produce next season.

Reported that Chester Erskin will come back to Erlanger fold in the fall. Hereafter "The Boy Friend."

Moss Hart reported to have disapproved the play he wrote abroad in favor of another idea.

Chester Beecroft coming to town shortly to arrange for release of the pictures he is making in Miami.

Greenwich Village holding open house week to attract them from uptown. Art exhibit, puppet shows and other exhibits.

Dwight Winman and John Tuerk considering a musical version of "The Command to Love." If done, Guy Bolton will adapt a script prepared by Dr. Loeb and H. S. Wedehouse on the lyrics. Music by Ralph Erwin.

Al Woods has a play by Lohar-Gottwald, which will be adapted by the Edisons, in "Cockade in Venus on Wheels," by De Kobra.

Contract requirement is that "Good Earth" shall come to the stage not later than Nov. 1 for the Guild.

Gilbert Miller will remove to Miller's theatre as soon as "Animal Kingdom" closes at the Empire, around June 15.

H. M. Schiffer, who owns the English-Highland theatre, "Cockade" denies that the Shuberts ever had any right to that production.

Players' Club reads the signs and gets a \$3 top for its production of "Trollius" and "Crescendo" at Moss' Broadway Theatre. Three-thirds of the orch with be \$2.50 and \$2.

Life guards went on full time at Coney Island Sunday (22).

Aarons & Freedley and not Sam Harris will present the Sherwood-Gerwin musical next season. Jack Buchanan will head the cast. As A. & F. have relinquished the avon production is likely to go into Moss' Broadway at a moderate B. o. scale.

Romney Brent to London for the English "Warrior's Husband" and will stay there for the Cochran revue in the fall.

Sir Philip Ben Grest's Shakespearean plays to England for summer appearance in the provinces. In the fall to France under government auspices.

Bobby Newman gets Vina Delmar "A Chance at Heaven" for the stage.

Officers claiming to be elected on a rump ticket to Amateur Cinema League bring suit to out previous officers and take their places. Court holds their claim invalid and orders another election in 30 days. Sponsors the 16mm. movement.

Carmella Ponselle, contralto, given contract with the Metropolitan for next season.

Equity studying alleged violations by licensed and non-licensed casting agents.

House of Flowers, florist, asks Florence Ziefel, who has been paid a \$1,267 promissory note for flowers received.

Metropolitan Opera announces program and personnel for next season, dropping some stars including Leatrice Cason and Gigli; 33 singers are out.

Florence Jane Foreman, former film actress, awarded \$1250 monthly alimony from her late husband's estate. He was Winfield A. Foreman.

La Casa Texas Gulnan; Valley Stream, L. I. Opens May 24.

Coast

Mrs. Irma May Weitzenkorn is asking a Los Angeles court to grant for \$1000 alimony pending trial of her divorce suit from Louis Weitzenkorn, Paramount writer. She has already obtained a Mexican mal divorce.

Mary Lewis, opera singer, in Los Angeles.

William Paley, president of Columbia Broadcasting Co., called for Honolulu with his bride, Dorothy Hart Hearst, ex-wife of John Randolph Hearst, son of the publisher.

Minor injuries were sustained by Jeanette MacDonald when a horse she was riding for a picture at Paramount forced her against a fence.

Home and furnishings of Jack Dempsey and Estelle Taylor went under the auctioneer's hammer last week in L. A.

Helen Lee Worthing, former show girl, was granted \$100 per month temporary alimony pending her divorce suit against her colored husband, Earl DeLeon. She asked for \$700 a month. Former actress charges her husband gave her medicines which affected her mind, and frequently struck her.

Convicted of defrauding her apartment house owner of \$41,192, Jean DeLare, of pictures, was granted a new trial June 21.

While Constance Bennett was in Europe somebody lifted several hundred dollars from her linen, silver and glassware from her Malibu Beach home. She reported it two weeks after the discovery.

Los Angeles County grand jury issued a secret indictment against four men who had stolen \$23,365 stolen from the safe of the Million Dollar theatre. Quartet took the money from Ruth Forebeck and George Miller, who stole it.

Abatement proceedings against the L. A. Paris Inn, Zucca Inn and George Olson club were dismissed by the Attorney-General's office in Washington. Cases assertedly sold setup of ginger ale and cracked ice.

Robert A. Etie, Jr., married last week to Helen Gibson, former wife of Hoot Gibson, has been ordered to appear for trial Wednesday (26) on a charge of ducking his hotel bill.

Parents of Sally Eilers were injured slightly in an auto accident.

Harry Bannister denies a new romance with Wanda Lyon, non-professional.

Frank Hardy, 69, theatre janitor, arrested on complaints that he had lured children into the theatre with candy and mistreated them.

Three handbills held up A. Ebborg, manager of the theatre, in Los Angeles, and five employees, and escaped with \$3,800. Holdup happened shortly before noon.

Jane Red, actress, won a divorce from Thaddeus R. Brooks, cameraman, who charged Brooks sold her furniture.

Harriet Parsons, daughter of Louella, and Marquis Busby, former legman for Miss Parsons, were injured in a crash. They were riding sideswiped a train.

Suit for \$11,900 damages has been filed against Fox Film Corp. by Hayden Talbot. Latter claims the company terminated his writing contract without paying him the full amount.

Diane Duval, actress, and mother, Mrs. Blanche F. Brown, have asked \$10,365 damages allegedly resulting from an auto accident.

Hal Wilcox, film set designer, and D. G. Logsdon have started around the world in a 22-foot boat.

Damage suit for \$35,000 against Ralph Ince, director, by W. M. Patch has been settled out of court. Suit resulted from a fight in the old picture when Patch tried to be peacemaker.

Late Edgar Wallace left a \$2,000 estate in Los Angeles, this sum being due him from Radio as salary at the time of his death.

Wife of Stephen Goossion, art dealer, has filed a divorce suit. She's asking \$450 monthly alimony.

James Brainerd, film employee, was found nude and badly beaten in a suspected robbery.

George Randolph Hearst, son of the publisher, is being sued for divorce by Mrs. Blanche Wilbur Hearst, who charges desertion.

Slender suit and \$100,000 damage award to Mrs. Mabel Hearst and her daughter, Mrs. Edith Dillon, of John Francis Dillon, film director, were temporarily stopped when Mrs. Hearst collapsed after giving testimony. Vivienne Sengler, actress and writer, is suing. She charges

the defendants ruined her alleged romance with Maurice Costello through disparaging remarks about her moral conduct.

Lew Cody, Marian Nixon and other picture people testified in the trial of Jack Nixon, charged on nine counts of alleged grand theft and one of issuing a rubber check. Miss Nixon is to testify she is no relation to the promoter who said he was her brother.

Hoot Gibson had two wives named Helen, hence wife No. 1 wants it known she's not the Helen Gibson formerly married to Robert A. Etie, Jr.

Bench warrants for Mary Nolan and her husband, Wallace T. Macrary, were issued when the couple failed to surrender in Judge Clement Nye's court. Their \$400 bail was forfeited. Pair were recently charged with violating the state labor law in operation of their dress shop.

On the same day Earl Burnett effected a reconciliation with his second wife, a bench warrant was issued for him because he had \$600 behind in alimony to his first wife.

Daisy DeBoe, Clara Bow's former secretary, appealed to the state Supreme court for a writ of Subpoena of the theft of \$325 from Miss Bow.

Nils Asther, after renewing his visitor's permit several times, went to Mexico and returned across the border as an immigrant. Swedish actor will now be naturalized.

Judith Vossell, film actress, has filed a trespass suit against Mrs. Mary Penrose Gilford, second wife of John Edhellman Lloyd, to whom Miss Vossell was formerly married. Papers filed in West Chester, Pa.

Mid-West

Dick Daniels, Minneapolis boxer, lost a decision to his estranged wife in court when he was ordered to pay \$50 a month temporary alimony.

John J. O'Mara, editor of the "Electric Trade Review," went on trial in St. Louis on charges brought against him by Orville Jennings, president of the International Brotherhood of Workers. O'Mara meanwhile is out on bond on a 10 month sentence for passing bad checks.

Chicago is to have its second annual "Festival of Progress" June 1. It will be a build-up for next year's fair.

Enrico Caruso, son of the late opera star, is Hollywood bound for a musical career.

As a means of raising a necessary \$150,000, Mrs. Edith Rockefeller McCormick is out to get a rental slot on the Chicago theatre auditorium. Rental on the house has been \$3,000 a performance.

Whether WRHM, of Minneapolis, will be allowed a full 24-hour service will be decided by the Federal Communications Commission. The question is being contested by two local stations in the same vicinity.

Omaha went whoopee last week with its annual Oom-Pah carnival, headed by the Knights of Columbus.

Israel Erlau, aspiring actor from Menominee, Mich., is marionette towards Hollywood, a baby carriage holding his belongings and a police dog accompanying him. Claims he is in no hurry and is playing everything from theatres to garages on the way.

Five men operating a wheel in a Omaha saloon last week last year were arrested on gambling charges. Complaints from players stated the game wasn't square.

Government radio station opened in Omaha last week. It's for airplane service.

Mrs. Juanita Pique, mother of Miss Sylvia, dancer, got a divorce in St. Louis from Robert Pique on grounds of general indignities. She's asking \$50 a month and the care of Mitzel. Action wasn't contested.

Earl Carroll's "Vanities" skipped Minneapolis and will go to St. Paul instead, opening May 27. Another city fathers of Minneapolis in banning "Crazy Quilt" caused the switch.

Dog racing track belonging to the Mississippi Valley Kennel Club, Catfish, Ia., auctioned for \$1,400. Spot had been closed for some time.

Report of receivers for Skouros Bros. Enterprises in St. Louis made in Circuit Court there showed a loss of \$23,000 for the Ambassador theatre last year. Charged by the receivers that for the first 16 weeks of this year the theatre had lost out five profitable weeks, while the Missouri had but one.

Diary of a Stoooge

By Claude Binyon

Los Angeles, Wednesday.
I'm full of attack and invective. I can hardly hold a pencil. What a party we had!
Joe Bowers took us all out to the Prolite night club in Culver City after the last show. It was sad acting today, our last day together, and Mr. Bowers noticed how we all felt so he took us out to the night club to cheer us up.
We sat at one big table. Tittle and Quantrell and Sacaramouche and me and Mr. Bowers. It was the first time Tittle and I were ever in a place like that, and it was swell. The music kept playing and girls danced for us, and a man named Fuzzy Knight, who looks like he used to be a stoooge himself sang crazy songs on a piano. I didn't drink any liquor, but everything made me feel drunk.
Mr. Bowers acted like he was happy, but you could see he was really sad that he was busting up the act. The first thing he did was pay us our salary and then he gave us each a \$100 bill like he promised. "Well, who's going back to the old home town?" he asked. And then he said, "I'm going back to the old home town." Then he looked at Tittle and me and asked us what we were going to do. Tittle just looked at me, so I said, "We're going to have my own act, Mr. Bowers. I have seen enough of this business to know I can handle it."
Mr. Bowers stared at me and all at once he bust out laughing. "Don't (Continued on page 78)"

Breakfast for 2, but The Wrong 2—Divorce

Chicago, May 23.
When Margie Bartel Gottlieb, of vaude, discovered that her husband, Lawrence, a juggler, was having his breakfast cooked by another woman, she walked into court and got herself a divorce. She charged desertion.
A letter signed by the second Mrs. Gottlieb tipped the first one off. Note asked Mrs. Gottlieb No. 1 to please give Mrs. Gottlieb No. 2 the favorite breakfast recipes of Mr. Gottlieb.

MARRIAGES

Helen Gibson, former wife of Hoot Gibson, to Robert A. Eite, Jr., non-professional, in Los Angeles, May 14.
Grace Niles to Capt. Paul A. Giger. Miss Niles is manager of Astor theatre, New York.
Libby Holman to Smith Reynolds, of Reynolds Tobacco Co., several months ago, but just made known.
Albert Bolet, Cuban violinist, to Betty Noble, singer, at the home of Harold F. McCormick, capitalist, in Chicago, May 16.
I Sallie Mack, secretary to Marvin Schenck, to Carl Harder, insurance man in New York, June 19. The pair will honeymoon in Europe, sailing on the Lafayette, June 21.

A Busy Day

Des Moines, May 23.
The show must go on.
A woman evangelist here had her 12th baby at 2 a. m. Sunday morning, and played the organ for church services in the afternoon and evening.

KID BERG OUTSMARTED BY HIMSELF AND FULLER

By JACK PULASKI

In a return match at the Garden Friday (20), Jackie Kid Berg of London was smoked out of the deuce which went to Sammy Fuller of Boston. Fight followers figured the fight a draw or a shade for Sammy, so if the Kid isn't satisfied they'll have to do it all over again. Much better attendance than the previous week, but not exactly big. The match was over the 12-round distance. Berg wanted the bout longer than the original scrap. He out-smarted himself, for it was in the last two rounds that the jumpy-around, bean-eating Sammy eked the shade. Jackie seemed to be shaken up by clean hits to the head and in and out. Concluding rounds had the customers quite steamed up. The odds were 8 to 5 on Sammy. Berg backers grumbled, wanting it even.
English had copped the first two rounds, next two going to Fuller. Fifth was a slugging match, with Berg slowed up for a time and then opening up Fuller's left peeper. Next three rounds favored the visitor and from then on it was either boy's fight.

Berg Changed Style

Berg changed his style for the newish week, but not exactly big. Sammlers carefully watched that. Sammlers cohorts told him to stay away because Jackie's specialty is lightning. Often they fought themselves out of clinches and Fuller landed the harder socks as they backed away. After such interchanges Berg would box for points, with Fuller counterpunching with rapid swings. It was those swings that disconcerted the Kid, who still stands out as one of the gamiest of ringsters.

Both weighed in at 138 pounds, which topped the lightweight limit. The class is ruled by Tony Canzone and there are Kid Chocolate and Battolino to hurdle. If they wander into the welterweight class, there is even tougher competition, such as Billy Petrolle and the same Battolino who dropped a second decision to the Fargo Express in Chi. Either of the latter also can skim down to the lightweight division. Semi-final had Joe Gans, whom

Slump in Gambling Biz Makes Reno Short of Coin

Reno, May 23.

With all kinds of dough in its bond redemption fund, but nothing in the kitty to pay ordinary running expenses, the Reno city council is scratching to dig up pay roll cash for May city pay roll.
City's not broke by any means, in fact it has so much money in bond interest and redemption fund that it is trying to buy up bonds that are not yet due, but this can't be used to pay current bills.
Mayor Roberts and his six helpers on council masts bum gears in January when they sized up revenue situation and anticipated receiving large roll of coin from gambling license fees. Gambling boys didn't buy expected number of licenses because of a slump in biz, so city's short about \$50,000 in general fund now and must wait until June taxes are paid to pay its own bills.
Consequently flock of I.O.U.'s that can be cashed at a bank, will probably be handed to city employees next week. Mayor Roberts and banks will collect when taxes roll in.
Slump in gambling has been painful, as well as tremendous, and city will be forced to forego numerous proposed projects until business revives.

NIGHT BALL FLOP PUTS COAST LEAGUE ON SPOT

Los Angeles, May 23.

With night baseball flopping in the Coast League after a six-week season, the Sacramento, Oakland and Seattle clubs will give it another two-week trial and if no business develops they will quit the league.
All salaries in the league, with the exception of contract players, have been cut 20%. To economize further, umpires will work out of their home stations instead of traveling with the teams. Other teams remaining if the three mentioned quit may decide to cut their season from 26 to 15 weeks.

BIRTHS

Mr. and Mrs. Terry McDaniel, daughter, May 16, in Spokane. Father is manager of the Fox theatre that city.
Mr. and Mrs. Billy Moll, twins, both boys, at the Jamaica Hospital, New York. Father is a songwriter with Shapiro-Bernstein.

they call Baby out on the Coast, versus Hy Diamond, both welters. Stuart Smith stopped it in the seventh after Gans had Diamond in a leather setting for two rounds. Hy was dizzy but wouldn't go down. No knockdowns nor knockouts on the card.
Thursday (26) Mickey Walker will be the big interest in the main event with Paulino.

I'm Telling You'

By Jack Osterman

An Omission

Long Branch, N. J., May 23.
A local minister, plugging Long Branch in a radio address, said this city was "so healthy that only three undertakers managed to exist."
But he forgot to mention that the tri is among the town's wealthiest men.

AND SO TO WRITE.

Hello Frisco
A drunk came up to Joe Frisco and asked him for money to eat, explaining that he hadn't worked in a year.
Joe staked him and told him to sober up because Hoover didn't want any of his men drunk on the job.

Nothing But the Ruth

At the N. Y. Graphic's sports dinner Babe Ruth told the story of a rookie's first game. The Babe was coaching at first and the amateur came to bat. With beginner's luck he connected with a fast one and sent it over the fence and then turned to talk to the catcher. "Run," yelled Ruth. "Run, hell, the rubs situated, I'll buy 'em a new ball!"

It was the noisiest affair we ever attended... Ed Sullivan trying his best to quiet them for Ethel Merman, Blossom Seeley and others... Jack Benny trying to tell a story and surrendering... Abe Lyman playing loud and not caring... your columnist trying to earn... just as loud... Tammany Young getting in every one's hair... but it was worth the struggle to hear Mayor Walker's dynamic speech as only he could make it... with Macfadden sliding lower in his seat next to him as His Honor remarked he reads the newspapers daily looking for them to strike a new low... that he never debates with a newspaperman because he cannot go to press as often.

Hollywood Version

Arthur Freed reports that out in Hollywood they sing it, 'My Ordinary Extra Girl.'

Fifi Learns Something

The other night when Fifi Dorsay complained of being all tired (Continued on page 78)

taking the scales and the owner thereof... vary... Between... 48-12 months, store gets 33 1/2%, \$5-8 monthly store gets 25% and above \$12 an even split. These figures give the sole owner an average of \$150 per week per machine.

NEW YORK THEATRES

LAT WEEKS
LESLIE HOWARD
"THE ANIMAL KINGDOM"
"The season's most gratifying adventure."
— Jerry Hammond, Herald Tribune.
— "The best of the Gilbert and Sullivan."

EMPIRE THEATRE, 6'way and 40th St.
Even, 8:15, Mat. and Sat., 2:30.

LOEW'S
SALE
"Will You Vote For Me?"
"The best of the Gilbert and Sullivan."
— Jerry Hammond, Herald Tribune.
— "The best of the Gilbert and Sullivan."

Capitol
"The best of the Gilbert and Sullivan."
— Jerry Hammond, Herald Tribune.
— "The best of the Gilbert and Sullivan."

ROXY
"THE WOMAN IN ROOM 13"
"The best of the Gilbert and Sullivan."
— Jerry Hammond, Herald Tribune.
— "The best of the Gilbert and Sullivan."

81st St.
"The best of the Gilbert and Sullivan."
— Jerry Hammond, Herald Tribune.
— "The best of the Gilbert and Sullivan."

RKO
MAYFAIR
First Time at Popular Prices
FANNIE HURST'S
SYMPHONY OF SIX MILLION
RKO Radio Picture With RICARDO CORTES-IRENE DUNNE

PALACE
"The best of the Gilbert and Sullivan."
— Jerry Hammond, Herald Tribune.
— "The best of the Gilbert and Sullivan."

86th St.
"The best of the Gilbert and Sullivan."
— Jerry Hammond, Herald Tribune.
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81st St.
"The best of the Gilbert and Sullivan."
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— "The best of the Gilbert and Sullivan."



Who Lives at The Park Central?

AMONG guests at The Park Central are prominent leaders in every phase of human endeavor. Stars of the screen, musical comedy, vaudeville and drama, select it because of its quiet serenity, excellent service and proximity to all theatres and railroads terminals.

Radio outlets... Electric refrigeration... Perfected 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

Broadway

Mike Connolly back.
Karavafet to Detroit.
Harold Lee westbound.
John Auster plotting plots.
Burnett Hershey's play finished.
Charlie Levy blows soon for Euzora.
Earl Wingard to summer at Long Beach.
Sylvia Lewis working for the 'New York'.
Phil Gerton to Europe to hunt for legit scripts.
Sam Blum got that extra insurance anyhow.
Al Trahan traded in his silver for a big gun.
Frank Miller okay again after a pneumonia siege.
Carl Byoir may handle the Atlantic City publicizing.
Theatre Guild elevator on the friz again last week.
Hans anybody been in the Chester Erskin office lately?
Paul Draper, helper, will probably go into Billy Rose's musical.
Mrs. Harry Krivit parted with her appendix at Park East hosp.
Eileen Elsenberg, in gray, leaves soon on an all summer job.
George Godfrey, using Martin Borden's office with a bow tie, is a Ward Moorehouse from the Coast. P. S.—He likes Hollywood.
Gardens on the sidewalks.
For a dime, the ultimate of deflation.
Jack Potter manager of the Fulton, succeeding the late Billy Muenster.
Stepin Fetchit walking down Broadway with a cane, but minus a cane.
Louis Werba's offices in the New Amsterdam building moved down two flights.
Lem Stewart, on leave from Public, is weeding the garden out in Los Angeles.
Sales conventions in Los Angeles complain there isn't a decent night in L. A.
Sam Eckman, Jr., being very British at the British Club. Ordered coffee hash.
The Irving Berlin's are seeking through the Adlonadocks a suitable summer home.
Moss Hart has returned from Europe. Did his play writing in the south of France.
Maudie DeKra back to Paree but making sure of beautiful New York public first.
Walter O'Keefe and Henrietta King will probably be in 'Ballyho', incoming legit musical.
Willie Gilbert sails for Los Angeles June 11 to join his family and stay over the summer.
Arthur Lubin comes like N. Y. to go to Catalina to try and make those Catalina weekends in the east.
The Max Winslow will be in the Thousand Islands in time to shake hands with the black bass June 16.
Unemployed apple sellers have started to try and make those Catalina weekends in the east.
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London

Harry Thurston back.
John Southern will be back just now.
Irving Harvey still on crutches.
Lillian Harvey to England for a visit.
Cat and the Fiddle's still near capacity.
Cedric Beelfrage not going into production.
Haddon Mason into repertory at the Regent.
Alex. Zevay trying to get a company started.
Fencing as a cabaret turn at the Gargoyle club.
Joe Shoenberg back at Fosters' fully recovered.
Pat Powers over, playing golf and seeing pictures.
Garland Wells, international athlete, into talkers.
Haddon Mason in the new Katharine O'Regan play.
Sound City, this burg's latest studio, plenty busy.
Harry Lachman's French picture shown at the Film Society.
Freddy Coyne came west with 190 suits and 10 in 10.
Jack Parks in the San Diego naval hospital for observation.
Leon Levy, who has been in the poundage is coming back again.
Eddie Rubin claims his brother Bernard is no doubles or twin brother.
Warner Baxter sold one of his brace of Malibu beach houses to Joan Brenner.
Mae Clark is back at Universal after a two months' tussle with a near-breakdown.
Arthur James Ogle, hubby of Nina Wilcox Putnam, makes mayonnaisse and goes to the theatre.
Axe has hit the Rialto restaurant.
Every week one of the waitresses takes a day's layoff without pay.
Dorothy Foy, who has been playing in London, is changing her name and going out for drawing room.
Screen music for Columbia's 'The Great Dictator' is being rewritten to be around the theme of 'Columbia, the Gem of the Ocean'.
Al Fellman, who was on the staff of the late Harry Retschbach, here and in L.A. is exploring the industry.
Beany near Paramount announced: 'Open July 8. Don't worry, have gone hunting, fishin' and drinkin'.'
Seach annual motion picture tennis tournament on May 23-30 and June 6 has the colony's racquet week.
Death Valley Forum is seeking a restraining order against the local weather man from withholding the sun rays after the Roosevelt hotel.
Arthur Caesar feels he is entitled to a commission from all horse racing bets placed on his horse.
Charles Di Marco, formerly interested in the Pyramid Club, is suing the Rancho Golf Club for \$25,000 in damages.
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The Hague

By M. W. Etty-Léal

Orgy of exhibitions here.
Lien Derays, Dutch Ufa star, on visit here to her parents.
Metha Eggerth, who played in German films for Paramount, sings at the theatre.
Fritz Tardaut, one of Holland's best known and popular actors, celebrated his 75th birthday. Off the stage now.
Jugo-Slavia trying to get share of tourism in Europe. Educational films on screens here at expense of that government.
Princess Juliana, heir apparent, visited the exhibition at the Hague. Buildings were formerly at Paris Col. Ex. last year, pulled down, and rebuilt and erected here.
Kovacs Lajos, the Dutch jazz band of the AVRO broadcasting, going here to Copenhagen.
Hungarian in name, it consists of Dutch musicians only.
German film stars here with their friends. Many Christians coming here with their legit company, starting in 'Cocktail', operetta by Ralph Benatzky.
Princess theatre. Renate Mueller and Irene Elsing signed by AVRO for broadcasting.

Ottawa

Leonard (Maitre) Bishop confides that he is married now.
Leo Devany took time off to attend Radio convention in Chi.
Clarence Robson of P. S. pressed into town by protectionists at local chain houses accepted 10% cut.
Oscar Hanson, g. m. of Ontario Automobile Sales, went to Detroit to round up distant independents.
Box lacrosse develops into nearest thing to murder with 24 penalties for rough stuff in first game.
Mechanical McCoy of Imperial theatre busy handling stamps of kids to see Tom Mix's 'Destiny Rides Again'.
Minority of local theatres have jumped into free-gift stunts in cooperation with jobbers and merchants.
Jack Munro has gone to the Country Playhouse, Westport, N. Y., for summer season of New York Repertory Co.
Arthur Bugg is dead. Was owner of Model theatre, Midland, for years and was noted bawler for independents.
Canadian government has loaned a car to a local theatre for the making of 'Bakump' at Hollywood and in Alaska.
Lillian Harrison, independent the actress lawyer, figured prominently in

Hollywood

Paul Ash still carrying the stock.
Danny Danker now has a social secretary.
Charles Hatch is a deputy fire chief now.
Kay Francis will jump to Europe the last of June.
Hunt Stromberg's new 14-room house is completed.
Sidney Foxe to Frisco for a week next week.
Wallace Berry catching trout again at Silver Lake.
Freddy Coyne came west with 190 suits and 10 in 10.
Jack Parks in the San Diego naval hospital for observation.
Leon Levy, who has been in the poundage is coming back again.
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Omaha

By Archie J. Baley

Joe Marion Players closed at Moon May 22.
Don Sealey of Omaha trumpeting with Freddie Barry band.
Ruth Eitting's money invested mostly in Nebraska farm mortgages.
Frank Hodek writing music for Ak-Sar-Ben den show, local Mardi Gras.
Mrs. Maude T. Smith elected member National Theatre Conference.
Carl Reiter, who died in Seattle, Orpheum manager here in early days.
Five-year indoor circus drew 40,000 patrons. Big share of receipts to promoters.
Aids will be boned for boxing and wrestling to cut out Krug Park as outdoor spot.
Commissioner Watergard proposes to ban all except local circuses and carnivals.
Maiden's 'Gladys goes-ballyho' by inviting 'Strut Jig' to preview of 'Last Mile'.
Lady Cavendish (Adelle Astaire) in 'The Great Dictator' as Austere daughter of toponch brewmaster.
Paramount 'discovered' Paul Munro's brother died in shady hotel here while 'Scarface' on screen.
Government altitude flyer, Johnny Brown, won't take money at \$25 per day plus bonus for over 15,000 feet.
Ray Felker did business at Broadway Council Bureau by putting radio station KOIL Krim at Omaha on stage as act.
Five-year-old federal court suit of Victor Newton and Thomas Leddy against film board and exchanges, charging anti-trust violation, coming up.

Mexico City

By D. L. Grahame

Biz is better. That's what head man's private secretary says in a press statement.
City heads have asked all exhibitors to close their eyes to arrange for staging vaude in conjunction with pictures.
Fanholders everywhere and women are encouraging them. Cops made a drive against beggars and streets were cleared of them for some time.
Three men and a woman who kidnapped the five-year-old daughter of Americans here sentenced to 20 years. Maximum penalty for crime under Mexican law.
Federal authorities arranging for one of the most expensive bonfires country has ever staged. Will burn 1,611 pounds of opium worth about \$35,000 seized at Manzanillo.
Mexican athletes taking part in the forthcoming Olympiad may have to pay their own fares going and coming. Various football and other games staged for benefit fund for the National Olympic committee.
Police have started raids upon cockfights, including them in illegal gambling. Some of the cockfights is supposed to be under here, but place was operating without a permit. Raid inspired by complaints from whens.
Civic fathers have ordered all stage and screen theatres to have art abundance of water for drinking and ablutions. As city shuts off water at sundown showmen must replenish to last through night performances.
Municipal government favorably disposed toward proposition made by Society of Mexican Dramatic Authors that special shows at pop theatres be held monthly in stage and screen theatres for the lower classes. Authors say they are willing to forego collecting royalties.
Dueling still in fashion. Two hot-headed lads fought it out the other day in an abandoned cemetery. One lost the tip of an ear; the other received a nasty slash in the face. On the way to the doctor they met the wedding procession of the girl who caused all the trouble.

Montreal

Rialto Gardens dance hall closed. Montreal statues not to be cleaned. Local cranks to be used on same bill as their 'Sentimental Bloke'.
Fergus Grant still brown from work on 'The Great Dictator'.
B. K. Sandwell writing joyously on depression.
Montreal's golf course at low fees opened.
Grandfather Whitehead, under 30, giving \$100 to charity.
Cabarets picking up on tourist bums, especially Saturday (21).
Champagne flies at inauguration of the new Montreal-Quebec bridge.
Biggest military show since war, started May 25-29, will hit main stems.
Dominion Park missed hottest opening of year and started Saturday (21).
Rumor strong all over town that independent movie organizations here will merge this summer.
Theatre des Arts, Aliza Gayety, formerly Montreal's only burlesque house, revived with girl show.
S. Morgan Powell stages own play at Repertoire theatre. Has job of critic on 'Star' and praises players of the house.
Sella-Lobo a sell-out.
Guy Lombardo band at Indiana June 3.
Kokomo, Ind., theatre burned; loss estimated around \$20,000. Labor troubles.
Ace Berry, formerly Circle manager, editing 'Grand Hotel' in Pittsburgh.
The 'Star' comments favorably in an editorial on ordinance legalizing picketing.
Frances Daley will play the lead in 'The Great Dictator' at Keith's present 'Good Guy' show.
War Memorial plaza turned into location scene when 'Brown of Culter' shots were made with American Legion outfits parading.
Henry Hulse and his WLVW band on Indiana road to sell tickets buyable at drug stores for 35c. Regular admission 75c. Mary Lou Girard, local blues fair, joined the Hulse band.

Indianapolis

By Gene Haynes

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Australia

By Eric H. Gorrick

Winter brings out the beggars. 'Frankenstein' premieres in Tasmania.
Effite studios working on musical talker, 'His Royal Highness'.
Theatrical players in Auckland, N. Z., have hurt picture trade.
Harry P. Muller in town and unattached. Muller formerly American actor, now in vaude.
This year's Movie ball will be sponsored by the 47 Club, Australia's liveliest publicity organization. Hosts: G. Lawton and Herman Flynn in charge.
G. U. T. extends by securing 20,000 shares in Birch-Carroll-Coyne circuit. Queensland has the highest interest Wintergard and Majestic theatres in Brisbane.
Hoys' turning out a local screen mag for use in theatres on their chain. Mag sells at 2c the copy. W-T have been issuing a program mag for some time.
Radio contract held by Stuart F. Doyle, Sir Ben Fuller and Frank Albion, expected next month. Expected that Government will appoint a special board to deal with the radio situation.
Maurice Maugham is again trying solo management with revue in Sydney. Diamond has gathered to produce a musical comedy, besides producing, also conducts the orchestra.
Maugham is again tried, worked as far as South Africa and act's representative cabled asking prospects for Australia tour. Bakers were given the morning and rap was advised not to make the trip here at present.
G. U. T. has arranged for clips from their Cinesound newreel to be screened in England through Pathé and in America through Universal. Local reel is in opposition to the Fox Movietone produced in Sydney.
Fox will 'play Over the Hill' over the entire Hoyt chain as an extended season attraction. Stanley Kubrick, producer, personally is making the special publicity being gotten out for the picture, together with the Fox publicity.
Greater Union (Extension) Ltd., recently formed in Melbourne with a capital of £100,000, now has directors include Edwin Geach, W. G. Layton, Stuart F. Doyle, H. Y. Russell, S. J. Barry and G. Allen. Company will be a unit of Greater Union Theatres. The entire capital has been fully subscribed.
New Zealand movie producer recently passed a bill under Board of Trade Act, empowering a prohibition on the exhibition of films in theatres in that country. Idea is to prohibit building theatres where the Commission declares that the audience already in operation are sufficient for the needs of the populace.
Effite studios turning out a series of local shorts to be used on same bill as their 'Sentimental Bloke'.
Theatres booking through Effite will be the only ones in Australia playing an entirely all-Australian program. Tom Holt, g. m. of Effite, will be the only one in Australia who will book the pictures direct with exhibitors, thus eliminating releasing agents.
Imre Pallo, opera tenor, took a large degree.
Alvaro and Gustav Froelich here on their honeymoon.
Ica Lampel, Miss Hungary 1932, studying seriously for stage and screen.
Annual National Fair putting a little wind in the drooping sails of Budapest shows.
Gaby Relle, operatic star, back from Berlin to do German engagements in her pocket.
Louise Konyi, Kiraly theatre chorine, happy owner of lottery ticket which won \$100,000.
Emmerich Kalman, the composer, here, will probably write a light opera to be produced at the Budapest opera house.
Ilona Tittos, dramatic actress, may take over lease of Belvaros theatre in Budapest.
Maria Szeleser, Belvaros theatre actress, in headlines all over the town. Discovered during a private gallery during a private performance in Parliament.
Varosi theatre rechristened Paladium by new manager-producer, Bernado Weiss. Will play vaudeville and operettas. To open in September with new Kalman operetta.
Mihaly Erdelyi, most versatile actor in this town. Has written book, lyrics and music for operetta. He is now directing one of them, acting the leading part and designing the decorations in Bellicetto theatre.
Varosi company produced 'My Fiance, the Scoundrel' on its own. It was a success. New manager-producer starting to redecorate the house, company must quit the premises and transfers to the Playhouse with successful musical.

Jersey Shore

By Wes Nötte

An epidemic of amateur shows. Candy shows selling song sheets. Dancing follows the boxing shows.

Kearnsburg. Pine Tree Inn, Eatonstown, opens with a floor show.

Jack at Red Bank. Mickey Walker's caribuncles sent him to the Red Bank show business.

Long Branch Forest reopens his Long Branch Forest reopens his Long Branch Forest reopens his

the Hardy D'Esta Rhoads puppet show playing the schoolhouse.

Rus-Syl, mind reader, a one-week booking at the Strand, Red Bank.

The Gleasons convene at Asbury Park and leave Elbies in the hotels.

Boxing opens May 27 at Long Branch with Jerry Casale promoting.

Howard Mallen, formerly of vaude, running for Congress at Leonardo.

Earl Mack, once of Ziegfeld shows, lives alone in a fair Haven bungalow.

Katherine Alexander, starting a stock company in the Red Bank Elks' Club.

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Katherine Alexander, starting a stock company in the Red Bank Elks' Club.

Bradley Tommy Phelan's act, takes part in amateur shows whenever she can.

Jack at Red Bank. Mickey Walker's caribuncles sent him to the Red Bank show business.

Long Branch Forest reopens his Long Branch Forest reopens his Long Branch Forest reopens his

the Hardy D'Esta Rhoads puppet show playing the schoolhouse.

Rus-Syl, mind reader, a one-week booking at the Strand, Red Bank.

The Gleasons convene at Asbury Park and leave Elbies in the hotels.

over and fell upon her feet, injuring her. She sued an Odd Fellows lodge, by whom she had been hired.

The five wise men of New Bedford, Mass., show business are brothers and they operate the State, New Bedford and Empire theatres.

They are Barney Fisher, Harry, Frank, Martin and Jack. They just observed their 10th anniversary in theatricals by acquiring the Empire.

Conny Fitzgerald, five years business manager of the Cape Playhouse at Dennis, Mass., has joined the Surry (Pa.) Playhouse with William Sauter will direct the first two Surry plays, and Lionel Bepko will produce the rest. Leighton Bollins plans nine weeks season opening July 5.

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CHITRE

Phoenix

By R. L. Rhodes

Strand plays 20c any time. Marco soon to visit Phoenix. No more vaude at Rialto here.

Albert Stetson's new Reno swank. Joyce South (Penfold) driving Packard-8.

Box theatre inaugurated, Saturday. Fox theatre, p. a. for Fox, back from visit to L. A.

Eliminated from contest for Miss Phoenix of 1932 held at Orpheum. Wesley Knorr, publisher of local paper, back after short stay in N. Y.

Delmas-Lawless Players out at the White's open air theatre not drawing.

ART Zickert, Public publicity department here, quite a power in local Lions club.

George D. Crissey, former manager of the U. P. bureau here, writing in Reno.

Will Rogers slated to accompany Olympics Public Air Tour. Party expected here May 21.

Ralph O. Brown, manager of the A. J. B. theatre, attending funeral for his father.

The Old Country Club, town's latest, now looking for new location. Milton Dender conducting orchestra.

Cornelius Vanderbilt, Jr., stopped here on return to east to cover the state democratic convention.

Mayor Fred J. Paddock, recently elected, cutting city's expenses and planning a new budget for next year.

A spotlight on the ticket-taker at Rialto is used to good effect. She was seen in last year's beauty contest.

Bill Turnbow, author of "Under the Capitol Dome," local political columnist, here to give a talk at N. A. newspapermen.

Fox theatre managers in Arizona made a new location for business discussion, headed by Albert Stetson, division manager.

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newspaper interviews during one-day stand here.

Loop. The derived little benefit from Parent-Teachers' national convention with its 5,000 out-of-town delegates.

Harold Kaplan, Minnesota manager, commuting from Lou Breese's summer lake home and complaining about cold there.

As result of six weeks' notice to musicians, town stirred by rumors that the big ace Minnesota is to close. Local Public officials silent. RKO Orpheum has two weeks' notice posted.

Loop

Joe Cody back in town agitating. Slot machines are disappearing around the Loop.

Leo Spitznagel blew to Cleveland on a business trip.

Bern Bernard expected in this week from New York.

Dick Bergen, concentrating on Peoria vaude situation.

A. J. B. theatre, discussing on new B. & K. policies.

Joe Sherman back after a long season down in Cleveland.

Arch for blood transfusion, B. & K. chat, on his way east.

Tom Carmody is still waiting to see about the new sketch.

Dave Dublin all set as local film indie as Dublin Productions, Inc.

Joe Sattle, leaving from St. Louis guest conducting at the Chicago.

Still talk that A. J. Balaban will be back in show business this fall.

Ray Verice, leaving from St. Louis, leaving the construction dept. at RKO.

Summer resorts around here, plugging downtown with parade floats.

Leola Lipstone got back on his feet long enough to go back to bed again.

Abbe Cohn getting ready for another shot at exhibition with another theatre.

Julius Tannen out with a cold for two days, leaving the college inn struggling without him.

Joe Weiss claims things are so tough in the ghetto they're using "sawdust" to make the same time.

Ben Serkovich pulled up here for two days on his way east, visiting the folks at home the same time.

Bill Young has spent so much time clocking radio records that he's sick, walks and sleeps by stopwatch.

Loop getting first constant view of the upper city as the debt cars for signatures on their "Beer Week" drive.

That spiffy fountain in Grant Park is operator through motion picture film reels which produces the color effects.

Freddie Frolics' put on by unemployed actors at the Majestic a few weeks ago, is now playing decorated in the town.

While Woody English, Cub shortstop, was busy stealing bases, his car was stolen outside the ball park.

Blue-Gown girls, at that, because he wasn't looking.

Ben Ehrlich, the bright legal light of this town, was suggested for the Otto Kruger part in "Counselor at Law," and Ben was almost back to work to play it better than a lot of actors he knew.

Moral support to the \$50,000,000 prosperity loan plan being proposed by William Randolph Hearst is being lent by the Chicago Theatre Managers' Assn. or organization, headed by J. J. Garrity, local Shubert rep, which has endorsed the loan to Congress.

Reno

Max Beer-King Levinsky scrap rooms as possibility here about July 25.

Tourist getting pretty thin so far, little money or class in evidence.

Sam Garrett twirling ropes at club, but twirling ballyhoos for rodeo here in July.

Restaurants cutting prices and wages despite loud wails of local cooks and waiters.

Reno Trap club opens new traps and claims have best layout on the Coast for busting blue rocks.

Lake Tahoe resorts commencing to open and hope to get somewhere with lower prices and more ballyhoos.

Looks like Bill Kyne is going to pass up holding race horse meeting in Reno this year. Cost him plenty last year.

Local contractors get slap in neck when California contractors flock to Reno and underbid 'em on street paving and highway construction work.

Automobile camps, equipped with hot and cold water and clean sheets, are putting crimp in Reno hotel business. More than 26 auto camps now operating here.

New Haven

By H. M. Bohne

Pete Loro taking up golf. Freddy Mack in for chin-fest. Abe Fardoll, not out yet.

Whatever became of Marty Dale? Day Salsman has screen ambitions.

Sal Spinnell took nosebleed from a pit player.

Max Berman still has the same old story.

Jack Markle mistaken for a Shubert usher.

May McGrath making a rep as a monologist.

Barney Rapp becoming a regular first-nighter.

Ross Ponsole on mend after op. in local shop.

Harry Cohen's wife sees nine films.

Midge Fately damaged a paw on Par. stairway.

That Eddie Weaver-Russ Spang 'singing' stunt.

Milton Shubert into Stony Creek to catch trout.

Bottom-oriental orch into Wilcox's for summer season.

Harry Burman's symphony, a sell-out and a knockout.

Local pianist, Curleye, which folded in Bridgeport.

Eugene O'Neill, Jr., wins Noyes-Corbin prize.

Gaming wheel operators at Savin Rock lose out in test.

Mansford Ford, dance spot opens season of name orosen.

David Fardoll on final directing assignment for season.

Mole, from left, left Freddy Scoville, two pounds lighter.

Film Row presented Regina Morgan with microphone.

Looks like Bill Barry has lease on College and Crown corner.

Red Early claims he cats regular to a local corp. locally.

Edm City Players folded with Three Live Ghosts May 23.

Local artist, left, Fred Scoville, drawings of himself by Russ Columbo.

Jack McBride steps from hoofing into a legit role temporarily.

Alphonse Brown, voice gets thicker, his hair gets thinner.

Ralph MacGowan, from Coast south to a local corp. locally.

William Yale, newspaper and advertising man, died here May 12.

H. H. Hafford-Fordster staged Players' Shubert layout in Branford.

Joe Candullo, conductor Seven Gables Inn band, breaks out as m. c. Mac Santos, from New Britain to assume Roger Sherman worris.

Lenny Hayton and Eddie Lang plan to enter Olympics-broadjumping.

Arthur Lake has some swell pictures of Dixie Lee among his souvenirs.

They're running m. c. climbing trips to summit of Dick Nease's dog.

Bernie Hynes resigns from Arthur Hershock's club.

Frank Johnson collects autographed photos for his prospective ball-and-chain.

Edna Crooby in audience at "Hitch-Hop Everybody," which slammed radio racket.

Tom Brown hops to New London Georgia to dish out entertainment for summer to the millionaires.

Newark

By C. R. Austin

Bonnie Finkelshtein qualifies as WB's Bing Crosby.

Ben Weshner won a necktie for an honest inebriety.

Marion Roberts and Jimmy Faughn have decided to do it.

Two of the best of William (Lafayette) to get one of his tabs for local WB house.

Elliott Kahlon chairman of the membership committee of the Warner Club.

Lay Perkins at Proctor's last week dropped from number 4 to number 2.

Gerry Yorman is authority that Warner Club has eyes as attractive as a 24-sheet.

L. T. Russell, owner of the station, has won a month's vacation in California.

John Lyons of Bloomfield now managing Film Club, the Alice-Managing Film Club.

Campanaro Lutz of Universal is over here once a week. Last week he was in the Stadium for an Orpheum benefit.

Nat Mutnik of the Castle, Irvington, promoted \$2,000 worth of furniture and biggest business house has ever known on a Monday.

Squabble between Eddie Sneider and Russ Columbo, an executive editor of the "Ledger," has been settled without letting blood.

Local radio won the last weekly prize, a radio, in the Kalmine contest. He is also leading for extra credits in the grand contest.

For the opening of Warner's new house in Ridgewood, Louis Brager has one local paper tied up with a long and under the same street paving and highway construction work.

One-hour parking law is being strictly enforced. Even Eddie Sneider can't get away with any more and his car is garaged, if true it has ever been under a roof.

New England

Copy deskers and newshounds wondering about vacations.

Now there's a minnie bowling at the New Haven Club.

Benjamin F. Tell, conductor of a new military band formed on Cape Cod.

Horse thieves stole two ponies from a carnival in Bossy Mills' home town, Newburyport, Mass.

Days H. Brand, actor of "The Turn of the Screw," by turn by donating his Lyric, Athol, Mass., for unemployed benefit fund show.

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R. I. that politicians are addressing theatre audiences, urging the need for registration.

Susan Glasgow has offered a \$50 reward for the return of her pet dog, missing from a friend's home in Plainville.

Sate crackers nicked the Norwood (Mass.) theatre safe for \$300, two days' receipts. Theatre 100 yards from police station.

Public closed the Broadway, Springfield, Mass., for the summer. Was playing four acts and double features on split week, only stage show in city.

Cleveland

By Glenn C. Puffen

Willard C. Patterson's in town. German film house has folded; no biz.

Fourth and last week for "Grand Hotel."

Ruth and Fred Kaiser, pianist, anticipating.

Art Catlin of Stillman back from vacah in N. Y.

"Sam Bradley to put on 'Precedent' in double theatre."

George Gould's bartitone is Plaza club's new sensation.

Closing date again postponed by Playhouse to May 29.

George Williams coming back to New China May 27.

Dorothy Frank, dance groomer, laid up by appendicitis.

Bob and Bebe Daniels make co-star in Ohio's stock.

Liv Lanning, resigned from Palace skating rink, to manage Cameo under new grindtown policy.

Stephen Stevens to manage Cameo under new grindtown policy.

Frankie Burns' pater coming from Italy to look over his millery.

Fifth year on Goodline boat opened by Dick Reed's band.

John DeWitt, ex-Palace assistant, now selling golf balls.

Art Wolf back from Manhattan convention with identity names.

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San Francisco

By Harold Beck

Carl Scott to Salt Lake for Columbus.

Robbe and wife idling at Walkie.

Bill Kye off to Kansas City for the race.

Arthur Ward back in town with his glided horse.

"Sheriff" Hickey prowling around town with a bang, politically and otherwise.

George Munson, Fox musician, marrying Cora Wilson.

Sid Goldtree took to bed after his disappointing Vancouver trip.

Marjorie Young (Carmelita) of K.P. rode in the Salinas rodeo.

Arnold Seymour promoted to ad manager of Emporium dept. store.

Samah-gang pony season over at Taboran; resopens next September.

Harold Wright, manager of the State, Hollister, elected to city council.

Walter Armstrong and Bob Powers looking for theatre decorations.

Ed and Peggy Fitzgerald have taken a house in Sausalito and commute daily.

Sam Goldwyn's brother, Bernard Goldfinch, in court to legally change his name to Bernard Fisher.

In addition to his Fox exec duties, Charlie Thal shoots for a magic stone with an exploding pencil.

Frut of the Disabled Vets boxing bouts at civic auditorium drew big house of 8,000 with gross of \$4,238.

Bill Ferber up from Hollywood to collect his commission on Al Jolson's \$22,000 for a week at the El Comodoro.

Jim Riley took a couple of his Simpex projectors out to Shriners' hospital to show the crippled kids a flock of pictures.

Two oldtimers who died this week were Almes Fallon, known to legit as Almes Fallon, and Fred Young, old Tirollo opera singer.

Hilda McGinn and Pat McCarthy are selling telling hundreds of phonographs that theirs is the California Theatre Association offices.

Charles Cunningham, staging "Lovelace," showed his booters all the routines he knew and had to spend the rest of the day in bed.

Bill Hensen, Cunningham's brother, of Ole Hansen, former Seattle mayor.

B. M. Mayer and Raoul Walsh were here for the U. S. Chamber of Commerce convention, and Mayer served as secretary.

Chief Justice and Director of Finance Vandegrift for a fishing trip. They will take them away from the city May 27.

Stage shows are about to make their exits from local cinema. St. Louis already without vaude and burlesque have eight weeks' notice to musicians pending decision. Leaves only Fox, which is in hands of receders.

Principals chosen for Many Opera include Yvonne D'Arle, Charlotte Eastman, and Nellie Hall as prima; Guy Robertson, Leonard Ceasey, Allan Jones and Clifford Newhall as leading men. All-St. Louis chorus of 80, first production June 6.

Street car strike open until at least June 1. Theatre managers tickled.

Joe Pollock out as p.a. at RKO St. Louis. Jack Reed succeeds him.

Liberty closing its run of foreign and unusual American films. Fans no go for them.

Scotchman, Cornell, while not breaking any records here, doing as well as most legit attractions this year.

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Washington

Nick Altrock priming an act.

Pat Rooney, entertained at the Press Club, new gas-free taxi for James Hay, Jr., entering a 'Who's Who in Radio.'

Rialto closed for the season; no cooling system.

Tom Jones promises the press a shrimp creole dinner.

A. K. Shippe leads the Chamber of Commerce to a shad bake.

Maion Peters and Jack Connolly collaborating on a screen script.

Ringling Brothers turn-away on two performances; grossed close to \$70,000.

Moe Glazer, of the financial pages of the Philadelphia "Record," back on the Post.

Musicians' Union bought a ritzy piece of property on 16th street for new headquarters.

One Munson, ingenue with the National Theater Players, contracted to sing over the air.

Freddie Sherman Juvenile with the National players two seasons ago, back to play a special engagement.

Merrill Rogers, author of Jane Cow's new play, "Thousand Summers," Senator Bob McFollette's hereabouts.

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Westchester

By Al Crawford

Stock out at Westchester, Mt. Vernon, after 47 weeks.

Yonkers block-aid campaign secured \$25,000.

Pine Tree Inn, Tuckahoe, classed pine house, is no more. Stripped by Feds.

Escaped ape from Playland circus caused jungle hunt in Sound towns. Recaptured.

In last Digest poll Ossining won 88% wet without the aid of Warden Lawes' boarders.

Cherry and women's clubs seeking to sidetrack roller skate marathon headed for Yonkers.

Failure of public support of County Center activities threatens to close the big auditorium.

County operated attractions at Playland out 16 to 100 by Director Frank W. Darling. Concessions considering.

Anti-prohibition movement in Westchester seeks to enroll 100,000 women who will talk and vote for bigger and better beers, etc.

Summer stock at Beechwood theatre on Frank A. Vanderbilt estate at Scarborough, N. Y., closed.

Frank Buchanan, latter Little Theatre man from Philly, directing.

Edith Barrett, Eric Dressler, G. P. Jones, Beatrice Harford, Dorothy Sands, Rowland Drew and Edith Van Cleve engaged for summer stock at Playland.

Philo, Lawrence Fadms, Mt. Kisco, Arthur Strömberg stage manager.

Pittsburgh

By Hal Cohen

The Mike Klinks thinking about adopting a baby.

Margie Nelson off to Chicago for a nite club date.

Charles Harris outgitting his penthouse with a gym.

Teddy Joyce now in "Frisco as a musical comedy star."

Karl Krug's two-week press work for Friars' Frolic all in vain.

Jerry Wyllie never wore a sperry while conducting an overture.

Phelps Twins back at Penn, their third visit to town in less than a year.

George Young "shoving" off "Yor" Philly to spend the summer at his beach.

Della, roadhouse, making another stab at summer trade with Etz Coyote's band.

Gene Sheldon guest conductor for a day of John McNulty's "Press dramatic club."

Joe Shuman, "Post-Gazette" city ed, now carrying a little Irish terrier, under the mugs.

Charlie Davis, golf already getting threatening letters from anonymous friends of slain racketeer.

Raymond, who had eight weeks' appearance in "Pinaford" at the Nixon, was applauded for fully two minutes.

Charles, the feather's officially here; Harry Brown has blossomed out in one of those white flowing ties.

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San Diego

By Lon Smith

Double bills at nabes.

Marble machines all over town.

Coronado Tent City to open soon.

Boatlegging songs here on street corners.

Sid Fuller's book, "Decade in Blue," doing nicely.

Supporters' club has taken on an official nurse.

Tom Armstrong out as manager at Mission Beach.

Fox Orpheum offering two features for two bits.

Edith Barrett, Eric Dressler, G. P. Jones, Beatrice Harford, Dorothy Sands, Rowland Drew and Edith Van Cleve engaged for summer stock at Playland.

Fox house giving away electric refrigerators to drag 'em in.

Mike Lustig covered so many recitals and concerts music week he got dizzy.

Baron Long reported to have bought out of Boston interest at Agua Caliente.

Unemployed musicians' concert in Ross auditorium, music week feature, drew less than 150.

Joe Dryer circled the opening of his new "Frisco" display rooms with entertainment prizes in everything.

Extra \$900 tax imposed on Tinkling saloons by Mexico City making it plenty tough for the small spots.

Los Angeles

By M. W. Hall

Gaiety closed for summer.

U. L. Players close season with "Kempy."

Richmond Club has leased Edgewater Garden for summer.

Truman Stanley, National player, out of town for two weeks at the J. W. Rogers, pressage for Brown theatre, removed in economy drive.

Samuel S. Friedman, mgr. Kentucky Hotel, made colonel on Gov. La Follette's staff.

Headed out at Loew's Theatre even does without maid in ladies' room now.

Harry Ringham, son of Times-C-J publisher, is father of boy, although personally under quarantine.

Roscoe Fawcett, Minneapolis publisher, held up at Brown hotel, \$175,000, attending Churchill Downs races.

Albert Meranda, prosecuting atty. of Clark county, across the Ohio, to visit Dutch in the races held at Jeffersonville dog track by Falls Cities Amusement Co.

Johnny Hoagland, pressage for Grand Opera here weeks ago, engaged by National to build up stock patronage.

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Montgomery

By Tom Hall

Marathon dance hurting biz.

Strand has staff of new faces.

Going Places

By Cecelia Ager

'Scarface' Glowing Heroine

An actress is lucky to crash the screen in a Howard Hughes production. It guarantees her the attention of the industry besides the full realization of her picture possibilities. One Hughes alumna, Jean Harlow, has done exceedingly well by herself and her alma mater since graduation. She is now a post-graduate course in the same institution, amazed her friends with her sudden new grasp of emotion, and now Ann Dvorak, a Hughes daisy, has taken her place, ready to outstrip her predecessors in bringing glory to the school that gave her her start.

'Scarface' has been a long time reaching the theatres. Meanwhile, Miss Dvorak has gone to work for Warners and her 'The Crowd Roars' and 'Molly Louvain' beat 'Scarface' to Broadway by several weeks. Though faint traces of the novice blur the job as a whole, her ease in 'Scarface' she looks lovelier, her hair is coiffed more interestingly, and she acts with more truth, more sympathetic appeal, more alluring femininity than any of her subsequently made films.

Her emotional scenes are written right on the brink of ranting melodrama, but she keeps them on the safe side of conviction with a natural skill and understanding that experience alone can never develop. She gets the very best studio co-operation in 'Scarface,' and she merits the best.

Karen Morley too blooms in 'Scarface,' keeping the promise she made in her earlier releases. She too is warmer, softer, far more heady in her charm than ever before. She looks lovelier, too, in this picture. Before, her appeal was all cerebral. Here she's lazily feline, and while she remains a little too well-born for a blonde moll, she has enough pliability to offset it. Near Palango, east as 'Scarface's' mother, makes of her a heroic, infinitely tragic figure.

Snakes at the Roxby

The Roxby sees the East as a territory alternately infested with dancing girls and snakes, and to the Roxby these two groups sometimes merge into one. In this week's stage shows, 'Gems From the Orient,' Patricia Bowman starts as the trained cobra of a huge Indian fakir painted on the backdrop, a viper who dances on a high platform supported by the magician's fute.

Soon Miss Bowman throws off her snake skin; it's a confining garment which interferes with the best execution of a good snake-hips. Skin-colored leotards permit a wider and lower latitude of movement. Snakes have taken undue credit for a dance which has none of their lazy indifference.

Xoxxyettes can be individual snakes or one great big one. They're equally effective either. They're conformed in green and blue tight-cuts with snake skin markings, they come writhing out of the fakir's snake basket a gigantic, dangerous python, a python with the fascinating ability to get itself into one mathematically straight line and kick with magically acquired legs. When it's all tired out, it curls itself around a spiral ramp places center stage and goes to sleep bathed in green and blue lights to intensify its murky menace. A versatile, fearful monster, this snake made up of thirty-two equal parts.

The ballet corps continue as nice girls in the Orient, first cavorting about with birds of bright plumage, later temple dancers posturing through an Oriental routine whose bizarre formations suit the pagoda outlines of their costumes.

Elissa Needs Care

Elissa Landi is still waiting for the opportunity to turn the Great American picture public Land-conscious. 'The Woman in Room 13' sways them no whit from their fealty to Garbo. Miss Landi has valuable material in her carving a sizeable niche in their screen affections, but she hasn't been able to get going. She needs production encouragement and care; she's received only publicity.

Manner—that quality for which Hollywood actresses strive so desperately, radiates from Miss Landi with no trouble at all. The owners want to be thought perfect ladies; Miss Landi couldn't stop being one

even if she wanted to. She's bona fide. She's wholesome, too, with none of the priggish innocence that fastens on the screen's good little ingenues, and she has a healthy sort of beauty that could be made very desirable. If only by contrast with the agonized, sickly faces currently worn by the important stars out of their deep respect for Garbo.

For the screen, however, these individual Landi attributes have to be accented; they must be clearly defined. Miss Landi needs sympathetic costuming—clothes essentially simple and undetailed, garments of classic Grecian line, stylized coiffures delicately sculptured to the shape of her head rather than the prettily indefinite hairdress she now wears and which deprives her of the necessary photographic individuality. Her voice and diction are pleasant to hear. They have beauty and style. She must match them with her appearance if she's to ensnare fan attention.

It's a much restrained Myrna Loy who plays the half-hearted villainess in 'The Woman in Room 13.' She's become less opulent of figure, acting, and eye make-up, and as a result of her return to naturalness she's acquired sympathetic appeal.

Hollywood

(Continued from page 6)
vich, will probably be in Constance Bennett's Two Against the World.

IATSE Threatens U
IATSE locals issued a strike ultimatum against Universal on the use

Did You Know That—

Edgar Allen Woolf has a Roman sunken bath in his Hollywood home...pulucesse Dorothy MacKail wears a lovely pink tulle gown, with petals, at the Paramount this week...her hair cut is unbecoming tho...Ledova's jazz ballet is a peach...Miriam Hopkins is in rhapsodies over her adopted baby...Tashman's back in town...Lily Damita, too...Ruth Chatterton looks lovely in a filmy gown with a shoulder effect of ruching, in 'Rich Are Always With Us'...Freddie Astaire lunched at one of the local speakeas the other day with an unusual looking blonde...Rufus Le-Maire is expected in these parts this week...Herb Crick-shank was, at one time, American Consul in Ireland...Marian Spitzer returns soon from the Coast, with bangs...Ines Courtney was a riot doing impromptu clowning at one of the Beverly Hills parties...the Roy Roystons are in town after touring for months with the Fred Stone show.

of \$48-a-week assistant film editors to operate projection equipment, \$54 job. Universal obeyed.

Sullivan Super 'Train'
Charles Sullivan gets supervision of Radio's 'Deportation Train.' Paul Stein will direct. Story in adaptation by Ben Markson and Casey Robinson.

Stagehand Sees Union
Sid Rostor, 21 years in the stagehands' local, is asking \$40,000 damages over expulsion for working under scale at the Music Box last Christmas. Claims the local sent him and three others to the job as an excuse for ousting.

Uncommon Chatter

By Ruth Morris

The MacKail Approach

Dorothy MacKail favors the old-style personal appearance frack for her debut on the stage of the Paramount Theatre. She doesn't agree with other visiting film stars whose displayed Vionnetts and Chanels show that Hollywood knows a thing or two about the houses of grande culture.

Miss MacKail is satisfied with the American cinema product. She endorses yards of pink chiffon, draped over satin and floating from a high, girlish waistline. Pink petals catch at the skirt and cluster coyly at the shoulders. For that expensive note, there are rhinestones tracing a modest but diaphanous neckline. Miss MacKail sings pleasantly, dances in the good company of the David Bines Ballet and two efficient partners, and chats goodhumoredly with Jack Benny.

When she becomes less conscious of her visible audience the ex-Ziegfeldian will improve an agreeable personal appearance. Ledova's dancing is of the sort picture audiences like. It's chic, well-defined and smartly costumed. It isn't troublously modern nor it is humor too subtle. The ballet works in smartly with the mood and character of her numbers.

G. S. K. Humbled

George Kaufman has reason to discover this week that life isn't all milk and honey. The legend comes with the bad. 'Of Thee I Sing' is honored by the Pulitzer

Prize Committee; the 'Butter and Egg Man' appears on Broadway hoked up as 'The Tootfoot' to the grinning enthusiasm of Joe E. Brown. There must be some thorn in the flesh of even a Pulitzer Prize winner.

The Tootfoot could very well be that thorn, if Mr. Kaufman is one to burn over the misinterpretation of his rich, searching satire. The poor Butter and Egg Man, brought to life by Gregory Kelly, has been done in by conscientious Mr. Brown, who batters down humor with a slapstick.

Ginger Rogers is faced with the ill-fated fall of deeply in love with a slow-thinking cowboy who prizes ten-gallon hats, goes a-walking in seven-league boots, releases resounding western whoops through Grand Central Station. Like that happens only in the comic strips. If audiences don't believe her, it's not Miss Rogers' fault. Her make-up, performance and costumes do as much as they can to carry on the plot with conviction.

It's a Blonde Menace Now

When Vivienne Osborn played nice parts in pictures she wore dark hair, evenly waved and conservatively moulded. That, evidently, is the proper Hollywood coiffure for a neglected wife and tender mother.

Now that 'Two Seconds' has made her a villainess of the first rank, she has become a light, fluffy blonde. The transformation may have been planned as contrast to her vis-a-vis, Edward Robinson. It may have deeper significance. Hollywood may be cherishing the notion that, while all the bad ones, brunettes are the nice girls, the neglected wives and tender mothers, and that blondes are not to be trusted.

Miss Osborn screens beautifully under her newly acquired blondeness, fluffs out her hair, flaunts her showy costumes, and upholds the malign theory about fair-haired ladies. She bites deeply into the malice of her part, sustaining it through prolonged dialog sequences. Gladys Lloyd (Mrs. Robinson), Helen Phillips, June Gittelson and Jill Dennet contribute carefully typed atmosphere.

O.K. On Two-Fisted Phone

It isn't fair for a British picture to come out with a flat endorsement of American telephones. It smashes the best Hollywood traditions. For several years American fanfettes have been told that there's nothing quite so smart as a foreign telephone—the smartest houses in cinema Mayfair have them.

Now comes a British film, 'Reserved for Ladies,' that sponsors the crude, two-piece Bell product. Is the American telephone 'chic'? Is it being taken up on the Continent, just like the Eclair, the do? 'Reserved for Ladies' throws no light on the dilemma.

In other respects, 'Reserved for Ladies' is extremely British. It has a gay, condescending attitude toward its plot. Things happen easily, without untoward excitement. Events slip quietly to the Alps with a cast that remembers to give 'kiki' its smart, requisite 'h' sound.

The two principal girls are British to the core—one very outdoors and straight-forward; the other soft-spoken, vain, deeply interested in beautiful Mayfair fiction. Elizabeth Allan and Benita Hume screen beautifully and give excellent performances that need not be mooted by Hollywood.

LENA RIVERS

(Continued from page 37)

her. And quite coincidentally Lena's real pappy is a next door neighbor and he has a good looking ward who falls for Lena. The finish is as obvious in the end.

Betty Blythe is good looking but presumptuous in the role of a society woman and Joyce Cowley's acting is too automatic. Miss Henry looks a comer from her work here. James Kirkwood and Beryl Mercer start out in the end as they should. Miss Mercer's role is a brief one. She soba at the opening, smiles in the middle and dies towards the finish. Kirkwood is solemn throughout. *Ragn.*

Women on Percentage

A condensed review in points on the women of the stage mentioned hereunder. None can rank over 10 points on a single item, nor over 100 points in total. There are 10 items covered by the reviewer, with the named points opposite each player's name. Slight comment is added.

	Richardson	Robinson	MacKail	Cooper	Ledova	Franklin	Dorothy	Smith	Gracie	Points	Comment
PALACE											
Grace Hayes.....	8	8	9	8	6	8	8	10	83		Finished exponent of chatty songs wins audience with facial charm and an unusual routine. Inadequately costumed.
Queenie Smith....	8	10	9	8	6	8	10	8	77		Light song and dance turn enlivened by a musical comedy personality.
Jean Hubert.....	5	6	8	10	5	6	10	10	79		Assists her brother's knock-about dance routine and provides a surprise finish that clinches applause.
Madeline Killean..	8	8	10	9	5	6	8	8	72		Song and dance girl who plays ably dumb to accommodate Milton Berle.
Dorothy Ryan.....	8	8	9	8	6	7	8	8	69		Straight woman who assumes a large share of the act's responsibility.
Una Cooper.....	5	8	8	8	6	5	9	8	67		Steps out of line for two proficiencies, poorly groomed specialties.
Bessie Dudley.....	6	8	10	7	5	7	8	8	67		Harlem hot-stuff spotted against a hot band.
Loretta Dennison..	5	6	10	5	5	6	8	8	64		Bland mistress of ceremonies whose self-confidence would be substantiated by trimmer costuming.
The Misses Colleano	5	9	8	8	5	4	8	7	64		Contribute specialties to round out the acrobatics of one large, happy family.
20th Cent. Revue...	6	7	8	9	5	7	8	8	62		Brisk and youthful dance line helped by novel presentation.
Addie MacPhail...	9	10	10	7	6	5	8	4	62		Adds beauty and style to the Arbuckle monolog.
Dorothy Fitzgibbon	7	9	8	8	5	5	6	7	60		Should study her good points and improve her wardrobe.
STATE (Girl Crazy Unit)											
Frances Upton....	9	10	10	5	6	7	6	6	70		'Chic and agreeable ingenue whose grace rates more opportunity for dancing.
Floria West.....	7	8	8	7	5	4	7	7	61		Registers nicely as the one specialty dancer in a production crying for specialties.
Hazel Roumaine...	7	9	8	7	5	5	6	7	60		Willful, but inadequate for the hard-boiled role made memorable by Merman.
Chorus	7	8	6	5	4	7	8	0	60		Routines fresh and blithe for vaude house audiences.

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15 YEARS AGO

(From 'Variety' and 'Clipper')

Walter Wanger was proposing a spectacular production of a fairy tale to be toured in the fall for the Red Cross. Generic title of 'Once Upon A Time' with a new story, each year, first to be 'Snow White'. Figured it to go into the as yet unopened Capitol.

Julian Eltinge and Al Woods split their contract. Eltinge wanted to go into pictures after six years with Woods.

Circuses were having trouble getting lots. All under cultivation for war provisions.

Ziegfeld was planning a \$5,000 for the premiere of the 'Polles'. Then back to \$3 for the run.

Theatrical Managers Protective Assn. were talking about a lunch club. Got \$10,000, but never raised enough.

New 'Polles' included Will Rogers, Bert Williams, Walter Catlett, W. C. Fields, Eddie Cantor and Fannie Brice.

Raymond Hitchcock in 'Hitchy Koo', premiered at Atlantic City. In support were Grace LaRue, Bill Rock and Frances White, Leon Errol and Irene Bordoni. Play favorably received both there and later in N. Y.

N. V. A. was reading its first big benefit.

George White, who had quit dancing to go into production, had taken Emma Hag for a partner and was back in vaude.

Elde Fay, whose death had been reported four years previously, bounced in on N. Y. Had been in Africa and India.

50 YEARS AGO

(From 'Clipper')

Weather in late May turned warm and a lot of people went to Coney Island but nothing open. Season officially opened Decoration Day, but July 4 was the real start. No one dreamed then of half a million people down there on a warm April Sunday.

'Clipper' expressed doubt that any variety team of two or even four persons ever commanded \$400 a week.

Showman tried to borrow a battleship from the U. S. Navy to anchor at Coney Island and show for an admission fee. Navy had no battleship to spare, so the idea was off.

Neil Burgess presented 'Joshua Allen' of 'Wife as a successor' to the 'Wild West Bedou'. Not much of a play but it introduced the treadmill device in which a horse and buggy, with the horse in motion, remained on the stage for the entire second act. Later, Burgess collected large royalties from Klaw & Erlanger, who used the idea for the chariot race in 'Ben-Hur'. Burgess held a patent on the device.

Barnum & Bailey were considering taking the show to England for four months. Steamship company offered to take the outfit over and back for \$30,000. Plenty of money for those days.

Maggie Cline got a medal when she closed at the London theatre.

Forerough played his circus in Philadelphia and gave the receipts to local charity. When he saw the papers that the gross statement was false. He did \$39,115 on his week and bettered \$14,000 on his best day. No love lost between them.

G. A. Farini, who had the human cannonball act on the Barnum show, notified J. B. Davis, W. C. Coup and Cooper & Jackson against infringement. Everybody doing it.

Inside Stuff—Pictures

After notifying all producers that it was considering either licensing or arranging for a reciprocal basis the use of its new bi-lateral sound recording system, Metro had to back water and issue orders that no information regarding the new system be given out until it found out how it stood on patents.

According to all sound contracts issued by ERIPI any improvement in sound, no matter which studio makes it, the discovery, can be used by any other studio. Improvement on sound is open to all studios in the same manner as automotive improvements made by members of the National Automobile Manufacturers Ass'n. are available to all members.

According to sound engineers Metro's system is not new, having been used by Fox and several independent producers as far back as five years ago. Bi-lateral recording means that both edges of the sound negative are used for recording. After the film has been run through the sound camera, it is then reversed and the other edge of the film used to pick up sound. Film is then split, both halves being used, for the cutting. While it does not improve sound it cuts the footage of sound negative in half.

Understood that Metro sent out its invitation to other producers to use the system, before it had thoroughly gone into the patent angle.

A \$50,000 legal action brought by Arch M. Bowles against Fanchon and Marco for an accounting of profits in that connection was amicably settled recently. Several years ago Marco sent Bowles a check for \$1,000 telling him it was his share of the profits of the organization.

Bowles at the time sent the check to Harold B. Franklin, who was v.p. of the F. and M. concern and head of Fox-West Coast, inquiring whether it would be okay to accept. Franklin replied in the affirmative. However, for a long period Bowles failed to get any more checks, so suit was threatened by Bowles. When Spyros Skouras took over Fox-West Coast he heard of the difficulties between the two men. Arriving in San Francisco with Marco in his entourage, Skouras told Bowles and Marco to go into an adjoining room and settle their differences. In 20 minutes both came out smiling. Skouras asked what happened and Bowles replied that he had settled for \$2,000. 'I have a good mind,' said Skouras, 'to fire you for letting that guy talk you out of the money. You should have gotten the full \$50,000.'

When Garbo refused to attend the Coast premiere of 'Grand Hotel' at the Chinese, Sid Grauman thought the way was clear to put a Garbo stunt. He hired the best of the numerous Garbo doubles stalking through Hollywood, rented a chinchilla wrap, engaged a distinguished looking actor, and rehearsed them in a scene which Grauman felt sure would be the first of its kind.

With a battery of cameras picking up the arrival of the celeb, Grauman planned to plant one fake camera and as the phony Garbo proceeded up through the Chinese outdoor foyer, she was to catch sight of the fake camera, march up to it in a mounting rage, knock it down and stamp on it. Day of the opening, however, the unaccountable leak regarding the idea reached Garbo's manager. He circumvented the wily Sid by phoning him three hours before the opening that Garbo, herself, had suddenly decided to attend the theatre. Faced by the presence in person of Garbo, Grauman hastily cancelled his carefully laid plan, but she never showed, and now Grauman is waiting until he plays another Garbo picture.

Camerasmen, as well as newspapermen, like to alibi when they are scooped. Unique in excuses of the newswired boys, however, is one concerning the Lindbergh case.

In their projection room editors, getting a first glimpse at film copy, came upon a clip showing a rival set in the act of grinding on a situation which was represented in the official release as the spot where the Lindbergh baby was discovered. While the rival cameraman was being photographed, the boy who was framing the alibi came into his own records.

This is a fake. We are right on the outskirts of the Lindbergh house. I am saying this so that you will see I am on the job and that we are not being beaten.

Courtenay Terrett's work on an original for Ruth Chatterton at picture angles was rewarded by an assignment to go to Sing Sing and talk picture angles with Warden Lawes on '20,000 Years in Sing Sing'. On his return his contract was up and with his agent, Al Rosen, the writer negotiated a new agreement with the studio.

Signing it later, Terrett spotted a six weeks' layoff clause which had taken no part in the conversation. He pocketed the signed copies, swapped remarks with Darryl Zanuck, and walked. Terrett later returned for two weeks to finish the original. Meantime, Rosen said a piece result of which is he's barred from the Warner lot.

All newscasts caught the Akron ground crew fatalities, but with the exception of one, Hearst, edited the gruesome end of the two men who fell to their death.

So strong was the reaction to the complete views of the Hearst camera, virtually close-upping the bodies as they thudded to the ground, that both the Capitol and the Embassy pulled the clip after one projection. Fox editors are said to have opposed using the tragic plunges, but Hearst interests supposedly insisted that this footage be included for general release.

Indication of how slim a margin American film companies figure on for some European countries is given by the current trouble in Czechoslovakia. Government there wants a straight \$400,000 in imports of feature film. U. S. companies claim that paying that amount would practically wipe out possible profit in the country and are ready to close offices there rather than pay.

Attitude is that by breaking even, or making a slim profit, the film companies are satisfied to hold on to the market, but if having to take a loss, it's off.

A month after meeting with Felix Faust over exhibitor charges that Metro-Goldwyn had not lived up to a 25-30-35 national sales policy, elite organs of indie exhibitors are taking up the quarrel with other indie units.

A statement being issued by the MPTO of Eastern Penna., Southern New Jersey and Delaware charges that the Metro conferences failed because of poor exhibitor representation.

Howard Hughes is being requested to muzzle his press agency on the Coast. Publicity containing slaps at censors and against the Hays Organization are not altogether responsible.

United Artist sales department, according to a letter dictated by Al Brittain, complains of having had more trouble distributing 'Scarface' than any other picture in the company's line-up for some time.

Adolph Tamish, who was active in Coast theatrical and picture business from the financing end, is reported again going into action. For a number of years he was interested in the financing of independent pictures made by Charles Rogers, Asher, Small and Rogers, and Hunt Stromberg.

Understood that Tamish is now furnishing some of the finances for Rogers' pictures, which are to be released by Paramount.

Metro's seven year contracts carry the usual optional clauses for Metro. None for the engaged talent. Which means Metro can dismiss

Inside Stuff—Radio

NBC's Chicago sales force is trying to tie up the Commonwealth Edison Co., on a program idea that it claims will stimulate the consumption of electric juice beyond the usual bedtime hour. Promotion department discovered that the light company's output took a substantial dip during the Amos 'n' Andy signoff, which is 10:15 p. m. locally. NBC salesmen say they have a mystery serial that will keep the sets humming a half hour beyond the usual turnoff period.

Investment in time, talent and production over WENR would be between \$3,000 and \$2,500 a week. Commonwealth execs seem inclined to doubt the possibilities of this experiment.

Next few weeks will tell whether the networks will be forced to take it on the chin over the summer or whether there will be enough business to tide them over till fall.

Renials on commercials are being held up by the majority of the air advertisers pending congressional action on the tax bill. If the commercials decide against renewing both NBC and CBS will have immense time gaps until the fall weather rolls around.

Widow of Carlton Coon, band leader who died in Chicago of an abscessed tooth, is receiving \$200 weekly as long as the Coon-Sanders orchestra continues in its present booking at the College Inn, Chicago. Band leaves that spot about June 15.

Name of Coon is being eliminated completely from the orchestra, which will in future be known as Joe Sanders and his Original Night Hawks.

Will Rogers' cancellation on the Ziegfeld-Chrysler-CBS broadcast Sunday (23), and for the forthcoming 'Ziegley' airing (29), was mutually agreed upon between the comedian and Advertisers' Inc., agency for Chrysler.

Rogers was under an agreement to appear on four Ziegley broadcasts. Each of the two previous periods on which he appeared created some trouble. On both broadcasts he ran overtime and was cut short in the middle of his talk. He was also offered by telegram to 'be funny'. Rogers had in mind upon studying this time feeling that he couldn't do himself justice in so brief a time.

Pete and Aline Dixon's 'Raising Junior' series set a literary record for the air during its 19 months' stretch on NBC. Writing the script as well as playing them, Dixon pounded out 436 episodes and over 1,000,000 words.

Amos 'n' Andy deliver approximately 350,000 words a year, without participating in the authorship.

Inside Stuff—Music

Sundry complaints from the music bunch who are always complaining as a general thing, only more so of late. They point out that the biggest song plugs sell to sell the least, particularly the rhythmic type of numbers. These make for okay performers' material but don't mean anything to the publisher.

The writer concurs and then argues that if he essays to write something else it won't be published. So he writes along the same general lines and the publisher proceeds along the same g. l. to land the same old plugs which don't sell any sheet music for him.

Jack Denny is the song publisher's delight. Music men say that even in his struggling days up in Montreal at the Mt. Royal, the now Hotel Waldorf-Astoria maestro wouldn't even accept a special orchestration, claiming that his success is just as dependent on the song material as vice versa.

This differs from many a band which sniffs at the average printed arrangement and holds out for special orchestrations or the \$50 necessary to defray the cost thereof.

One publisher is said to have a pretty fair 'in' with an ad agency. At least this firm's songs are continually authorized to be listed by the bands on the radio account, one of the foremost handled by the agency.

Band leaders declare they either receive a written notice to include this publisher's tunes on their broadcast or a wire to that effect comes through the day of the program. Others are phoned for the same purpose.

Publishers declare the matter of a uniform contract with writers is but a matter of minor importance in comparison to other matters with which the music industry is confronted.

With business still to pieces, say the publishers, the first consideration is the proposed increase in radio license fees. Let that be straightened first, they urge.

Shapiro-Bernstein, for some time against publishing an optimistic cheer-up ballad, has finally accepted one for publication.

It's 'The Clouds Will Soon Roll By,' authored by Harry Woods and George Brown.

Sammy Fain was trying to sell Jack Robbins a ballad. Robbins was undecided, called up his wife and had Fain sing and play three choruses over the telephone. Robbins said: 'I like it.'

Publisher's frau said she likes, so Robbins took it.

under the longterm at any time, but the talent is given no leeway for release under the terms of the agreement.

Salary payments under the lengthy agreement are provided for in slight increases at the end of optional periods. The graded pay is contrasted more according to the starting sum, like a \$150 salary to commence may wind up in the contract at the end of the sixth year at \$600.

No jurist's mind has as yet passed upon this seven-year contract in litigation, there having been thus far no litigation over it.

Not commonly known is that the Warner distribution department is the last word on theatre operation in New York and Brooklyn for that company. Joseph Bernhard, Warner theatre operator, has nothing to say concerning the Metropolitan group.

Abe Warner, over distribution, is the appeal for Harry Charnas, Manhattan operator. Bernhard is over everything else in a WB theatre wa'

Press agent for one of the film companies heard that a staff cut was likely, so went immediately to the head of his department and asked to be allowed to resign.

Head exec, becoming suspicious that the lad had another offer, talked him out of quitting and promised a raise. And the p. a. is more solid than ever.

Instructions from the Coast on many press stories to be released by Columbia in New York is that they be sent out in the east a day after Louella Parsons, Hollywood Hearst chatterer, breaks them in the west. New York office usually abides by these orders.

Coast and east. Louella Parsons is breaking the yarn and that N. Y. should follow a day later.

Agencies All Show Losses; 'Buys' Taboo as Producer Finance Aid

Ticket agencies along Broadway have been running in the red almost without exception and the brokers are wondering how they can longer they can take it on the chin. Another lean summer looms. Several shows figuring to hold over are withdrawing, weakening what strength there is in the premium ticket field.

The total loss among the agencies is estimated at \$100,000 since Labor Day. That seems a conservative figure. The complaints of the ticket men appear to have been justified particularly when compared to seasons when they cleaned up. One agency with hotel connections admitted that for five straight years the net was \$150,000 yearly. Not only are theatre tickets counted in the net, but at the time there were million-dollar fight show gates.

Agency Angels Out
In other seasons ticket brokers were more or less a factor in the financing of productions, advancing money on tickets to be used. Such funds were obtained by some managers of standing even before the show opened and this season, too, a successful producer was able to raise all his share of a revue by that means.

With the brokers wondering how they are going to go through the summer, showmen can expect little aid for that source. Some of the agencies have expensive quarters on Broadway and even with the rent known to have been reduced in some instances, the brokers are operating close to the cushion. Highest rent goes for McBride's, whose headquarters is said to call for \$75,000 annually.

Agencies got a bad break in a stipulation that covered the buy on 'Vanities.' Earl Carroll required the money for the last two weeks of the season to be deposited with him. When the show (closed) vacated the Carroll (now Casino) and moved to the 44th Street, the arrangement was found to be a bad one. Ticket men say they never got their money back. Most recent sock is the financial tangle at the Globe Theatre. Tickets for 'The Cat and the Hat' were sold to the agencies in two weeks in advance. Court proceedings tied up the box office and money for returned tickets has not been refunded. On the other hand, ticket men say they are going to get a settlement on this week's tickets, they don't know. Show in moving from the Globe to the Cohan creates the problem.

There were not enough solid success stories for the agencies to counter losses that in other seasons were accepted as normal. Good tickets for stand-out shows always command high prices and the spending power of theatregoers has weakened more and more recently. Agencies are hoping for a break. What they can glean from major ticket events has been a slow show and the summer outlook is under par. Biggest outdoor event is the Sharkey-Schmeling fight, but tickets close to the ring are expected to fetch the prices of other days.

Only agency rated out of the red is Leblang's. What with the premium department and cut rates that agency is claimed to have broken even this season. However, clerks will be laid off four weeks without salary.

Powers Walks, Taking His New Play to B'way

Louisville, May 23. Tom Powers, leading man with National Players, was unwilling to work on a profit-sharing basis and closed his engagement with the company. He plans to take the play to Broadway.

Walter Vall, formerly with the Brown Players, here, has been engaged in Powers' place beginning Decration Day. Vall's film career is believed to have built a draw here.

LANDE GETS 'PRESSBURG'

Arthur Lubin, legit producer now with Paramount on the coast, has sold his option on 'A Trip to Pressburg' to Irving Lande. Latter will do the show next season.

William A. Drake will adapt 'Pressburg,' written by Leo Perutz. Ray-Miner Corp. previously owned the show.

CRITIC'S PLAY TRYOUT

Fritz Blocki Piece Gets Extra Nite Show at Chi. Studebaker

Chicago, May 23. Trying for a professional production of his play, 'World Between,' Fritz Blocki, critic of the 'American,' will get closer to his goal when the piece will go on at the Studebaker for one night, June 6.

Musical Art Council, of which Mrs. Ernest Byfield, wife of the Sherman hotel owner, is president, is guaranteeing the rental of the house, while the author, director and cast are donating their services gratis.

Play ran for four weeks at the De Paul University little theatre, downtown, with the players aided from the school as well as the director, David Ickin, head of the dramatic department.

Cleveland Stock Bids For Stars, Looking to New Circuit Attempt

Cleveland, May 23. Instead of Lou Tellegen, Donald Brian will be opposite Ina Claire in Robert McLaughlin's stock 'Reunion in Vienna' when it opens in Cleveland. The 29th annual rep season at Ohio May 29.

Tellegen was originally slated for the 'Reunion' but his change was made before rehearsals in New York started. Miss Claire not seen on stage since 'Our Betters' in 1928, is scheduled to do eight weeks in 'Reunion' on West Coast under Belasco & Curran after local date. Tour of play, using most of cast here, to begin June 20.

Cleveland producer, in an ambitious plan, says he is approaching Walter Winchell in California to play the columnist in 'Blessed Event.' Whistling Dark with Percy Helton and Alice Brady is 'Morning Becomes Evening' are definitely lined up for local stock ventures.

McLaughlin, with Sam Manheim as business partner, is again planning to establish a chain of stock houses for the south. Ohio here is production headquarters. First tried it a year or so ago, but plan fell through. Promoters are reported to have already got options on the theatre in Chicago and New York. Plan is to install resident companies in each city, with a system of traveling stars playing their original roles.

SUBSCRIPTION MERGER SCHEME HITS A SNAG

Plans worked out several months ago for the merger of the out of town subscription forces of the Theatre Guild and Shuberts, are going awry. If not closed within the next 10 days, the deal will probably be off for good.

Principal reason for the failure to get together is the unwillingness of the Shuberts and Erlangers each to put up \$10,000, with the Guild's \$10,000 aid have supplied \$30,000 to cover the expenses of the organization.

While the Guild-Shubert merger does not affect the proposed formation of the National Bookings Office, the single circuit now in the offing those working on the merger state the solo circuit has something to do with the plan. The plan is on the theory that the Shubert and Erlanger men working on a new circuit feel that if their idea goes through, the new circuit would get the Guild bookings any how, and also would have the Shubert subscription audiences to book.

Fund of \$30,000 was to cover preliminary expenses, including publicity, promotion, and the opening of offices in the subscription cities. Understood the original scheme to book Guild or Erlanger shows in Shubert theatres and Shubert or Shubert affiliated shows in Shubert theatres, with all attractions playing to the combined audiences, had been changed.

Hair Cycle

Hollywood, May 23. Trying to line up the traditional blonde, brunette and red head for a stock tour to play 10 weeks in Honolulu, William B. McCurdy found nothing but platinum blonde available in the film town. And waiting for that chance in pictures. McCurdy's greatest shock was finding his favorite character woman had also gone Harlow.

LEAGUE-UNIONS SCALE PARLEY

Theatre League will move for a twofold object around the middle of June when a revised contract between managers and stage hands is laid before the T.P.U. No. 1. Contract change is one object; the other is that the League will try to get the union to recognize it as representative of the legit production field. Present contract expires Sept. 1.

League previously tried to do some business with the unions, but couldn't. League was told no contract existed between it and the local union and the latter didn't recognize the League.

National I.A.T.S.E. convention opens in Columbus second week in June. Immediately after the convention, League will try to negotiate.

Managers have been meeting regularly during the past few months on the labor question. Managers are said to want not only a wage scale reduction, but an improvement in other employment conditions.

'BOAT'S REVIVAL IN '32 EQUALS PAYROLL OF '28

Ziegfeld's revived 'Show Boat,' originally debuting on Broadway in January, 1928, discloses that almost every principal in the original cast has progressed in professional standing, with the result that salary increases as a result of which the show net for the revival of 'Show Boat' is about the same as the original. It may be a little more, considering that Paul Robeson's \$1,500 a week is almost three times the \$500 Jules Bledsoe, the original 'Ole Man River' singer received.

Paul Robeson has progressed tremendously in pictures, her present \$1,000 a week exceeding her 1928 figure of \$750. Dennis King is on a cut, around \$1,000, where formerly Ziegfeld guaranteed him \$2,000 a week against 10% of the gross in 'Three Musketeers.' He, with Robeson, are the sole replacements, King succeeding Howard Marsh.

Helen Morgan's \$1,250 is about the same; ditto Eva Puck and Sammy White's \$1,250. Norma Terris' \$500, Charles Winninger is even with his original \$1,000, as is Aunt Jemima, at \$500.

Ziegfeld's revival of 'Show Boat' is said to have been inspired by a burn against the critic who threw raves over 'Ole Man River' and 'Face the Music' and deprecated Ziggy's 'Hot-Cha' as old-fashioned.

The producer came back with ads and statements that if 'Hot-Cha' is old-fashioned so is 'Show Boat,' and they went for the latter for almost two years; furthermore he revived it with many of the original cast as possible and they'll go for it again.

'Show Boat' at the Casino is only in its third week, according to present intentions, with Ziggy planning to send it out on tour featuring Paul Robeson.

Erna Jones Collins must be back on the Coast in a month for a picture. The others, Helen Morgan, Aunt Jemima (tied up by radio broadcasts), Puck and White, Dennis King, are all expected to be able to 'essay' the road tour.

Hast Turns Coast Agent

Hollywood, May 23. Walter Hast, former eastern legit producer, has turned agent. He joins the J. G. Mayer forces here.

One Legit Circuit, One Pop Chain Figured as New Season Line-up To Avoid Week-Stand Opposition

LOOP 'EVENT' ANYHOW

Shuberts Held Up Show in Chi But It Goes via Stock

Although an old Shubert deal made it impossible to send 'Blessed Event' to Chicago for June 5, there will be a loop production of the show. Harry Minturn has secured the stock rights of the attraction to do it shortly. It may go into the Adelphi as first was intended when the Shubert deal cooled the proposition.

Shubert arrangement provided for the show playing Shubert theatres, with Shuberts wanting the play for next fall. Contract doesn't interfere with Minturn's production, which comes under stock classification.

Irving Pichel's Solo 'Pastures' Ignores Author

Los Angeles, May 23.

Despite warning against infringing the copyright of 'Green Pastures,' Irving Pichel gave a one-man performance of Marc Connelly's play at the Philharmonic Auditorium last Monday (16). Reading here, day and date with the San Francisco opening of the original company at the Columbia, is due for probable court explanation.

Despite the warning and damages against Pichel is threatened by Harold A. Fendler on behalf of Connelly and Laurence Rivers, Inc., authorized producers. Co-defendants named will be David Stearns, Lissauer, his Liberal Form and the Auditorium theatre management.

Pichel gave his protean reading before a fair-sized audience that had paid \$1 a head, although he had been cautioned to remember the copyright laws in letters from Ben H. Atwell, business manager of the 'Pastures' company, and Fendler, Los Angeles attorney for the Erlangers.

Pichel started by informing his audience he had been warned not to give the reading. He explained that he and Marc Connelly were great pals as boys in Pittsburgh, then went ahead with the advertised rendition. Implication was copyright means nothing between friends.

Auditorium is next block opposition to the Biltmore, where 'Pastures' is booked in for June 13.

'SUPPORT' STARS QUIT PHILA. 'ELECTRA' DATE

Philadelphia, May 23.

There was plenty of turmoil in the ranks of the organization that is reviving the Greek tragedy of Sophocles, 'Electra' for a single performance at the Academy of Music Thursday night.

Mary Stewart French, socially prominent New York woman, is sponsoring the play with Blanche Yurka, with everybody working on a cooperative basis. First stories (Sunday 15) in the local papers had Miss Yurka named as the sponsor, others as 'her supporting cast.' That caused all kinds of howls from the players. Late last week, several changes were announced, including the withdrawal of Lawrence Tibbett, Patricia Collinge and Dorothy Gish. Illness was given as the reason for Miss Gish's decision, but in the case of Tibbett, circumstances over which he had no control, was the only explanation.

Miss Collinge's withdrawal which came late Friday was not explained at all.

The substitutions are McKay Morris for Tibbett, and Katherine Alexander and Katherine Hepburn for Miss Gish and Miss Collinge.

Plans for the formation of a single legit circuit, one pop chain, if not hot. The situation in its several phases appears to be: (1) New circuit which would take in Erlanger and Shubert theatres particularly out of town. That would eliminate opposed bookings in the week stands.

(2) Possible withdrawal of Judge Mitchell L. Erlanger from the show business. He has indicated that he is desirous of retiring again. Marcus Helman is mentioned as the head of the Erlanger activities and the proposed new circuit.

(3) Proposed formation of a pop priced circuit. Plans for legit shows of a certain type to be presented at 75 cents with legit at matinees and 12 to 14 performances weekly.

There is little doubt that road conditions can be bettered if the stands other than the legit keys—New York, Chicago, Boston, Philadelphia and Detroit—confine the bookings to one house. It looks okay for Erlangers and the Shuberts to work that out. Lesson that can be learned from their hands turned back through the receivership which they have the right to put into a pool with Erlangers'. That also applies to some houses known to be controlled by the Shuberts personally out of town or which they are reported seeking.

The Shubert receivership theatres may enter the deal on the principle that a new single circuit would be able to control bookings of the better shows on Broadway and elsewhere. The single circuit Office is the name said to have been chosen for the new circuit. 'It has it that \$30,000 is needed to float the scheme, but what the money is needed for is not clearing the amount seems insignificant in light of the extent of the plan.'

Indies Freeze-out Proof

The new single circuit is to the dependent theatres are available in single circuit. Because so many in New York and elsewhere, it is hard to see how they could be shut out from bookings. The single circuit would have to extend unusual terms favoring indie productions to corral them. That the indie houses would get to play the indie is certainly a deal that shows would have to play the circuit's Broadway houses in order to secure road bookings is discounted. No booking office has 'from-bookings' yet. The single circuit thing, little chance that a Broadway hit would be refused bookings and if so it would be no trick to secure indie theatres. That was proved long ago when certain attractions disappeared both from the Shuberts and Erlangers and the Shuberts and rented theatres out of town.

Another field may open up to show bookings. It is the picture business that is looking for new season. Bookers have been asked to consider picture spots and it is stated attractions will be welcome in many stands that shut out shows in the past several seasons.

A booking specialist views the single circuit coolly principally because there are so few shows in the legit field. The situation opens the Shuberts and Erlangers' there are just 12 attractions in sight for early bookings—June 1 when the next season's routes are generally well set. If the situation opens up and attractions in an appreciable number come along, hard to see why another circuit could not be formed in opposition to the proposed single circuit.

The talked-about pop circuit would consist of 37 weeks and would counter vaudeville and picture houses. A showman who has considered the angle claims it is probable Equity would permit two performances daily for pop priced shows because it would afford work (Continued on page 70)

Leslie's Cast Called

'Clovins in Clover,' Lew Leslie's musical planned for Chicago, ended rehearsals Wednesday (18) upon Equity's call. Lew Hearn and Ed-Ed Ladd, head of the company when the producer failed to post a bond. Shuberts were supposed to be backing the attraction.

Globe, B'way Legit Spot, on Block Due to Tax, Mortgage Default

Latest Broadway theatre casualty concerns the Globe, which in its 27 years of existence has housed many brilliant stage successes under the direction of Charles B. Dillingham. Upon application for a divorce as plaintiff, the house owned by the holder of the second mortgage, complications arose which embarrassed both the theatre management and 'The Cat and the Fiddle', the current attraction.

Dillingham was reported about with a nurse in attendance and the doctor ordering no mention of the theatre's difficulties be made to him. Several checks given to Max Gordon, producer of the show, by the theatre and turned over to five or six members of the cast, came back marked 'insufficient funds.' First statement was that the house owed the show \$7,000 but on Saturday it was claimed the indebtedness was \$15,000. Show prepared to move and resumes at the George M. Cohan tonight. (Tuesday), pending the cash settlement there was a turbulent week-end for both sides. The checks which bounced were signed by Henry Young as manager of the Globe. He was empowered to handle the bank account was tied up through the receivership proceedings. However his checks were given to Gordon three days before the receiver stepped in.

Mr. Brophy, attorney in the Chadbourne, Stanchfield & Levy office representing Dillingham, failed to clear the atmosphere after Samuel Baum came to the theatre and announced he was the receiver, took charge. Brophy examined Baum's order and claimed that the receiver had taken charge just 90 days before he was empowered to do so. When Baum was told he would be responsible for the house operating expenses he was inclined to withdraw but when he learned that he would be refused two days' receipts Young refused on advice of counsel. Upshot was that Gordon was left holding the bag. All he was able to get out of the week's receipts was \$2,000. Monday it was announced that the receiver would remain in charge of the Globe. William R. Girden, a really specialist acting for the receiver, stated:

'The court has authorized Samuel Baum to offer the Globe for rent for a period not exceeding one year and I have been appointed as his agent.'

A Hectic Week-End

While the show was trying to get its share of the receipts, just who was to pay the stage hands and musicians came up. The receiver said he wouldn't and again Gordon had to be the party or close show. Cost of the show for the musicians for 'Fiddle' was \$3,000 weekly, and the operating expense about \$6,000. Show's gross of \$15,000 appears not to have given the house an even break in operating sharing terms. It was claimed the Globe lost about \$800 weekly for the past month or so. Equity did not press the issue and the returned checks, the show salaries being protected by an Erlanger guarantee.

Although there had been reports of trouble at the Globe it remained for the Spear Securities Corporation to file its foreclosure proceedings as holders of a second mortgage for \$200,000. Walter Reade's reputed interest in the 'Fiddle' was not confirmed. Property was retained as one of Broadway's most desirable sites has mortgage of \$1,000,000, said to be held by the Gould Estate. A provision in the mortgage stipulates that should the house fall to pay taxes or interest on the first mortgage, the second mortgagor has the right to foreclose. Latter interest was paid by the theatre failed to pay \$12,500 interest on the first mortgage due Dec. 1, 1931, and was in arrears \$14,000 in taxes for the last half of the year.

Ticket Tangle

Globe has had financial trouble since the house was turned back by RKO last summer. Renovation cost \$260,000 which bills were paid by the boxoffice from profits early in the 'Fiddle' season. The theatre was interested due on notes which the b.o. also paid for the owner (Dillingham).

This week's tickets allotted to the agencies were paid for in advance. Brokers said they did not expect a settlement at this time,

figuring that money a further loss in a bad season. Understood that Young, who is reputed having been quite successful in building and selling houses on Long Island several years ago, put in his own money from time to time in the interests of the theatre and that about \$25,000 is owed him.

There are mortgages to the amount of \$1,300,000 on the Globe which is assessed at \$100,000 more than that figure. An offer for \$250,000 for the property was rejected about two years ago. At present the valuation is put at \$2,000,000 because of its 46th street and Broadway location.

2-FOR-QUARTER LEGIT IN L. A., \$8 FOR CAST

Los Angeles, May 23. Glendale now has a 124-cent legit with a feature picture, thrown in.

James Dillon Players in the 700-seat showhouse opened on common-sense basis several weeks ago at two bits and netted an average of five bucks a week.

But, with two for ones last week average jumped to \$8 apiece.

Armstrong Estate Wins Suit Over 'Valentine'

Suit brought by Kirke LaShelle Co. against Paul Armstrong Co., both nominators of which are deceased, to collect rights to net amount paid by the Armstrong firm by Metro for the talker rights to 'Alas Jimmy Valentine,' has resulted in a decision for the defendant.

LaShelle and Armstrong entered into a contract during 1921, when by instead of paying a judgment against him, Armstrong agreed to give LaShelle one-half of all his income from his play 'Valentine' until the judgment was met. A further agreement was that if enough income did not accrue then half of Armstrong's income on another show by his agency 'Jana' would go to meet the deficiency. Contract, however, stated that this income was to come from any dramatic productions, road shows, or revivals except of motion picture rights which had been sold before the agreement was made.

Court ruled that if the LaShelle interests were to collect from the estate of Armstrong for 'Valentine' it would be tantamount to reading into the agreement a provision which clearly was not within the contemplation of the two parties when the contract was made.

Plaintiff was granted 60 days in which to appeal.

L. A. Stagehands Cut

Los Angeles, May 23. Two legit houses, El Capitlan and Belasco, have signed a contract extension with the stagehands' local on the basis negotiated by Fox West Coast.

New scale is cut 10% on the first \$50 and 15% above that. IATSE's No. 32 has not arrived at terms in other legit spots. Cut goes into effect September 1.

Coast 'Event' Cast

Los Angeles, May 23. 'Blessed Event,' Henry Dufty production opening at the Alcazar theatre, San Francisco, May 19, has the following cast: Reginald Dennis, Claudia Dell, Isabel Withers, Margaret Seddon, Mitchell Harris, Leonard Strong, George M. Bell, James Sargent, Arthur Loft, Franklyn Parker, George Fox, Hooper Atchley, Jimmy Burlin, George Guhl, Rollo Dix, Karl Huchl, William Augustin, Ann Forrest, Russell Fillmore, Frank Perry, Milton Wallace and Sidney Jarvis.

'Barretts' L. A. Advance

Los Angeles, May 23. Biggest advance sale Blittmore theatre has had in the year is for 'Barretts of Wimpole Street,' starring Katharine Cornell.

Globe opens May 31 and house has \$15,000 in the till already on first four days' sale.

Northwest's Showboat

Portland, Ore., May 23. First showboat in these parts is being built by Walter Seidied to tour the river dorps.

The aquatic impresario will utilize the old DuWinn troupe for the summer showboating.

'Scandal's' 3 Stand-By Men in Chi Box Office; White-Union Pacified

Chicago, May 23.

After a week of battling between the local treasurers' union and George White's 'Scandals,' the jam was finally straightened out a day before the show opened, with both sides compromising. It remained for Mayor Cermak to step into the argument after the Civic Opera House received a message earlier in the week and more than 50,000 handbills were spread over town saying that 'Scandals' was unfair to organized labor.

Controversy arose when White, acting through Ben Holzman here, demanded for three of its men in the box office, while White insisting his own men travelling about the show, handle the money. At the preliminary tussle White offered to pay for three standby union men, which the ticket boys refused, saying they wanted work for their money.

Mayor Cermak called in both sides, along with James Pettillo of the musicians' union and George Browne of the stage hands, to act as arbiters. Up to that point the ticket men did not want to deal with the other locals. Pettillo and Browne recommended the compromise in view of the unusual set-up of White's show. As a result of the three union men, assigned to the house will get paid for standing by, while White's own men will handle the cash.

PENN. CHILD LAW STOPS 'BRIDAL WISE' HIT DATE

Philadelphia, May 23.

'Bridal Wise,' the comedy by Francis Goodrich and Albert Eastman which Sigourney Thayer has been trying out at the Broad Street theatre, was withdrawn suddenly Saturday night because of the strict state laws on child actors.

'Bridal Wise' opened last Monday and business was so good from the start that it was decided to hold it for a second week. No. one Saturday afternoon was complaint entered by the Children's Welfare Association who insisted on the removal of Jackie Kell, seven or eight old actors.

Since his part is an important one, with as many sides as anyone in the cast, it was impossible to give the actor a full week.

A booking for the last three days of this week in the Apollo theatre was finally arranged.

It is understood, that Marc Connelly's Pulitzer prize play, 'The Green Pastures' will not be allowed here for the same reason. It is being booked in the late summer at Atlantic City.

Claims Filed Against Shuberts Receivers

Claims have been filed with Equity by the players in 'The Blk Mask' recently withdrawn in Chicago after three weeks. Show was presented on Broadway by the Shubert receivers.

In Chicago the show played nine performances weekly, but were not paid for. The Shubert office contends that the engagement was on the basis of a stock company which permits 10 performances. Under Equity rules a company must have played three different shows to establish stock standing.

TRI-STATE STOCK

Sabula, Ia., May 23.

Brooks stock company, Jack Brooks, have made headquarters here and are booking for a summer stock season in northeastern Iowa, southwestern Wisconsin and northwestern Illinois.

Three and four day stands instead of a full week called for an itinerary. Enjoyed good season last year.

Surety Nails Brown

On Stock Co. Awards

Alliance Casualty Co. has obtained judgments against Chamberlain Brown, agent, for \$1,036.94 and \$121.17. Both claims against the caster are in connection with a recent arbitration wherein Brown was found responsible for the amounts to the casts of 'Merton of the Movies' and 'Ada Boats the Drum,' which he played with his stock troupe at the Riviera, New York.

Alliance bonded Brown and his partner, George Katz, in the venture, but contracts for the actors were signed by Brown, and it was against him alone the claims were made.

It is now up to Brown to collect from Katz.

Shubert Boys Held Out

Some Keys, Say Garrick Owners in Rent Suit

Chicago, May 23.

Every noon for the past week a photographer has set up his tripod on the curb of the Garrick theatre here and snapped pictures of the front of the house. Always accompanying the photos may have been a couple of witnesses. After the pictures have been developed the cameraman and his two companions have made a routine of replying to lawyers' calls, where affidavits duly attesting to what they did and saw were drawn up and auto-graphed.

Garrick Building Corp., owner of the theatre property, is staging these maneuvers preliminary to bringing suit for rent against Lee Shubert personally and the circuit's receivers.

Cancellation of the theatre lease, which had until 1948 to go, was made by the Shubert receivership. Shubert reps here were supposed at the time to hand in all the keys to the premises.

Garrick Building Corp. now contends that all the keys were not turned and claims that the photographs taken each day last week prove this. These pictures show window cards advertising two Shubert shows in other of their local theatre strung up around the front of the Garrick, in the entrance frames and on the door windows from the inside. To have got inside the lobby to hang these cards the Shubert men here must have used some of the keys the property owners aver. Use of the premises for this purpose and holding out of the keys constitute occupancy, the owners contend, and upon these grounds they are bringing suit for back rent.

Advertising matter involved was for 'The Good Fairy,' at the Harris, and 'Rhapsody in Black,' Apollo.

Pryor's Shubert Contract Stalls 'Event' for Chi

Chicago, May 23.

Lee Shubert used a gun of the play contract held by Roger Pryor to prevent Sidney Phillips from selling the midwest rights to 'Blessed Event' to Robert McLaughlin of the Cleveland producer ready to arrange for the play's opening at the Adelphi here, when Shubert flashed the Pryor document. Although the contract was for the ownership of the stage rights, the Shuberts are holding him to a booking agreement which includes Chicago as one of the stands.

Pryor's contract with the Shuberts stipulates that he play 'Blessed Event' in Boston, Philly and Chicago. He quit the production, which folded last week in New York, to take a summer engagement in Denver. With no other show at hand to cast him in next season, the Shuberts are protecting themselves by shelving the Pryor's further presentation until Pryor is ready to resume with it.

Wm. Walsh in Columbus

Columbus, May 23.

William C. Walsh will direct the new stock company at the Hartman theatre here beginning May 25. Jean May has been engaged as leading lady and will play opposite Victor Jory.

Walsh has been in New York for the past week assembling the company. Great Lakes Theatres, Inc., is running the project.

Salary Tax, Discount

Rate Kills American Legit in West Canada

Los Angeles, May 22.

Western Canada will see few if any American coast legit troupes as long as the present salary tax and discount rate continues. This drain on profit possibilities has kept 'Vanities,' 'Crazy Quilt' and 'Green Pastures' from crossing the border during the past few months.

Obligated to pay the cast in American currency, legit producers lose 12 to 14% on exchange in turning Canadian grosses into American salaries. In a four-day engagement on Canadian soil Ethel Barrymore lost \$300 on the exchange discount.

Canadian theatre men report that their territories are hungry for American shows, but that attractions can't be persuaded to cross the border. Winnipeg, for instance, hasn't had a show from the United States this year, although that city has been long in the market for American legit in the past.

Producers would stand a better chance of getting a profit out of their tours if the western Canadian territory were asked to let their coast itineraries, but they state that to venture there under present conditions is suicide.

EQUITY WARNS PLAYERS MGRS. ON 'BOOTLEG' JOB

The agent problem is up again at Equity. Charges of 'bootlegging' by unfranchised vaude and film agents, brought into Equity by licensed casters, has resulted in another investigation and a warning.

Warning is directed toward managers, Equity and non-Equity performers seeking engagements in legit shows. Equity's note to the producers is that members who work through an unauthorized agent, an unauthorized agent, the Council will take action against them. This was done recently when a dance team was put into 'Nikki' by the Samuels agency, the members in question drawing a suspension.

To non-Equity performers, Equity states that if they get legit jobs through a non-Equity holder, then Equity membership will be refused them and Equity members will not work with them.

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Licensed casters raised a kick at Equity on the grounds that with four times the number of agents around and the field so wide today, matters were made much worse with bootleggers stepping in.

Several Equity agents are said to be under scrutiny, but Frank Gillmore, Equity president, refused to state which ones. No statement was made as to action against Chamberlain Brown, with regard to his personal representation permit.

Swanstrom Bankrupt, Debts Total \$196,375

Arthur Swanstrom, former legit producer and half of the defunct 'Blessed Event' company, filed a voluntary petition in bankruptcy Saturday (21). Sole asset is a \$500 equity in a Rolls Royce against liabilities of \$196,375. Dr. Leo Michel holds a chattel mortgage of \$25,000 on the Rolls.

Bankruptcy appears to be a result of the 'Princess Charming' failure, which cost Swanstrom \$100,000 made up by Prince Charming, Inc., and endorsed by Swanstrom, his former partner Bobby Connolly, the Shubert Theatre Corp. and Lee and Arthur Shubert. Central Trust Bank discounted a \$100,000 note and the Chelsea Bank one for \$25,000.

Inside Stuff—Legit

Philadelphia, May 31

Latter outfit announced but failed to do a show this season.

Pinero's 'Cold June' Weak London Starter, 'Cattle' Lasts 3 Shows

London, May 23.
'Cold June' got a cool reception at the Duchess theatre. It's a Pinero play that has been offered about for several years and would have done the 77-year old playwright more good if left unproduced. Audiences found it old-fashioned.

"Dangerous Corner" at the Lyric is G. P. Priestley's initial theatre enterprise. His previous effort, 'The Good Companions', had been adapted by somebody else from one of his novels. Current affair is an unusual thriller and was well received, but its fate is still in the balance.

'Queer Cattle' at the Haymarket is a modern Enoch Arden. Almost a good play, but misses despite being splendidly acted. It closed Saturday night (21) after only three performances.

COOK SHOW PROMISING ON BRITISH BREAK-IN

London, May 23.
Nice reports are drifting in from Manchester where the new John Murray Anderson revue, 'Panfarea', is breaking in. Show starring Joe Cook, Violet Loraine and June is doing three weeks there prior to coming to London.

Managers and agents who attended the opening are enthusiastic and the local papers in their notices are encouraging.

Anderson's new London revue, 'Bowbells', folds at the Hippodrome June 4. Julian Wylie's musical 'Believe It or Not', currently in the provinces, will replace June 9. Bernhoff and Charlot are last minute additions to the cast.

Australia

By Eric H. Gorrick

Sydney, April 27.
Australia is witnessing a fight between the Federal government and the State government of New South Wales which has the theatrical managements worried.

The Federal government has a garnishee over the State of New South Wales, claiming all money sent into the theatre. Theatre managements were required, before the fight, to pay their tax to the Federal government. Both Federal and State officers say they must pay the tax to them.

If the managements refuse to pay State officers, they are liable to have their theatre licenses rescinded. If they refuse to pay the Federal men they can be prosecuted for refusing to comply with the Garnishee Act.

Opera a Smash

Grand Opera is the biggest box-office smash in this city. Presented by Williamson-Tait in conjunction with Imperial Opera Ltd, the project first was frowned upon by theatrical ally. Before the curtain rose on the first production W-T had outlaid a sum amounting to \$200,000. With the depression and a political crisis, the success of an opera season appeared to be remote. W-T lost \$3,000 pounds last year in the legitimate field.

But W-T will get their money back with the production company, which is probably the best outfit to ever come from Italy. W-T's Tait and Signor Foley went across to Italy at a time when there was a distinct slump in opera, and he signed the best of the best singers from the La Scala, Milan.

Every night since the season opened there has been a triple row of standees in stalls and balconies. For each opera so far presented the theatre has been sold out a week ahead. The success has baffled the picture managements, puzzled. They never gave opera a chance against news and horror pictures.

'Guardians' Flops

Two sudden picture flops had both the Hoyt and Grand Union managements worried recently. 'Pied Star Film' (renamed 'Letters of Fire') and 'The Guardians' have got possibly the lowest gross in this city for a long time. Each feature booked in for the first week, could only play out one week. Press praised both productions and rated each high for their brilliant acting.

G. U. T. replaced 'Guardians' with 'The Unholy Garden', while Hoyt for the first time brought in a dual feature film, 'Heck Maister Love' and 'I Like Your Nerve'. Last two not strong enough for long runs and possibly just a flit-in.

Carroll Wants Henson; Talks to Lou Holtz

London, May 23.
Earl Carroll says he has practically settled to do a musicalization of 'It's a Girl', farce recently shown here at the Strand.

Show was adapted by Austin Melford from the German and Carroll would like Leslie Henson, Sydney Howard and Melford. Signal roles they played in London, although not likely that any of them are now available. He's in Paris talking to Lou Holtz about taking one of the leads.

London Variety Houses Pooling On U. S. Talent

London, May 23.
Palladium management is thinking of talking to the Pavilion about jointly importing American acts. Palladium is satisfied to go through with it on the basis that it be given first call on the acts.

Thought likely that the thing will go through, since the Pavilion is not likely to feel that acquiescence will hinder it in any way. Pavilion relies pretty much on a transient clientele, whereas the Palladium has a regular clientele.

New attitude on the part of the Palladium managers is due to the fact it's a certainty the Pavilion is going to make a success of its new vaude policy and a working arrangement of some sort might check further newcomers.

Previously the Palladium had warned actors and acts that showing at the Pavilion would mean invoking the barring rule for the rest of the circuit.

Billy and Elsa Newell, after a fortnight at the Pavilion, opened at Holborn today (23).

Booking is a surprise in that it is contrary to the threat issued by General Theatres that newcomers would be barred on their circuit if playing the Pavilion.

London Show World

London, May 14.
First night of 'The Jack Pot' new revue at the Prince of Wales, was damaged by various property men, who appeared on the wrong side of the curtain an alarming number of times.

Marion Harris, first rate at the Duchess, next month with Charles D'Amico to connect with a theatre audience, and her star position in the revue, which was really little but a variety show, was not fortunate.

Barbette, the dame impersonator, got his quota of applause, being really good. Phyllis Monkman made the show from the acting angle.

London River Dances
Clifford Watley's Show Boat stunt, whereby a paddle steamer has been converted into a floating dance palace, and is landing up and down the Thames twice nightly through the summer, looks like being a hit.

Tables for the first week starting Monday and booked solid. Cost for dance and dinner is \$3, and the same for supper and dancing.

Watley has a scheme to start it all off with a river pageant of 50 illuminated boats.

A Tax Question

The Chancellor of the Exchequer, seated in Parliament, whether he was aware a number of film theatres had closed as a result of the heavy taxation, states he was not aware of it, and saw no reason to cut the tax.

Piccadilly Flood Lights

Piccadilly Circus, famous traffic junction of London, Bohemian capital of the world, which has been visited a million times in a million places, is to be flood-lighted. Flock of \$8,000 candle-power lamps will flood it, and it is said to be the first time in the history of the junction in the world, rivalled only by the centre square of the English capital town, Birmingham.

Dros, the famous street of the

Hall Scouting Talent

London, May 23.
Harry Hall, general manager of the Blackpool Tower and Winter Garden theatres called on the Britannic May 19 for New York. It's an annual trip in search of talent.

CLOSE IN ON IMPORT TALENT

Paris, May 23.
Considerable resentment over imported talent here recently with the result that steps are being taken to make things easier for local performers.

Local managers have been forced, by the local actors' association, to accept union contract specifications and toe the line on talent requirements. Picture studios are also being forced to limit the percentage of foreigners employed to 10%.

Limiting the foreign help in picture studios has long been a bugaboo here, especially as regards extras. Attempts will now be made to strictly enforce the rule.

6 OF PALLADIUM'S 11 ACTS ARE AMERICAN

London, May 23.
Current program at the Palladium (vaudeville) comprises six American and two Continental acts out of 11 on the bill. Nell Kelly was out at the last minute today (Monday) due to a bad throat.

Newcomers include Esther Ralston who begged off with a speech and looks sure-fire for a fortnight. Harry Foster Whet got nicely and the five Hot Shelds got over.

Luguet Home to Star

Andre Luguet left New York Saturday (12) for France to go into a French stage play at the Antoine theatre. Pierre Piece is untitled as yet and will star Luguet with Gabrielle Dorziat featured opposite him.

Luguet who was brought to the U. S. by Metro for foreign versions has just completed a six month contract for Warners playing in melodramas. He learned English while on the Metro lot.

middle of Piccadilly, was originally intended to be a separate flood-light. This has been dismissed as unnecessary.

Sir Arthur Pinero's latest play, 'A Cold June', is to be presented at the Duchess next month with Charles D'Amico.

This play is said to have had quite a career flitting among the various London managements.

England Tour-Minded
The betting craze in this country gets worse and worse. Subscriptions to the Irish Sweepstakes, which is colloquially illegal, amount to around \$20,000, most of it coming from England.

The Sweep is organized on the result of the Epsom Derby, run during the first week in June. Meanwhile efforts are being made to legalize sweepstakes in England and to stop some of this dough in the country.

Reviving 'Smiles'
Stanley Scott has taken a lease on the Dominion for the revival of 'The Land of Smiles', which was originally to have been restaged at the Dominion.

Piece opens in a fortnight with Richard Tauber in the lead again.

HARRY RANDALL DIES

London, May 23.
Harry Randall died here at the age of 72.

Randall was a famous comedian of the Victorian era.

Sen. Murphy's English Date
Senator Murphy opens at the Palladium, London, August 1 on a two-weeks' assignment. It's a return trip.

London Sees Rebirth of Vaude, Mainly in Success of 4-a-Day Policy at Rejuvenated Pavilion

London Preparing Musicalized 'Tribly'

London, May 23.
Musical version of 'Tribly' goes into the Winter Garden about July 15.

Les Seidl will handle the title role and Ernest Milton is scheduled for the Svengali part.

5 CLOSINGS CUT LONDON SHOW LIST

London, May 23.
'Jackpot' revue starring Marion Harris, closed at the Prince of Wales Saturday night (21) after struggling through ten days. Revue was a failure from the beginning and encountered financial difficulties immediately.

Cast was not paid, with the exception of two continental acts who received part payment. The stage crew got 25%.

Show was built around Miss Harris with the American singer making only occasional appearances the last few days due to indisposition. It was announced.

Biggest sufferer was Barbette, American female impersonator, who cancelled five weeks of vaudeville to go into the show.

Also closed Saturday night were Robin Humphreys, promoter of the revue, is filing a bankruptcy petition.

Prince of Wales is now leased to the Union Cinema Ltd, controlling 25 houses in England, which plans to stage a continuous revue. Designation of 'revue' is necessitated by the fact that house has a license which bars vaudeville.

Hyman, head of Mecca Cafe and Locarno Dance Hall, claims to hold a priority contract with the house and there may be a contest.

The second Saturday night were 'Man Overboard' at the Garrick, 'Queer Cattle' after three days at the Haymarket, 'Tobias and the Angel' at the Westminster, and 'The Merchant of Venice' at the Saint James.

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Licenses for Actors To Exclude Amateurs

Brussels, May 12.
To arrest the growing practice of amateur artists accepting 'crowd work' and minor roles in stage plays at cut rates and thus depriving professional jobs they need, a mixed committee of delegates of the Belgian Professional Artists' Union and of the Amateurs' Federation has been appointed.

The committee will issue amateur and professional licenses, the latter being granted only to those actors and actresses whose principal means of existence has been furnished by dramatic art during at least three years.

The Artists' Union is to fix a minimum wage for its members. Temporary licenses may be granted to beginners.

Entitled 'Our Cabaret', the second has opened with the 15 Pavilion Angels, much undressed and drawing male trade. Naughton Wayne, acting as comper, has an easy style and is becoming one of the best of the British bunch in this respect. Bernhoff and Charlot, another importation, formerly Bernhoff and Uallie, score nicely. Charlot is an improved replacement.

Eight new comedians, the dancers, really a Sherman Farber English troupe, imitate the real thing and are good enough. Ann Penn is still a good impersonator, but this type of act is being phased out.

Harry Roy's band, one of the best hot combinations on this side, backs the program.

\$8,000 Overhead

The Pavilion, with a capacity of 1,400, has a weekly overhead of \$2,200 daily on a four show basis at prices ranging from 25 cents to \$1.25. Rent at \$2,500 a week, talent, overhead and advertising, do not leave more than about \$5,000. Thus far the takings have averaged nearly \$2,000 a day and house is showing a good profit.

Henry Shrek is the exclusive holder of the indoor and outdoor rights. His publicity so far is terrific. He has even succeeded in getting A. E. Abrahams to put \$5,000 into the venture.

Maughan's New Play

London, May 23.
Barry Maughan will produce Somerset Maughan's new play. It will come in about September.

Too Many Lits

In view of the wholesale grabbing of 'Variety's' news by film columnists without even giving credit, it will probably become necessary for 'Variety' to enforce its copyright against all papers, trade or daily. The manner in which some of the columnists, as for example Regina Crewe's Wednesday chatter in the New York 'American', continuously adopts 'Variety' news without an acknowledgment forces the protective attitude.

The Los Angeles 'Examiner' also recently carried an exclusive story to the New York 'World Telegram' which that sheet took from 'Variety'.

New Chi 'Amerik' Changes

More changes in the Hearst Chicago 'American' lineup with Karl Kahn off the city desk and Bob Curley, son of William Curley, now assistant city editor to Ed Redicker. Latter formerly assisted Ernest Keller, asst. general manager of the paper. Harry Reutlinger remains as an assistant on the desk. Two new female columnists on the sheet are Mrs. W. M. Blair, society matron, and Virginia Swickde. Since the last cut of news men on the paper, which left it with nobody to cover the town, a couple of new reporters have been added.

Holland's 'Book Week'

Holland just had a 'Book Week', especially to boost Dutch books. Opened at the Hague with a literary matinee at the Princess theatre. Tedious affair consisted of a long program starting with a lecture on books by one of the 'high brow' writers. Declarations followed and then a few songs by a Dutch soprano. This lasted until 10:30 p.m. and after which the whole program was practically repeated.

House was packed, audience consisting of more literary lights than anywhere else. The Dutch dared leave during the interval.

More Hearst Coast Outs

Hearst's Frisco 'Examiner' went on another firing spree and let out Thomas Nunan, radio editor, who had been on the sheet for 35 years. Ed Charlton, marine ed., was fired after some 20 years on the paper. Nunan takes over and consolidates radio and shipping. 'Ex' planning to abandon the East Bay news section it has long since killed. Marjorie Oakland, ed., will be brought over to the local headquarters and remainder of Oakland staff dropped.

Garbo to Mooney

Fred Paisley, who has been doing a series of articles at Metro's Culver City studio on Greta Garbo, will tackle Sam Francis next for the New York 'Daily News'. He will probe into the much controverted Mooney-Billings case dating back to 1918.

'Ex' reported what angle Paisley, or the News, will take. Ordinarily liberals and conservatives divide sharply on this case.

Hearst Execs Injured

Walter J. Merrill, advertising manager of the Chicago 'Herald' and 'Examiner' and Edward G. Woods, general counsel for the Hearst group in Chicago, were painfully injured in an auto crash.

Merrill fractured some ribs and has a lacerated scalp, while Woods suffered injuries to arms, legs and jaw besides three fractured ribs. Both are at the Michael Reese hospital.

Fairbanks Jr.'s Future

Douglas Fairbanks, Jr., crashed two weekly magazines last week with fiction. 'Liberty' carried his 'Love' story and 'The Saturday Evening Post' ran 'Jr.' from the same typewriter.

Young Fairbanks' activity in literature is in line with his now that he won't sit at a typewriter, letting his fingers fall after he's through in pictures.

No Connection

Until the Albert Romelke Co. press clipping agency, dissolved there were two Romelke companies in that line. Other was the Henry Burke firm which continues to function.

Albert Romelke agency was organized in 1914. There is no connection between the two clipping agencies.

Short Shorts

The short story party, once considered a freak but in an integral part of many fiction mags, comes into its own at last. A new monthly mag called 'Short Stories' and containing that type of fiction only makes its appearance about June 5. Publisher is Lionel White, identi-

Best Sellers

Best sellers for week ending May 21 as reported by The American News Company.

Fiction	
'Modern Hero' (\$2.50)	By Louis Bromfield
'Magna Carta' (\$2.50)	By Louis Golding
'Good Earth' (\$2.50)	By Pearl S. Buck
'Maid and Mistress' (\$2.50)	By Beatrice Kean Seymour
'Bright Skin' (\$2.50)	By Julia Peterkin
'State Fair' (\$2.50)	By Phil Stong

Non-Fiction

'Once a Grand Duke' (\$3.50)	By Grand Duke Alexander
'Twenty Years in Sing Sing' (\$3.00)	By L. E. Law
'Only Yesterday' (\$3.00)	By Frederick Lewis Allen
'Story of My Life' (\$3.50)	By Clarence Darrow
'Epic of America' (\$3.75)	By John Truslow Adams
'A Fortune to Spare' (\$1.50)	By Vash Young

Ad Men as Fictioneers

From time ads big novels evidently grow. Success of Phil Stong's first novel, 'State Fair', not only a Literary Guild selection, but also being considered for the first prize in the American, the New French literary prize, again points to advertising copy writing as fine training for fiction. Stong was and still is an advertising copy writer, hitting the top spot with his first try at fiction.

Stong is but one of the many ad copy writers who have made good at fictionizing in the big way. Another recent example is a Tiffany Thayer, who, under his real name of Elmer Ellsworth, Jr., used to write copy for many advertising concerns. When his first novel, 'Thirteen Men', hit, Thayer, or Thayer, gave up work to concentrate on fiction.

Still another who gave up blurb-writing for fiction is Guy Gilpatrick, a regular contrib to the 'Stateveat' and 'Collier's', and whose short stories have appeared in book collections. Gilpatrick continued his copy writing until about a year ago when action offers proved too tempting.

Less Vanity in Print

Conditions appear to have dealt a deathblow to 'vanity' publishers. Scarcity of money, seemingly, prevents many would-be authors from satisfying themselves by seeing their stuff in print and financing the job themselves. Result that many of these writers have given up their shoe-box offices.

Happy over the 'exodus' of the 'vanity' publishers are the literary editors, who used to be flooded with their products. Disinclination to give space to such stuff, plus the possibility of overlooking something worth while, used to make the handling of this material a problem. It's much easier now.

Chi 'News' Realignment

After years of conservatism, the Chi 'Daily News' is assuming a more radical policy, cleaning house and reorganizing on general principles. One of the first moves made by Col. Frank Knox, publisher of the paper, was to let out 14 men from the news staff and other departments. Some replacements were made with ex-literary attaches. Among those out are Jim Crutcher, sports. New sports editor is Howard Mann formerly with the 'Post'.

Cutting In

An author complained of his publisher who rang in a picture agent on a film deal for the writer's story. The writer said that many of the editors, who used to be flooded with their products, disinclination to give space to such stuff, plus the possibility of overlooking something worth while, used to make the handling of this material a problem. It's much easier now.

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One and a Half

Doubleday-Doran is publishing this week the portion of the incomplete novel of Arnold Bennett together with a novelette to permit the author to pass the customary 300 pages.

The novelette, 'Stroke of Luck', is a simple story of London stage folk. It is interesting but not gripping and is rather a dull mate for the companion story.

'Dream of Destiny' apparently reaches almost midway to the story the author sought to tell, leaving the reader to figure for himself the outcome of a promising series of incidents. A young English actress scores in the States and a business man is attracted to her but fears to declare himself because he dreamed before he ever met her that they had been married with her death immediately following. Script ends before any tangible clue is given.

Figure 250,000 Copies

That sex-education book written by a British physician, 'Torch of Life', by M. R. Meade, of the London Times, whose sales have already passed the 50,000 mark in this country, hasn't returned its author a cent of royalty as yet. Book was acquired by Doubleday-Doran without an advance to the author, and the royalty statement is not due yet. The book is expected to sell around 250,000 copies.

Money earned by the book has enabled its sponsor to go in for publishing in a big way, publisher preparing a half-dozen books to put on the market. There isn't another sex-education book otherwise sexy volume in the new lot.

Aspiration!

Happiest columnist will soon be Irving Guttmann, who starts column in the 'Daily Enquirer' with the mag's July issue. Guttmann, in his early twenties, will interview the ball players in New York on 'funniest thing that ever happened to me in the ball game'.

Guttmann started on the New York 'Times' about four years ago and has always had the itch to write sports. Getting the 'Baseball Mag' job and moving the players will constitute some sort of Utopia for him.

Indicted Exposer Broke

Roy Harold Robinson, who published several issues of a financial and political 'expose' tabloid called 'Facts' in Los Angeles, has filed in bankruptcy with debts totalling \$11,500.

Robinson was indicted by the grand jury recently on charges of asking a \$15,000 loan from a loan association in return for suppressing a story.

Sun's Transients

Ward Morehouse got back to New York Tuesday (19) and immediately resumed his Broadway column for the 'Sun'.

Day after Morehouse got back John Cohen, Jr., picture critic for 'The Nation', called for Europe. He'll be gone about three months with Stephen Rathbun, dramatic editor of the 'Sun' doing the film reviews during his absence.

Real Names of Authors

Naomi Royde-Smith, author of 'The Mother', is Mrs. Ernest Milton, wife of the actor. Joan Conquest, who wrote 'The Village Pimp', is Mrs. Leonard Cooke, The writer of 'Flood of Passion', Ursula Bloom, is Mrs. Charles Gower Robinson, A. Poznanski is Alfred Savoir.

Griffin's Book

Marcus Griffin, Broadway columnist for the Sunday 'Enquirer', is putting finishing touches on a book about Jimmy Johnson, manager of Madison Square Garden.

Horace Lightwright is dicker for publication rights.

Lang Lights Out

Harry Lang is leaving his chair as western editor of 'Movie Mirror' and is starting out to see Europe.

Marquis Busby, one of Louella Parsons' legmen, is taking over the job.

Film Trade Tab

'Hollywood Review', semi-picture trade weekly, started publication in Hollywood last week with an eight page tab sized issue.

Allan Dunn is editor with Horace A. Wingard listed as publisher.

Lane's 'Cinema Digest'

Tamar Lane, who published the now extinct 'Film Mercury', is back in the business with 'Cinema Digest', bi-weekly compound of clipping from news and feature papers. Headquartered in Hollywood.

Shining Starr

Hollywood, May 23.

Jimmy Starr, local columnist, who has been following Winchell around to acquire the certain swagger, has ideas to go.

He suggested that Winchell engage in radio debate with him, the New York columnist representing Broadway against Hollywood and Starr spouting for the film town. Winchell wasn't impressed with the plan.

"Please," pleaded Starr, "It will do us both good."

—From Variety's Hollywood Bulletin.

O. O. Remains Head Man

O. O. McIntyre, with some 400 papers through the McQuinn syndicate, remains the ace syndicated columnist. Gene Cohen, whose nom-de-plume is Gilbert Swan, is releasing with 250 papers via the N.E.A. Jimmy Starr's N.Y. column is third with 200 papers via the Central Press Association.

Thereafter the drop is marked. Mayor Bennett's A. P. column is strictly theatrical and as such it's the most widely syndicated Broadway letter. The others cover N.Y. generally although bullseye on show biz. Mark Hellinger and Walter Winchell with 40-50 papers with Louis Sobel in about a dozen papers via King Features.

Expected May 21 for a swing around the European capitals from which points he'll continue his syndications.

C. F. Elise, editor of the Galton (O.) 'Daily Enquirer' for more than 2 years, has retired from active newspaper work. Put in nearly 60 years of service.

CHATTER

Hamilton Gibbs coming over. Robert Herrick back after a year abroad.

Frances Davis to the south of France.

Sofia de Bonis gathering material for a new book on Pavlova.

Rian James has a penthouse to show for his 'Topper' column.

Thorne Smith sailing for home, leaving 'Topper' behind him.

If Willie Shirfin can't sell a play or a novel, he will sell at least a column.

R. C. Hutchinson, who did 'The Answering Glory', is but 25 years old.

Campaign to get the Nobel Prize in literature for Upton Sinclair died quickly.

Doubleday, Doran reprinting the DeWitt Hopper reminiscences in a \$1 edition.

Everything that William Faulkner ever wrote being dug up for reprinting.

John V. A. Weaver wouldn't wait for his 'Joy Girl' to reach publication, and sailed.

Not Fannie Hurst but John Adams did the novelization of 'Symphony of Six Million'.

Walter T. Freeman giving Harlem the go-by for an expose on hospital administration.

Evangeline Bund will take a shack at Carmel, Cal., for the entire summer, at least.

Both Ely and Mrs. Culbertson preparing new books on bridge for summer publication.

No excitement at the American Bookellers' Association convention, which closed last week.

Much picture bidding for Harriet Henry's new one, 'Rakish Halo', and it hasn't been published yet.

Essaness' bringing in a load of fathings for insertion in their second 'Scotch Book'.

The Arnold Bennett journal comes out on the anniversary of the late author's birth.

The mystery and western fiction the most popular currently, Jackson Gregory combining the two in his new novel.

Both Pearl Buck and Stella Benson began writing about China because their husbands' jobs took them to that land.

Francis Ford has an October publication date for 'Laid in Hollywood', picture colony story by Courtenay Terrett, now writing for films.

Tony Sarg, artist and puppet-master, lived as a boy in an English village which had no toy shop or store that sold gramercies. Situation caused Sarg to make his own.

Supernaturalist of Alice Grant Roman is to have a new book published each year on June 24. Her new one for 1932 is 'Benefits of Regret', and it comes out on that date.

3,500 HOPELESS HOPEFULS

\$600,000 'Stebbins' Sponsor Demands NBC Kill New Show as Opposish

Chicago, May 23. Swift & So. has advised NBC that it would cancel the contract on 'The Stebbins Boys' program if the network didn't call off the slated debut of the new Phillips Lord show, 'The Country Doctor', for Listerine. Food packer claims similarity of background between the two scripts will detract listener interest from its own presentation.

After failing to induce the anti-septic firm to agree to a release of 'The Country Doctor' script and accept some other type of show in its stead, the network called the Swift execs in for a huddle and prevailed upon them to defer action until they heard several of the 'Doctor' episodes. Latter starts June 20 on a thrice weekly schedule and on the same network used by 'The Stebbins Boys'.

Lord wrote 'The Stebbins Boys'

and sold it outright to Swift. Show started on NBC June 22, last, with the Seth Parker originator in one of the roles and preparing the daily episodes. Couple of months after he got the program going Lord withdrew to go on a personal appearance tour.

One-Way Only

Understanding had been, according to Lord, that he would return to the show when the tour folded. But when he asked for his job back, he avers, he was told that the commercial had decided to let the program's cast and set of characters stand. Lord then started through NBC to peddle his country doctor idea, a theme that Swift claims it previously turned down.

When word of the sale of the country doctor show to Listerine came through here the packers' reps put in a sizzling protest with the network, accusing the network of taking advantage of one of its biggest customers. Income from Swift's other activities the past year figures over \$600,000, practically all of which went into the NBC exchequer.

Reaction from Listerine was to the effect that it saw no reason for giving up what it considered a good thing after the string of flop shows NBC had sold it in the past.

About three weeks ago Swift renewed its contract with the network, effective to the end of the current year, with the hook for the summer reduced from 42 to 21 stations.

Cafeteria's Radio Act Has Cody with Femmes

Los Angeles, May 23. Myrna Kennedy goes into the Leighton Cafeteria program opposite Lew Cody in the 'Bringing Up Vivian' act over KNX. Replaces Vivian Duncan. Cafeteria intends to vary the female name from time to time.

Broadcast from the eatery is featured in the ad line, 'See and hear your favorite scene stars and eat all you can for 40c.'

Perkins for Barbarol

Ray Perkins, who goes off Jergen's May 31 when that account quits the air, may switch to the Barbarol broadcast, one hour later on the WJZ network. Jergen's is on WJEF.

Barbarol is reported desirous of supplanting its present 'Singing Teacher' periods with Perkins and Peter Van Steeden's orchestra. Latter was auditioned last week.

MARSHALL'S DAMAGE SUIT

San Francisco, May 23. Charlie Marshall, NBC staff singer, and his wife have filed suit for \$55,000 against the Western Pacific R. R., the city of Sacramento and their host, John O'Brien, in whose car they were injured last November.

Marshall's were enroute to Sacramento, where singer was to make a personal appearance, when the auto upset and seriously injured Mrs. Marshall.

NETWORKS' FULL 'WAITING LISTS'

CBS' 500 'Preferred' and 2,500 'Second String' Would-Be Radio Artists—NBC's 439, Excluding Sketch Players — Occasional Calls for Some, but Most Just Wait — Auditions Fruitless

SLIM CHANCES

Radio networks have practically reached the saturation point for talent as regards numbers. NBC and CBS have a combined waiting list of 3,500 hopeless hopefuls.

Both networks have numberless applicants for jobs, having favorably passed their auditions, but who wait for months and years for a chance to break in. Some get a one-time shot because they suit a certain spot and never are called again. Others just wait.

CBS' statistics on hopefuls, many of them veteran stage artists, disclose a preference waiting list of 2,500. These have first call upon CBS openings, due either to previous radio experience or the manner in which their audition performance clicked.

2,000 '2d Stringers'

In addition, CBS has a 'second string list,' which numbers 2,000 acts. These have been auditioned by CBS and proved acceptable, but not up to the grade of the preferred acts. Those on the second string list must wait until the 600 acts on the preferred list are consumed before they might be called upon. Since CBS will in all probability utilize only a small portion of the 500 'preferred' acts in years to come, makes for the second stringers a hopeless case.

The above list of 2,500 eligibles are dramatic people only and do not include singers. Of would-be vocalists CBS has a list of 400 men and women, comprising soloists, duos, trios, quartets, etc., all of whom passed their auditions and are now waiting. These do not include musicians or instrumentalists. Like the 2,500 acts, they must wait until there is an opening.

All told, CBS during the past year interviewed and auditioned about 5,000 singers, of which 500 were selected.

NBC's 439

NBC, although limiting its eligibility list more than CBS, still has more players on its waiting list than it can possibly use in the next few years. Covering the period of the past seven months, from October to May, NBC held auditions for 1,684 out of 4,300 applicants. Those of unusual interest were given a second audition. Of these 439 vocalists, instrumentalists, novelty performers, etc., have been placed on NBC's waiting list to date. They do not include dramatic or sketch players.

Only a few acts on the CBS and NBC waiting lists have been given a spot on the air during the past year. Some received occasional calls for sketches. The majority just wait for a chance, treading into the broadcasting studios from week to week to find out.

ETHER GREETINGS

Chicago, May 23. Officials of the World's Fair intend doing things up right and with a flourish next summer. Latest wrinkle under discussion is to broadcast the reception of prominent visitors and celebs as they arrive in town, a la Hollywood premiere picture showings.

Idea belongs to Greater George Gaw, official mitter of this town. Proposition has already been broached to NBC for perusal, with the network considering the plan.

NBC's Commish on Theatre Bookings Called 'Unearned' by Self-Booked Acts

Chicago, May 23. NBC practice of levying a 15 to 20% commission on all personal appearances, even if the dates are not booked through the network's own artists service, has the talent on the chain's local list squawking plenty. Several have recently refused to toss back the divvy on the grounds that it's both unearned and excessive.

Objecting element for the most part are those playing week-end dates in surrounding Illinois, Michigan and Indiana towns. These quick-in-and-out engagements, say the protesting mike artists, aren't garnering anything near the old salaries for local extra names, and after they get through paying the outside booking agent his 10 or 15% and the network its 20% demand there's little left for the performer's private poke, after he has also subtracted expenses.

No Air Mention

With the network's taking over one local station after another for direct operation from its main studios, the lot of the radio artist out for personal appearance pickings has become tougher than ever. NBC has a rule in effect prohibiting the mentioning of such dates over its transmitters, which angle, the performers claim, has cut heavily into their theatre draw possibilities. To insist upon a hefty share of income on top of this announcement ban, without taking any part in the bookings, is an unreasonable imposition, the entertainers contend. However, many of them say, they would be willing to kick in with the

commission if the network would waive the rule against personal appearance announcements during their sustaining programs.

All contracts handed out to artists making them eligible to notation on the NBC list contain a clause stipulating payment of a commission on all club or theatre dates as compulsory. Rare exceptions have been made. Outstanding case is that of Lee Sims, pianist, who took the precaution when tying up with the NBC Artists Service of having this clause eliminated and is now in the position of playing theatre dates all spring and summer without having to toss back.

NBC RED NETWORK—EVERY TUESDAY 12:30 P.M. EST.
SEYMOUR SIMONS ORCHESTRA
"Bringing up your dear MAMMY COME IN!"

AL WOODS
TOP O' THE MORNING
WOB 8 A.M. Daily

BENNY KYTE
And His Golden Tower-Orchestra
N.B.C. Network—WJR
Detroit—Wed. 12:30-1 P.M., E.D.S.T.
Hi-Speed Gasoline
Loose Willie Biscuit Co.
R. G. DUNN CIGAR

Fred L. JESKE
Monarch elody
Sponsored by MONARCH FOODS
Mon., Wed., Fri., 7-8 P.M.
WGN—Chicago

DON PEDRO
AND HIS ORCH.
Now Entertaining
KENAWAY, INC.
64 W. Randolph St., Chicago

RAYMOND PAIGE
Musical Director and
Project Manager
KHJ, Los Angeles
Don Lee
Columbia Network

THE NATION'S STATION, NEW PRESENTS
SEGER ELLIS

The World's Record Record Makers
BEN SELVIN
AND HIS ORCHESTRA
D'Orsay Perfume, N.B.C., Sat., 8:30 P.M.

GENE and GLENN
With JAKE and LENA
The QUAKER EARLY BIRDS
8 A.M. DAILY EXCEPT SUNDAY
NATIONAL BROADCASTING COMPANY

Columbia
BEN SELVIN
AND HIS ORCHESTRA
D'Orsay Perfume, N.B.C., Sat., 8:30 P.M.

GENE and GLENN
With JAKE and LENA
The QUAKER EARLY BIRDS
8 A.M. DAILY EXCEPT SUNDAY
NATIONAL BROADCASTING COMPANY

Kate Rejects Film Bid, Re-signs With Cigar Co.

Syracuse, N. Y., May 23. Kate Smith today (Monday) rejected Paramount's offer to appear in 'Big Broadcast,' film.

Singer, however, signed a new radio broadcasting contract running until June, 1933, with La-Palma. This program goes thrice weekly for the summer starting next month. Usual broadcast is four times weekly.

WAPI's Changes

Birmingham, May 23. With WAPI going commercial June 1, several changes are coming in the personnel. Ormond Black has been made manager of the station, succeeding Carol Gardner, who becomes program director.

WAPI Broadcasting Company is the name of the new organization. Operated for several years has been designated non-commercial by the state of Alabama.

Watanabe's Year

Hollywood, May 23. Eddie Holden and Frank Shrand, who have been at KNX more than a year with the act called Frank Watanabe and Inonorable Archie, now go on a year's contract to the studio.

Also provisions for a 50-50 split on proceeds from records.

GILL and DEMLING
The ARISTOCRAT OF HUMOR
now featured in the
SHEAFFER
PEN PROGRAM
NBC (ANT-TO-COAST)
SUNDAYS
9:30 TO 10:00 P.M.
WOB

DUMB CRACKERS
— ROBERT BURNS PANETELA —
WABC
MON. 10 P.M.

BURKS & ALLEN

MILLS BROTHERS
4 BOYS AND A GUITAR
COLUMBIA BROADCASTING SYSTEM
Personal Representative
Thomas G. Rockwell
Mills-Rockwell, Inc.
799 Seventh Ave.
NEW YORK
9:15 P.M., Tuesday, Thursday

VICTOR YOUNG
Musical Director
American and Brunswick Records
Harry Kaufman
Hinde Hones
Almond Cream
Circus and
Goodbye Time
Broadcasts
Management MILLS-ROCKWELL, INC.

RUTH ETING
GLORIFYING the POPULAR SONG
ON
CHESTERFIELD Program
COLUMBIA-ANT-TO-COAST NETWORK
WED. SAT. 10 TO 10:15 E.S.T.
Management
MILLS-ROCKWELL, INC.
799 Seventh Ave., New York

Midwest Newspapermen Call Press-Radio Battle Vain—'Sour Grapes'

Chicago, May 23. Newspapermen are deciding that it's vain to attempt to battle radio, or even accept it as competition. The new thought is to couple the ether with the print, and make radio work to the good of the sheet.

That's the nucleus idea presented last week at the spring meeting here of the Inland Daily Press Ass'n, which takes in some 380 daily papers throughout the midwest. The notion was expressed by W. J. Damm, promotion manager of the Milwaukee Journal.

Speaking on 'Radio and Its Relation of the Newspaper,' Damm stated that the indications are that the increase in radio advertising is not coming from the newspaper's share of the advertising dollar.

Tie-In Angles

It is Damm's contention that there are two angles in the tie-up between newspapers and radio which will benefit newspapers. First through the straight medium of broadcasting, while the other,

through efforts of the circulation, editorial and advertising departments to secure such benefits from radio as are possible without actually being in any way connected with a radio station. And in these regards, Damm mentioned ownership or affiliation with a radio station for strictly promotion purposes.

Along this line of the use of radio stations for tie-ins, Damm noted particularly the broadcasting of news flashes, features and editorial writers and personalities to build good-will for the paper. He particularly urged that the publishers get help to the pitching and realize that there's little sense of battling the ether; that the wise course is to get into a tie-in with radio and make the ether a co-worker.

Damm stated that 'even though radio is an advertising medium still looked upon by many publishers as the gravest competition—competition to be shunned, fought and suppressed—radio offers certain inherent opportunities which allow for a tie-up to the advantage of the newspaper.'

Damm pointed out that stupidity on the part of the papers in taking a 'sour grapes' attitude or attempting to put through anti-legislation or government operation. He concluded, 'For those so deeply opposed to the local radio station that it is supposedly cutting so deeply into the newspaper's advertising revenue, I leave you with the question: Isn't it easier to govern the conduct of a business or organization if you are financially or otherwise interested in it, even if only on a basis of a friendly exchange of services?'

L. A. Broadcasters' Ass'n Refuses Olympic Plugs Until NBC Tieup Clear

Los Angeles, May 23. Local broadcasters' association has again refused requests from the Olympics committee for free blurbs over the air, plugging the coming games.

Newest invitation to co-operate came from one of the sub-committees which asked for announcements of advertising buttons; which are to be sold as part of the many schemes to raise cash for preliminary expenses.

Refusal was in the form of a letter which stated the radio men are agreed to turn down all requests from any of the sundry Olympic games committees until the main body gives them a yes or no on the report that exclusive privileges have been sold to NBC for \$100,000.

WXYZ Taking Local Talent to Fill 17 Hours

Detroit, May 23. In line with its announced intention of going ahead with business without CBS chain programs, George Trendle's WXYZ has gone out in the talent field locally and bought a number of people, including Ed Werner from Publix, Finney and his band, Detroit Athletic Club, and others.

Faced with a problem of furnishing 17 hours of entertainment, more talent is expected to be signed before June 1.

OUT OF DUTCH

Old Dutch account, with Irene Beasley and Nat Brusloff's orchestra, fades from the CBS network after almost two years of broadcasting, June 10.

Miss Beasley on June 14 commences a series of three weekly sustainings with Freddy Rich's orchestra. On June 6 she starts weekly Sunday sustaining broadcasts with the Round Towners Quartet.

Rapee's Hr. Series

John Royal, head of NBC's program department, inaugurates a new series of sustainings June 3 under the leadership of Erno Rapee. Programs will run for a full hour each Friday night, from 10:00 to 11:00. Will be called 'Musical Traveling.'

Airing 'Air' Troubles At L. A. Labor Bureau

Los Angeles, May 23.

Contracts issued to local radio names who appeared in the one-week 'Take the Air' revue at the Music Box theatre are beginning to bounce back on Harry Sugarman, producer, and Sam Coslow, the real sugar man.

Two KHJ men, Kenneth L. Niles and Charles Leland, have turned their contracts over to the labor bureau for collection. Niles was to get \$150 as m. c. and Leland, comedian, was signed at \$100.

Bureau has notified Sugarman and

SUMMER LAYOFFS

CBS Tells 50% of Layouts, They Can Return in Sept.

About 50% of the 85 employees ousted by CBS will be able to get their former jobs back in September if they so desire.

These are employees that have been with the network for the longest time. They have been informed that their notice means just a summer layoff.

Coslow to appear at a hearing Wednesday (25).

Backing of the radio revue was supposed to be a 50-50 matter, but Coslow is understood to have carried most of the burden.

BARRIS SETTLES NBC DEAL ON CASH BASIS

NBC has cancelled its contract with Harry Barris on a cash settlement basis. Barris was under a one-year contract to the network and had about nine months to go. June Pursell winds up her contract with NBC June 6 and retires. She has been under a three months' sustaining contract.

Vincent Lopez band will take over Miss Pursell's periods after June 6.

WEEU's Mus. Dir.

Reading, Pa., May 23. Paul Breedy has been appointed musical director of WEEU.

PRESENTING THRU WABC
THE
ENTIRE PROGRAMS
OF
KREMEL
MID-DAY LIT
AND BATH CLUB
ROGER WHITE
MUSICAL DIRECTOR
119 W. 57th St., New York

JACK DENNY
AND ORCHESTRA

Waldorf Astoria Hotel
Victor Records
Ever-Ready Safety Razor
Program
Lucky Strike Dance Hour

Management M. C. A.

The Elton Boys

3rd Year
Nut Club
New York

Ever-Ready Safety
Razor Program

WABC
Every Sunday 9 P.M.
Exclusive Columbia Artists

ANN LEAF
TWO YEARS
FEATURING COLUMBET
OVER
COLUMBIA
NETWORK
CHARIS
PACIFIC
PERSONS AT 3:15 P.M.
Paramount Pictures

DETROIT'S FAVORITE
RUS'S MORGAN
ORCHESTRA
Sponsored by
MICHIGAN
INDUSTRIAL BANKERS
MON-MON 6:30-8:30 P.M.
TUE & THUR 6:30-8:45 P.M.

WHY HARRY W. CONN IS AMERICA'S FOREMOST LAUGH WRITER

He Wrote "The Interview" for
EUGENE and WILLIE HOWARD

A Hit in George White's "Scandals" and in Vaudeville for Two Years
Considered the Greatest Laugh Continuity in Seasons

He Wrote Six Successful "Paramount"
SMITH and DALE

Two-Reel Comedies, One Played as a Vaudeville Act, "Malaria"

He Wrote the Last Two "Paramount" Shorts for
TOM HOWARD

Made Into Two-Reelers Because of Their Merit

He Wrote Plenty of Belly Laughs for
PHIL BAKER

Complete New Act in Preparation

ON THE AIR

THE ENTIRE "CANADA DRY" BROADCASTS FOR

JACK BENNY

After Six Broadcasts Rated as One of the
Three Best Comedy Programs

ON THE AIR

Writing Material for

BURNS and ALLEN

Since (and Including) Their Radio Debut 12 Weeks Ago
On the "Robert Burns Panetela" Programs, a Coast-to-Coast Wow
In Which Were Broadcast Over 45 of My Original "Mad" Comedy Ideas
AN INSTANTANEOUS NATION-WIDE LAUGH SENSATION

ON THE AIR

New Act for EUGENE and WILLIE HOWARD to Open Shortly

HARRY W. CONN

FRIARS CLUB

110 West 48th Street

NEW YORK CITY

NBC AIRS 195 IN ECONOMY DRIVE

The axe falls at NBC this week with about 75 of the network employees getting their notice. Majority of the out are clerical or stenographic help, although a few in important posts were included.

The 75 who received their notice are in the New York office of NBC only. All told, NBC has ousted 135 employees all over the country, out of a total of 1,700.

Among the latter are two announcers, Ray Winters and Jeff Sparks; Jack Zedmunds, production department; Brune Quisenberry and Bill Card, artists' bureau; and Jack 'Doc' Norris, sales department. In the press department, nine were ailed, majority of them being file and clipping clerks, and but one on the desk.

NBC sustaining budget has been sliced another \$2,000 per week.

NBC budget for sustaining programs was originally cut about \$45,000, two months ago.

Cut is in keeping with NBC's move to tighten all expenditures until the summer is over.

Melvin White has joined Robbins' staff. Will be a radio content man.

LITTLE JACK LITTLE WABC

Every Day
Except Sunday
9 to 9:15 A. M., E.S.T.

AUTHOR ACTOR GEORGE FRAME BROWN

CREATOR OF
REAL FOLKS
THOMPSON CORNERS
NOW HEADLINING FOR
POST TOASTIES
Thursday, 9:30 - 10 P. M.
WJZ and NBC NETWORK
Coast to Coast

RUSS COLUMBO

NBC and
Victor Record Artist
Management Ed. W. SCHEUING

"Hello Everybody!"



**Kate
SMITH**

Columbia System—4:30 P. M.
ON LA PALINA PROGRAM
CENTRAL PARK CASINO
Parsons, Management—Ted Collins

HAL BECKETT ORGANIST Fox, Brooklyn, New York INDEFINITELY

Networks Now Willing To Shoulder Share Of Chi Fair Studios

Chicago, May 23. Although still chilly about the whole idea of broadcasting from studios on the Chicago World's Fair grounds, NBC has made a counter proposition to the exposition officials. Deal now under consideration by the latter group proposes that the fair kick in with \$42,000 as its share of the cost of building the 'Hall of Broadcasting.'

Original estimate for putting up the building and equipping the studios, as submitted by the exposition board, was \$175,000. NBC shaved this figure down to \$140,000. Of this sum, \$56,000 is building material and apparatus will be donated by firms who built the network's studios in Merchandise Mart here and which are now working on Radio City in New York, while NBC and Columbia agree to kick in \$42,000 more between them. Fair, it is suggested, contribute the balance.

Networks originally had taken the attitude that it would be up to the exposition to carry the entire construction cost.

In submitting the counter plan NBC pointed out that the networks estimate it will cost them each \$42,000 to build up the studios and the fair ground studios. Chain also advised the exposition heads that it would prefer to pass up the outside studio project entirely and confine its fair activities to picking up special events from the grounds by remote control and plugging the affair from its own studios.

SOLO CONTRACTS STICK NETWORKS FOR PLENTY

Both NBC and CBS are having headaches trying to hook up sponsors for contract solo male singers. Network is shelling out plenty weekly to these artists under guarantees, with the majority of the warblers now sustaining and a few which are commercial scheduled to vamp shortly.

NBC has Johnny Marvin, Russ Columbo, Harry Barris and Donald Novis under contract and on sustaining schedules. Cliff Edwards was used sustaining by the network last week to see what could be done with him commercially and may be spotted again.

CBS is worse off than NBC in this regard. It has Bing Crosby, Jack Miller and Little Jack Little working sustaining. Morton Downey goes off his commercial May 28, with no new account set for him as yet. He will take a four week vacation. Arthur ('Street Singer') Tracy, on Pillsbury, loses that account July 4.

AMEN!

Coffee Dan's, Where Ham and in Frying Pan Originated, Closes

San Francisco, May 23. The world famous Coffee Dan's has closed. Johnny Davis snapped the lock on his cellar door when landlord sued for \$2,000 back rent and darkened the original Coffee Dan's where hammer pounding and ham and eggs in a frying pan were originated.

Night spot has been doing poorly for last two years. Its closing climaxes a period of bad breaks for Davis.

Pop Warner Cancels

Commercial—Ethics

Los Angeles, May 23. Glenn (Pop) Warner, Stanford football coach, refused at the last minute to take part in an Olympic game program on KHJ, claiming that the games, being amateur affairs, should not be exploited on commercial programs.

Coach was scheduled to make an address on the 1912 games at Stockholm in connection with 'Heroes of the Olympics,' a weekly serial dramatization of past games, paid for by an oil company.

Fall Kills Musician

Denver, May 23. Christian Hansen, 49, violin player and formerly first violinist in the Denver Civic Symphony orchestra, died as the result of a fall from the roof of a house.

Survived by a widow and six children, all musicians.

Double Entendre

Chicago, May 23. Broadcasting clique here has become double entendre conscious. Columbia last week insisted that a flour milling client change its program billing because the title might leave itself open to wrinkling from the sophisticated mob.

Brand on the ballyhoo make was the 'Airy-Fairy Kwick Biskit,' and the label selected for the other session of 'The Airy-Fairy Singer.'

Plagiarism Gag On Amateur Mss. Cures L.A. Radio

Los Angeles, May 23. Several recent threats of plagiarism suits by amateur writers against radio stations has brought about a rule against reading unsolicited manuscripts at most of the larger broadcasting studios.

This is another instance of radio following the footsteps of the picture studios, which were forced several years ago to put in a similar ban on unsolicited stuff, due to kickbacks which savored of racketeering.

Attempts to collect have been mostly on the serial type of programs which are currently heavy on the Coast. Writers have submitted ideas for subsequent chapters of current serials and then when the continuity later reached something approximating these suggestions, attempts have been made to cash in.

It's not so hard, radio men say, to follow a serial drama and know pretty well what situations might later develop. So they're taking no chances.

Until a few months ago local stations and advertising agents dealing in records would read all material submitted.

VARIETY IDEA FOR LUCKY STR.

Lucky Strike starting June 14 will switch from its present style to the use of different variety acts on each program. Currently the ciggie act, using Louis Sobol and orchestra, plus some political speakers.

Walter O'Keefe is one of the vaude acts set for the new ciggie layout. Other will most likely be Bert Lahr, although Lord, Thomas & Logan, agency handling the account, is having some difficulty arranging for the Lahr contract.

Walter Winchell, who arrives in New York this week, also returns to the ciggie period, with the agency undecided yet as to what becomes of Louis Sobol.

Luring Housewives List With \$100 Prize for Jam

Hollywood, May 23. Jam is being used by a local radio station to get a mailing list of housewives for one of the station's clients.

Gag is the offering of \$100 for the best jar of home-made strawberry jam.

Means sweet stuff on the bread for inmates of certain charitable institutions who will eventually get the jam that doesn't prove the prize winner, and a list of thoroughly domestic homebodies for the station's client.

WGAR Cuts Staff

Cleveland, May 23. Economy axe has chopped off five musicians and two announcers from WGAR's staff for summer, effective June 1. Unlucky players are Cornelius Taylor and Bill Harding.

Four commercial staff boys called in to double as announcers include Clyde Wood, Chic Dodge, Ted Deturk and Frank Proudfoot.

Agencies Install Own Talent P. A.'s as Chi NBC Restricts Plugs

Chicago, May 23. NBC policy here of not mentioning talent in the commercial program listings unless booked through its artists' service has caused most of the local advertising agencies handling radio accounts to install their own publicity department.

Regulation against publicizing any but NBC contracted artists went into effect not so long ago, with the network's p.a.'s instructed to make no exceptions unless okayed by the local division's assistant general manager. At first the agencies attacked the rule as a tactics and unfair method of forcing business into the network's booking bureau and put up a stiff argument every time a client's talent was given the absent publicity treatment.

After several such encounters, the toping agencies figured that for a small additional expense they could ignore the network's attitude and do their own talent and program ballyhooing. Smaller agencies soon followed in their wake.

WHIDDEN GETS ENOUGH IN FIRST DATE IN U. S.

Hollywood, May 23. Jay Whidden, hunk here in Europe's greatest orchestra leader, having played at Carleton, London, for four years, pulled his initial American engagement at Miramar Hotel, Santa Monica, last week, and did badly.

He was in on cover charge basis for an orchestra of 10 men and played to exactly 69 persons at \$1 each.

That decided him and he called the date off.

KGFJ, L.A., Minus Orch. After \$25 Per Man Offer

Los Angeles, May 23. Scrap between the musicians' union and KGFJ's has the radio station currently without an orchestra and facing a withdrawal by the union of all remote control facilities.

Station, owned by Ben S. McGlashan, was using a 12-piece orchestra on a cut rate deal with the union calling for \$40 a week per man on a six-day guarantee of three consecutive hours a day.

Six months' contract had five weeks to run, union officials say, when the band was dismissed. Station offered to take the combination back at \$25. This was turned down by union execs, who now threaten to stop any orchestra playing in cafes which go out on remote control over that station.

HEROIC OPERATOR

Stricken With Appendicitis But Sticks to Transmitter

Rochester, May 23. Charles G. Snyder was alone in charge of the WHAM transmitter at Victor, ten miles from Rochester, when stricken with appendicitis. He stuck to his post until the end of the program, then drove to the Highland hospital for emergency treatment. Next day he underwent an operation.

Leontovich's Experiences

Chicago, May 23. Eugene Leontovich of 'Grand Hotel' is being offered for radio locally.

Basis of the offer is Miss Leontovich's experiences in Russia, both before and following the revolution.

'Biblical Dramas' Back

NBC will return the 'Biblical Dramas' broadcasts on WJZ, May 29. They have been off the air for more than six months.

Broadcasts, sustaining, will be carried each Sunday for 30 minutes.

Metaxa Doubling

Georges Metaxa, in 'Cat and the Fiddle' at Globe, New York, will double nightly at the Central Park Casino.

He opened Friday (26).

L. A.'S DISC DIN HAS PLUGGERS SOBBING

Los Angeles, May 23. With several cafes folding in the past few months, song pluggers are running in circles trying to get their stuff free over the air. Heretofore it was a cinch with the smaller night spots anxious to go for the new tunes, and sending them out on gratis remote control hours over the one-lung stations.

Cafes closing left the small stations with little orchestra stuff as few of them can afford a studio band of their own. This plus some difficulties with the unions over price cutting has sent almost all of the one-lungers to records.

Currently there is more disc stuff going out from Los Angeles than ever previously. Even the major stations are taking to wax.

There are at least a half-dozen of the little timers using records exclusively.

Some of the cafes which passed out or went off the air are Pyramid, which tied with KMYR; Silver Slipper and Showboat, KFAC; La Boheme, KMPC; Club Alabama and Lafayette, KGFI.

VAISPAR'S YEAR AND OFF

Vaispar quits the NBC Network June 16 after being on for over a year.

The account is on WEAF Saturday nights with William Winger's orchestra and guests.



FREDDY MACK

JACK CANADA DRY HUMORIST

BENNY

WJZ, Mon. and Wed., 9:30 P. M.

Ford RUSH W L W

COMMERCIAL BROADCASTING
**OLD MAN
SUNSHINE**
PROGRAMS
With TONY BAND
6 P. M. Daily, E.S.T.

ABE LYMAN

AND HIS
CALIFORNIA ORCHESTRA
Columbia Broadcasting System
PHILLIPS' DENTAL MAGNESIA
Tues., Thurs., Sat. 8:15 (East)

COAST-TO-COAST W A B C

INSERT CUT-IN CLAUSE IN PROPOSED CONTRACT

Two new clauses have been inserted in the proposed contract between songwriters and publishers now under consideration for recommendation to the industry by the board of directors of the American Society of Composers, Authors & Publishers.

One is a proposal to eliminate cut-ins. It stipulates that if the writer is found cutting anyone in on his song or paying to have it played, he loses all rights in the song. Penalty for publishers is also levied on all rights to the songs, which revert to the writers.

If the contract accepted includes the cut-in clause, it will nullify the anti-cut-in resolution of the American Society, which stipulates that any publisher or writer found guilty of cutting in loses six months' participation in the Society collections.

Second new proposal is to the effect that publishers are to sell the foreign rights to compositions individually and that the writer is to get a percentage of the advance. This eliminates blanket contracts for the sale of entire catalogs to foreign publishers.

Gottler and Kornheiser In 50-50 Partnership

Archie Gottler, songwriter who five months ago started his own publishing firm on the coast, has joined forces with Phil Kornheiser as an equal partner.

Kornheiser will change the name of his firm to Kornheiser-Gottler, Inc., with the Gottler firm on the coast assuming the same title. Kornheiser has purchased "Best Sweetheart of All" from Robbins Music. Cliff Friend wrote the words and music.

To Fit Scale

Orchestra leaders or specialty musicians still getting more than local union demands will be reduced by Public. Circuit is trying to effect general cuts over the summer. Local musicians' especially where the scale is thought to be high in view of conditions.

Numerous A-houses of Public, and other chains, used to pay leaders and individual musicians considerably above the scale in order to get top men. When Public gets together it doesn't expect to have any musicians over the scale.

DOUBLE SUNDAY SCALE

Baltimore, May 23. Local musicians' union is on record as favoring double pay Sunday work. The vote was close, 74 to 70.

Open Sundays at the Century, Keith's and Hippodrome, where pit orchestras are employed, and the movement. It is understood the plan is to eventually extend the double-time demand to all Sunday work, including radio.

Westchester Welcomes
WILL OSBORNE
Playing at PLATINUM in
Riv. N.Y. with his superb
melody-making and brilliant
casting. His WOR. Certainly
the features:
"LARRY DAVE IN THE OLD
"THE VOICE IN THE
"WILLIAM OWEN'S SURE OF YOU"
"I'M A LITTLE SURE OF YOU"
"BY THE WAY, MY LOVE"
"GOODNIGHT MY SILVER MOON"
"WHEAT"

ROBBINS
MUSIC CORPORATION
1932 SEVENTH AVENUE
NEW YORK

THANKING
Allen (Insurance) Conroy
For His Many Favors
AL DUBIN

10 Years in St. Louis
**MILTON
SLOSSER**
SOLO ORGANIST
Public Ambassador Theatre
ST. LOUIS, MO.

American Society Tells NAB to Stop Stalling

National Association of Broadcasters' committee appointed to confer with the American Society of Composers, Authors & Publishers regarding the proposed increase in radio license fees, has been advised by the A.S.C.A.P. to cease stalling, according to report.

N.A.B. was to have made its counter-proposal to the American Society's proposed increase on May 16, but failed to.

A.S.C.A.P. is not obligated to wait until Sept. 1 before placing its proposed increased rates into effect. If it finds that it cannot reach a satisfactory agreement with the N.A.B. committee prior to Sept. 1, it can make its new rates effective at any time.

N.A.B. committee is expected to make its counter-proposal June 1.

VALLEE DOUBLING

\$2,200 for Two Nights in Chi Ballrooms

Rudy Vallee and his Connecticut Yankees will double out of George White's "Scandals" into the Aragon and Trianon ballrooms Saturday and Sunday (28-29), getting \$2,200 for the two nights. Musicians' union okayed the dates after arrangements were satisfactorily made for the benefit to stamper moon, as per local union regulation.

Vallee wanted to play the engagements alone when first approached by Andrew Karzas, who operates both dance spots.

New Villa Moret Title In L. A. for Studio Biz

Wary attitude of producers toward music publishers caused the local office of Villa Moret to reorganize as a separate company and change its name to Motion Picture Music Corp. Rekindled memories of music publishers' big financial take in the past scared studios into backing out of doing business.

F. L. Owens, president, and Sally Simpson, secretary-treasurer of Villa Moret, are president and secretary respectively of the new company. Haines and Herbert Heidecker, who started the local branch, are still in charge.

Caesar Will Inc.

Hollywood, May 23. Irving Caesar says he is forming a music publishing company in New York, aptly calling it Irving Caesar, Inc. Meanwhile, between sun baths, Caesar is writing songs for Al Jolson's "Hallelujah, I'm a Bum," at United Artists.

WERNER'S AIR JOB

Detroit, May 23. Edward Werner, for years director of the Michigan theatre and other Public and Kunkun-Trendle orchestras, has resigned, effective June 2. He takes over at that time the classical music dept. at station WXYZ.

Arnold's Pocket Job

Los Angeles, May 23. Billy Arnold replaces Harry Cor, resigned, as local rep for Robbins. Oscar here has been closed for some time, so Arnold will work out of his pocket.

Con Conrad's local office closed last week. With Mickey Hester off the payroll Conrad is now without local representation.

Rockwell-Mills-Young Firm

Tom Rockwell, Irving Mills and Victor Young have their own indie music publishing company, the Lawrence Co.

It's operated as a subunit of the Mills-Rockwell radio artists' agency. Young is the orchestra leader and one of M-R's clients.

Key Points South

Chicago, May 23. Herbie Kay band calls it a season at the Blackhawk cafe here June 19, and then heads south to Dallas for a sojourn at the Baker Hotel. Slated for a three-month stretch at the Texas spot.

ALIMONY HUNT

Sheriff Reports Blank in Search for Burnett's Assets

Los Angeles, May 23. Earl Burnett, divorced four years ago by Mary McNeerney Burnett, has run his alimony bill up to \$1,600 a month. Burnett failed to appear in court on a summons, and Mrs. Burnett's attorney declared his next action would be to secure a bench warrant. Sheriff has been out with writs of execution in Mrs. Burnett's behalf three times in the last six months but reports he couldn't find anything the orchestra man owned.

Slightly Deaf Leader Played Sour, Men Say; Loses Suit

Detroit, May 23. Admitting that he was slightly deaf and charged by members of his own orchestra, as well as others that his music was "sour," R. Roberts lost his suit for breach of contract against the Campus Ballroom. The ballroom cancelled a year's contract with seven months to go.

The piano player stated that she was the only one in tune, while the drummer claimed that the tempo was his. Roberts, who had signed president of the musicians' local, stated the orchestra was one of the "sourer" he had ever heard. The president of the ballroom stated he gave Roberts the job because he liked him, but that he simply couldn't play dance music. He said he even gave him money for an examination of his hearing, but Roberts refused to have the operation advised. Testimony from an announcer from WABC, which broadcast the program, stated that the listeners complained constantly. Court ruled no cause for action.

MUSICIAN SLUGGED

Duluth-Superior Union Differences Suspected Cause

Duluth, Minn., May 23. Warfare between Duluth and Superior music for foreign jazz band flamed anew when Herbert Miska, Duluth violinist, was set upon by two men and badly beaten. The thugs grabbed Miska and valued at \$1,500, and jumped upon him. Miska had been to a rehearsal and was just leaving his garage when his assailants pounced upon him. No attempt was made to rob him.

Several Duluth musicians have been assaulted when attempting to broadcast over the Superior branch of WEBC. Disgruntled members of the Duluth-Superior local withdrew from the union and have been attempting to organize a Superior local. Otto Wendt, Superior musician and vice-president of the combined union, recently returned from a trip to New York where he attempted to secure a charter for a Superior group.

No U. S. Composers Let In European Congress

Paris, May 23. European Composers' Association are meeting here for the purpose of founding an International Music Users Council. Intention is to get better enforcement of copyrights. Represented in the meet are England, France, Denmark, Italy, Sweden, Germany, Czechoslovakia and Switzerland.

Chandler with Yellen

Billy Chandler joins Jack Yellen Music next week as a vice-president. Chandler has secured a minority interest in the firm. Others are expected to be added to the Yellen firm, which is now a one-man publishing company. Charlie Warren and Bernie Pollock having secured connections two weeks ago.

CLARK PUBLISHING

Hollywood, May 23. J. C. Clark, with the Witmark Chicago office for 10 years, has launched the Sunland Music Co. and is out with a catalog of four numbers. It's co-author on the quartet.

Reser Through In July. Harry Reser's orchestra goes out of the Hotel Roosevelt, N.Y. in July. Reser's orchestra was booked in by NBC to follow Guy Lombardo. Reser's successor not selected yet, but will not be NBC booked.

Japanese Music Student Aired For Writing Best Seller Song

Tokyo, April 23. Record field has a new best-seller, which seems due to break all sales marks of the past. It is a tune written by a youngster named Kuga and its Japanese title means "Liquor Is Either Tears or Sighs." Try that on your morning after. Sung by a second-year vocal student in the Ueno Academy of Music and released in September, it already has passed the 200,000 mark. Previous best seller, the "Tokyo March," took two years to do that and stopped just a little above it.

Heavy sales and great popularity landed Kuga like a hot brick on the singer. He took a flat fee for singing it and used a false name, since students of Ueno Academy are not allowed to do commercial work until after graduation.

But with the record blaring forth from every cafe and everybody singing or whistling the tune, his secret didn't keep long. Bounced. Columbia's organization with out but a record, went to bat for him and got him reinstated but can't use him for recording for another year and a half.

Wayne Coleman's orchestra, spotted for 18 months in the Florida Dancehall here, had moved, since contract expired. All the boys saw Tommy Missman, first sax, went to a Yokohama hotel, where he was in a room on the percentage basis, but stayed less than a month after a dispute over cost of tickets. Did private dances for a time, then landed a job in the Marutama Cabaret in Osaka. Now there, Marutama is a big new joint which has been breaking all records for nightery advertising in the papers.

Missman stayed with the Florida, hooking into Kikuchi's Collegians, otherwise an all-Japanese organization. Florida also had four Europeans in a tango band, alternating with American-style music served up by Kikuchi. Accordance, violin, banjo and guitar. That kind of stuff gaining ground in Japan.

Grief for Leader

Ernest Kral, Jr., for some years Japan's leading foreign jazz band leader, has given up the business and turned over his orchestra to some of his boys. Reason: He was unable to get mostly Hawaiians and every Hawaiian seems to think he ought to be a leader.

Plenty of trouble with his hands

running out on him to book dates of the own, using his name and prestige but not cutting him in. Now hooked up with Columbia organization as arranger.

Victor lists six records as the best sellers on its foreign list in Japan during 1931. American jazz band recordings conspicuously missing. Here they are: "Sous les Toits de Paris," by Weber's orchestra; "Falling in Love Again," sung by Marceline Diehl; "When Polka and Perpetuum Mobile," by Vienna Philharmonic orchestra; "Sitting on a Pivoted Gate," by Jack Hytton's orchestra; "Boleto" and "La Seduction," by Nat Schilkret's orchestra, and "Don't Wanna Go Home," by Hytton's orchestra.

Victor's six best among Japanese records included three modern kouta, two naniwabushi and one children's song. A modern kouta is a song on a Japanese theme but in foreign-style musical construction. A naniwabushi is one kind of Japanese-style music.

Columbia's six best among the Japanese-language releases included four modern kouta and two foreign songs translated into Japanese. The foreign songs, "Drunk Last Night" and "Remembrance from Armentieres," were recorded by Variety's Tokyo correspondent.

MPPA Issues Warning to Non-Licensed Air Discers

All ad agencies have been notified by the Music Publishers' Protective Association that radio disc companies not licensed by the M.P.P.A. will be subject to suit in the future.

M.P.P.A., in its letter to the ad agencies, requests them to deal with the radio disc companies with M.P.P.A. license or to take out licenses themselves. M.P.P.A. charges non-licensed radio disc firms seek the avoidance of the proper fees to the music industry.

Harry Fox, in charge of the radio disc licensing department of the M.P.P.A., goes to Chicago June 1 to attempt to straighten out the matter with the Advertisers' Association of Chicago, which has refused to take out licenses.

MUSIC GUIDE

"I've Got the Words—I've Got the Tune"
"HUMMIN' TO MYSELF"
"HELLO, SWEETHEART, HELLO"
"YOU'RE THE ONE"
(You Beautiful Son-of-a-Bitch)
"EVERYTIME MY HEART BEATS"
"STOP THE SUN, STOP THE MOON"
"WHEN YOU GETTIN' ALONG WITH YOUR GAL"

DeSYLVA, BROWN & HENDERSON, Inc.
745-7th Ave., New York

IRVING BERLIN, Inc.
"LULLABY OF THE LEAVES"
"GOSH DARN"
"IN MY MIDEAWAY"
"WE'VE GOT TO GO ON FOREVER"

Due to popular demand we have lifted all restrictions from, and now release
"Let's Have Another Cup of Coffee"
Song Hit of "FACE THE MUSIC"
1607 Broadway, New York

SAM FOX RADIO DANCE TALKIE HIT
"LIGHTS OF PARIS"
"LAFFIN' AT THE FUNNIES"
"UNDERNEATH THE SUMMER MOON"

PROFESSIONAL OFFICES
128-10 West 45th St., New York (Cleveland-Chicago-Los Angeles)

Remick Hits
"WHISTLE AND BLOW YOUR BLUES AWAY"
"WITH MY GUITAR IN THE MOONLIGHT"
"DON'T BE AFRAID OF LOVE"
"A GREAT BIG BUNCH OF YOU"
"LITTLE OLD CHURCH IN THE VALLEY"

REMICK MUSIC CORP.
1657 Broadway, New York

Witmarks-Hitmarks
"TOO MANY TEARS"
"I SEND MY LOVE WITH THESE ROSES"
"HOW CAN YOU SAY NO?"
"BANKING ON THE WEATHER"
"IN A SHANTY IN OLD SHANTY TOWN"
"HAVING A GOOD TIME WITH YOU WERE HERE"

M. WITMARK & SONS
1657 Broadway, New York

"TWO LOVES"
"MARDI-GRAS"
"DRUMS IN MY HEART"

MILLER MUSIC, Inc.
83 West 15th Street, New York City

"My Extraordinary Girl"
"Sleep Come and Make Me"
"Goes in Love"
"Let That Be a Lesson to You"

OLMAN MUSIC CORP.
745-7th Ave., New York

CHICAGO

Variety's Chicago Office

WOODS THEATRE BUILDING-CENTRAL 0644-4401

KEDZIE

Starting somewhat later, these Friday night showings are getting closer to sundown and a better chance for an audience. The first crowd in for the first of last Friday's array saw a so-so bill, nothing outstanding and much that had no standing at all.

Opening were the Three Perulators, two gals and a man, colored. They hoofed with gusto but no distinction; and sang entirely without merit. If it must be, should stick to the rapid footwork. Helen Carlson got away badly here due to some jumbled props for her perch and web trapeze. She failed the opening try at acrobatic tumbling, which is meaningless, and get immediately into the trap. A rather slow pace is holding the trapeze back. Best work is the body-twisting bits on the web.

Then, Jerry and Billy are dancing nicely and have one or two favorable moments in their dancing act. They, too, are trying to talk and sing. They shouldn't. On the hoof they can get by, but the tonal work is constant. The act is a comedy sketch that goes awry by attempting to be a production of songs and dance. The act is a comedy sketch that goes awry by attempting to be a production of songs and dance. The act is a comedy sketch that goes awry by attempting to be a production of songs and dance.

Diary of a Stooze

(Continued from page 61.)

be a sucker," he said. "Go back to Peoria with Tillie and raise some little stoozes."

I didn't like the way he said that, and it made Tillie blush. "I am not a stooze anymore, Mr. Bowery," she said to him. "I am an actor just like you used to be, only I am not going to clutter myself up with stoozes."

Mr. Bowery laughed again and patted me on the back. "Okay, chump," he said. "Live and learn. Later on they introduced Mr. Bowery, and everybody clapped. They kept on clapping and good for us to do our act, so Mr. Bowery looked at us with his eyebrows lifted up and we went on. I borrowed a banjo from a fellow in the orchestra and we started in with me playing the banjo."

There was something about that that made us act great. When I think about it now I guess it was because we felt bad about leaving each other and we wanted to do one last good act together. Anyway, we worked our act and it was most ruined our good clothes, and the people laughed harder and harder. Right in the middle of the Scaramouche stuck his foot through the fellow's banjo and the people roared. I was worried, but Mr. Bowery gave the banjo player a \$100 bill, just like he used to and the people clapped. The way he was giving money away he acted like he was a millionaire.

Here it is three-thirty. In the morning and I'm still writing. I've got to quit so I can write Tillie in

players to sing "On the Road to Mandalay" with two choruses. Tai Ling is a Chinese gentleman who not only sings, but plays the fiddle and dances at the same time, giving her "Rhythm of the Dance" shapes up nicely on the floor. It's especially oke on the excellent costuming. Three girls and two men for ballet and hoofing routines. A touch of modernism in some of the interludes that is figured as something of a novelty for the smaller time. It takes some courage to produce acts these days, even on short coin. Act appears ready for anything in the midwest. Ray Conlin took the next-to-closest to deliver the best single routine of the evening. A smart ventriloquist who knows how to turn himself and the dummy. "Songs vs. Dance" has a couple of good musical-comedy type songs and dance numbers to hold it up. Five girls and one man. One femme at the piano and two to assist on the vocalizing, making a new warbling time. The turn is a two-femme adagio, rather long, but good.

Robertson-Gifford dramatic tent company opened last Saturday (21) at Watertown, Wis.

Universal exchange here has been told to cancel the Randolph Theatre for present on shorts, features and newswires.

Louis Laemmle has folded his loop spot, the Casino.

Sudden illness of Bert Roberts' wife, Alice, forced the postponement of the Roberts and Roberts at the English. Mrs. Roberts is at the American.

The morning and work on our act. Scaramouche is snoring like a lion.

Why do things have to happen to

The minute I saw Tillie today I got a bad feeling in my stomach because I knew something was up. I don't know what I'll do now. If we hadn't of gone to the Frolics cabaret last night that producer wouldn't have seen Tillie and got the idea that she was an actress. Then the producer wouldn't have called me, Berre, and got Tillie's number and asked her to come out to the studio for a test. But that's what did happen and when Tillie told me that the man wanted her to come out to the studio I could see my whole act sailing right out the window.

After Tillie told me about it she said that Mr. Bowery advised her to come out to the studio because you could make a lot of money in moving pictures if you caught on. She was all excited about it. She said that after they signed her up she would tell them about me and I'd be signed up too.

She then asked how I felt on my face because Tillie quit talking about herself and asked me what I thought. "Nothing," I said. "I was just wondering about my act but don't let that stop you."

Tillie put her arm around my shoulder. "We don't need the act when we're both actors and actresses," she said.

I shook my shoulder out from under her arm. "Go ahead," I said. "I don't want to do it. I don't want to be a picture actor so quit worrying about me."

Tillie put her arm back on my shoulder. "I know what I'll do," she said. "I won't go near that studio. We'll have your act just like you said." She said it at me and I said so upset I was afraid I was going to bawl. I quickly jerked my shoulder out from under her arm again and she said she could see I was crying.

When I got back to my room there was a call from Tillie but I didn't answer it. Quantrell and Scaramouche came in to say good-bye, and they had their suitcases ready and the arm Scaramouche shook hands with me and Quantrell kissed me good-bye twice. She was going to kiss me again but Scaramouche gave her a kick and she guessed they were going to get married when they got back home and what a job he'd have on his

hands. Then they wished me luck and said to say good-bye to Tillie. Now they're gone and I'm all alone. I'm always all alone, and having trouble.

I might as well quit writing and play my banjo to myself. There's nothing else to do.

I'm Telling You

(Continued from page 61)

out, she was told she was realizing the meaning of capital punishment.

Starting Even

Nat Karson, the caricaturist, met Ted Healy for the first time. Ted was garbed in what the well dressed man will throw away. Nat was asked to make a caricature of Ted, but he declined saying, "It wouldn't be ethical. He gives me too much of a head start."

High Class Touch

The most unusual touch the other day while entering Dinty Moore's. A fellow sided up told us he was starved and being a hurry we gave him a dollar. To which the guy growled, "How do you expect me to eat in Moore's for a buck?"

Reaction

Al Boasberg confides that after seeing "Scarface," he went home and wounded his wife for a laugh.

This is a picture that by the time it finishes the only one left alive to take a bow is the producer.

Ostermania

Modern theatrical mother to daughter: "Go to school and learn your NBC's." Johnny Welsmuller was a better swimmer for years, but he had to make a monkey out of himself to become famous. Sign at the Palace: "The Cowboy, Lefty James original for Randolph Scott at Paramount."

Everything at the Hotel St. Moritz affects an accent but the dill bolls... Weep for poor Hannah Williams Kewler, starved to death in the "Hotel St. Moritz." "Would you call it Washington, Decett? ... ARE YOU READING?"

Gambling Out

(Continued from page 1)

Lincoln Group, replicas of building associated with the early life of Lincoln, some to be in operation this summer; two or more dignities, for both 1892 and 1893. Some 32,000 feet at the south end of the grounds have been set aside for an Indian show. Besides there will be a Seminole Palace, with tropical vegetation. Alligator wrestling is also expected to be in operation in 1932.

No 'Little Egypt'

For the Oriental side, there is to be development taking in 550 feet on both sides of the main road, reproducing the architecture, streets, cars, lives, customs, amusements, domestic animals, etc., of the people of Mesopotamia, Palestine, Jerusalem, India, etc. There will be sword-swallowers, whirling dervishes, jugglers, magicians, camels, elephants, and so on. In its own territory plans are already laid for a reproduction of King Solomon's Temple. Will occupy several acres and will be as accurate a reproduction as possible, following the Biblical description.

Along the savage road, two items are in line: African Pygmies and Watusi, being organized by Herbert Spencer, the explorer, and the South Sea Island head-hunters and fire-walkers. The latter were originally scheduled for the Ringling show.

Already set is a museum to be tagged "Believe It or Not—Ripley," containing a collection of the cartoonists' objects, both living and inanimate.

For the theatre end, there's to be an arena set out in the lagoon, and to be known as "The Light." Other strictly theatrical attractions sum up into bands, circus, concerts and vaude. In another part of the fair there's a spot for cyclorama spectacles. Also set is a rodeo, for two weeks only in 1933.

Rides will take place on the fair, being two towers some 600 feet high, for observation of the exposition and the town. At the 200 foot level the patrons can ride in cars, which run on cables, from one tower to the other, 2,300 feet apart, one on the mainland, the other on the fair's island.

Also set are five novelty rides, to

HOLLYWOOD

and Los Angeles

"Variety's" Office, 6282 Hollywood Blvd., at Vine St. (Taf. Bldg.) Phone Hollywood 6141

Following assignments were made at Coast studios last week:

Bette Davis, "Silver Dollar," WB.

Alfred Ardel, "C'est Paris," V.

J. Carroll Nash, "Crooner," Warner.

Melvyn Douglas, "Burnt Offering," Fox.

Maurice Clark, "Ivan Linow," Revolt.

Nat Pendleton, "Hell Fire Austin," Tiffany.

Michael, "Without Shame," Metro.

Pat O'Brien, "Slim Summerville," Fox.

Frederick Burton, "One Way Passage," Warner.

Harry Gribbon, "Ride Him, Cowboy," Warner.

Joan Blondell, Zasu Pitts, "Gates of Hollywood," Fox.

George Melford, direct next untitled "Red Gibson, Allied."

Lella Bennett, William Ricciardi, "Tiger Shark," Warner.

Richard Tucker, Natalie Moorhead, "The Stoker," Allied.

John Warner, "Red Headed Woman," Metro.

Dorothy Hall, Reginald Owen, "Child of Manhattan," Columbia.

John Warner assigned the megaphone on "Silver Dollar," Warner.

Dorothy Peterson, Walter Percival, "Cabin in the Cotton," Warner.

Helen Coburn, here from left for Metro, goes into "Sky-scaper Sound," Warner.

Helen Vinson, Gavin Gordon, Ethel Griffies instead of May Robson, "Two Against the World," Warner.

Harvey Ferguson and Anthony Gossaway have the script, assignment, "The Cowboy," Warner.

Lefty James original for Randolph Scott at Paramount.

Marjorie Young, George Brent, Louis Calhern, "They Call It Sin," Thornton Freeland to direct for Metro.

Richard Cortez, lead with Zita Johann, "Deported," Radio.

be in operation this June, and number of flying tricks. In the lagoon, swan boats, gondolas. And to finish up the carnival idea, one shooting gallery. According to present plans, no wheel or any other gambling device will be permitted on the grounds.

RKO Shakeup

(Continued from page 51)

ly reduced as the New York house booker to the Palace only, and then Godfrey was removed last week. He is reported to hold a one year contract at a \$20,000 salary, upon which he was given a cut two weeks after with lawyers said to have been secured by the movement last week.

The shows in the New York theatres under Godfrey's booking were the cause for the first reduction. That the Palace has been losing more than ever since assumed by Godfrey was the reason for the last transfer to Will on Saturday.

All changes were reported, made solely by the theatre department without advice from or to Beck. Godfrey was appointed booker of the Palace by Beck, who holds a very large personal interest in the house.

Godfrey Records Himself

Godfrey's record during his previous tenure in the booking office some two years ago, has ironically enough served as the pattern for his latest ramifications—the work Godfrey was doing under the last time has been duplicated. When Godfrey was dismissed the last time he left a trail of debts to actors, agents and producers that cost RKO \$250,000 to eventually settle. These were obligations contracted by Godfrey in RKO's behalf in the form of promises of bookings that RKO could in no way fulfill.

During his present stay at RKO Godfrey has again run up similar obligations estimated to have reached almost \$100,000, for the same reasons. He has duplicated the same promises. With RKO's vaudeville time gradually shrinking, on top of the circuit's inability to make good Godfrey's promises when better were better, there is not much chance for actors and producers to play the contracted dates.

Martin Beck was responsible for Godfrey's RKO return. Godfrey's

Greta Granstedt, femme lead, Buck Jones' McKenna of the Mounted, Col. General Mitchell, "Millon Doling Legs," Par.

Robert Armstrong, "Most Dangerous Game" and chain gang story, Radio.

Judgment of \$5,571 entered against Mrs. Wallace Reid, widow of the state superintendent of banks. Amount is on a note given the Bank of Hollywood in October, 1929, by Mrs. Wallace Reid Productions.

Purchase of the Stanley Theatre at Long Beach from R. H. Cohen has been negotiated by a group headed by David Rector.

Metro distributing corporation is suing Harry Popkin, L. A. exhibitor, for \$3,525 rental on Metro pictures. Popkin refused to play. Suit is on product contracted last August for Jewel and Crystal theatres on Whittier boulevard.

Fox Cosmopolitan Theatre Co., owners of the California theatre, Main street foreign film house, has signed a eight-year lease to Emanuel Rosano and Joseph Fine.

Hayden Talbot's suit against Fox for \$11,900 balance of contract given him by W. R. Sheehan has been transferred from Superior to Federal court. Switch obtained on grounds that Fox is a New York corporation.

Consolidated Film, Inc. is suing Caddo Co. for \$16,038 for materials furnished.

Morgan Howard resigned as usher at Hollywood Pantages to do the same at the Fox. Howard and Marco Idea tentatively called "Mystery."

Dreamland theatre, 30th and Main, changed hands from Claude G. Davis to G. A. Harrison.

mission, at Beck's suggestion and under Beck's guidance, was to cut vaudeville actors' salaries. The cutting was done as ordered, but another cut that was looked for was in the cut of the shows. Costs were down, and so was business.

Bills Next Week

(Continued from Page 59)

CHICAGO

Wes Grotto	Doris
Edna Roberts	Clifford & Wayne
Jack Gardner	Graine Turner
Tex Griffith	Dorothy Thomas
Conroy Lorch	Gale Arnsheim
Cafe de Alex	Charles Tarn
Enrico Clausi	Lincoln Barron
Joe Vesa Sis	Lincoln Barron
Dolores & Alfredo	Earl Burnett or
Clara	Club
Maria Alvarez	Joe Allen
Gerta Blum	Lilla Gerty
Clara Alabaster	Patricia
Henry Mack	Dolores Dan
Barney Abbott	Patricia
Patry McNeill	Terrace Garden
Billy Boyce	4 Blackouts
Frankie Smith	Florie O'Day
Julius Tannen	F. M. Rector
Al Williams	Vanity Fair
Jack Bell	Joe Lewis
Leola Davis	Rick & Snyder
Joe Sanders Orch	Rock & Ray Lyle
Joe Sanders Orch	Rock & Ray Lyle
Martine & Mona	Tiffany Six
Alvira Morton	Lilla Alta
	Leo Wolf Orch

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New Assortment of GREETING CARDS For All Occasions

The Leading and Largest SHOE FACTORY in the United States. The only factory that makes any set of needs made to order.

Guerrini & Co. 277-278 Columbus Ave. San Francisco, Cal.

BOOKLET ON HOW TO MAKE UP STEIN'S MAKE UP

SMITH-CAMPBELL CO. PUMPKIN UNQUESTIONED FOR HALF A CENTURY

STANDARD FIVE DOLLAR ROOMS

WEEKLY \$1750

CHICAGO'S REVOLUTION HOTEL

KNICKERBOCKER

ADJOINING NAUTICAL CLUB (OPPOSITE THE GYM)

SPECIAL RATES TO THE PROFESSION

RKO STATE LAKE

CHICAGO

RKO-Radio Production

Symphony of Six Million

with Ricardo Cortez, Gregory Ratoff, Irene Dunne, Anna Appel

H. MILLER

INSTITUTION & INTERNATIONALE

Shoes for the Stage and Street

SHOWFOLK'S SHOESHOP—1552 BROADWAY

OBITUARY

EMILIE MELVILLE
Emilie Melville, 80, former stage star, died in San Francisco May 19 following a long illness. Miss Melville resided in San Francisco after retiring from the stage 20 years ago. Her only professional appearance since her retirement was two years ago in a stock production of 'The Royal Family.'

Miss Melville was a daughter of Julie Miller, Edwin Booth's ingenue, and made her stage debut in Edwin Forrest's production of 'Richard III' in Louisville, Ky. in 1867. In the late 70's she took to the stage with a play in San Francisco and for a year was strenuous opposition to Edwin Booth, who was at the California theatre, by one daughter, Mrs. Grace Thorpe, minor of Princeton, N. J.

BOZEMAN-BULGER
Bozeman 'Bulger' noted sports writer died suddenly May 22 at his home in Lynbrook, L. I., of a heart attack. Although he had been recently operated on for appendicitis, the deceased appeared to be in his usual health until the fatal attack. Bulger was 64 years old and had been one of the leading sports writers in the country for 25 years. He was known for a never ending flow of humor.

Deceased is survived by his wife and a daughter, Mrs. W. B. Murray of 425 Riverside Drive, New York. Funeral services will be held Tuesday (24), at the Masonic Temple, Lynbrook.

HENRY P. SCHMITT
Henry P. Schmitt, former concertmaster of the New York Philharmonic society, died in New York May 22. He was 62.

Deceased started his career as a cellist and was conductor of the Metropolitan Permanent orchestra in 1897. He played first violin in the orchestra of the Metropolitan Opera. In 1915 he resigned as concertmaster of the Philadelphia orchestra and in 1917 was engaged in teaching.

Mrs. Elise Erlich Schmitt, deceased wife, survives. Interment will be in Kensico Cemetery, May 24. Funeral services at Campbell's.

MRS. ED ROSENBAUM
The wife of the late Ed Rosenbaum who was company manager of many editions of Ziegfeld's 'Follies' tours died at her home in Atlantic City, May 20. She was 75.

Born in Poland, she came to the stage here at the age of 15 and was a popular attraction.

MY BROTHER THEODORE MORSE
May 25, 1924
"You'll Live Always in My Heart"

Jessie Morse Bradford

appeared in Koster and Bial's under the professional name of Rosa Lee, also singing with the Bostonians. Four sons survive, Edward, Rosenbaum, being a stage manager. The others are William, Arthur and Samuel. Funeral services were held at the Riverside chapel, New York, Monday.

LULE WARRENTON
Lule Warrenton, 69, Shakespearean and repertory actress for many years, died Saturday (14) after an operation at the Santa Clara hospital in Laguna Beach, Calif.

Miss Warrenton had been acting since a child. Later with her own company which she toured through Canada and played in San Francisco and in Los Angeles with the Eldridge stock a quarter century ago. She was also a player and director at Universal and Fox.

Survived by a son, Gilbert Warrenton, cameraman, and a daughter. Cremation in San Diego.

JOHN C. JANNOPULO
John C. Jannopulo, 60, founder of Delmar Garden, St. Louis summer amusement park, died at the city hospital there, May 14, from a skull injury sustained in a fall from a stunt in his hotel room unconscious, and was in a coma for four days, failing to come out of it.

Up to about 13 years ago, Jannopulo ran two theatres in the park with musical and dramatic stock. He later gave both up and subdivided the park. For many years he was Greek consul in St. Louis, survived by a son.

MICKEY O'NEILL
Mickey O'Neill, 32, film actor, director and writer, was killed Saturday (14) in an automobile accident near Atascadero, Calif., while returning to Hollywood from Los Angeles. He was buried in the National Military cemetery in Los Angeles.

O'Neill, whose real name was Clarence J. H. Dion, leaves his parents, Mr. and Mrs. Clarence Dion, and two sisters.

CHARLES E. FRESHWATER
Charles E. Freshwater, 50, former Long Beach, Cal., theatre manager, was killed in an automobile accident May 15 at Oceanside.

Freshwater for the past 25 years had managed theatres in Long Beach and at one time was part owner of Hoyt's on the boardwalk. At the time of his death, he was inactive in show business. Survived by his wife.

ILLINOIS HORNSEY
Illinois Hornsey, 73, former legit actress, died of heart disease at her home in Opauga, Ill., May 22.

She had been, of the stage a number of years. Her husband survives.

WM. M. GODDARD
William M. Goddard, 63, former associate of John Golden, died in Rockville Center, L. I., May 14, of apoplexy.

J. H. V. Moore, 70, exhibitor of Amherst, N. S., died at his home there recently. Surviving are the widow, one son and three daughters. Deceased had been in poor health for about a year.

Daniel O'Keefe, 52, died at Norwood, Mass., May 11. He had managed various New England theatres but at the time of his death, was in the hardware business.

Henry Schenkel, for many years an officer in the East Liverpool, O., musicians' local, died there recently following a lingering illness. Survived by a brother.

Mother, 68, of Victor Weinschenker, known as 'Rasputin' around Chicago, died at her home there, May 18, of a heart attack. Three other children survive.

Rey Wahlfahrt, 31, motion picture machine operator of Jersey City, who was killed in an auto accident near Easton, Pa., last week.

E. Guy Spangler, 81, well known on the stage in the '90s, died at his home in Atlantic City, May 15. He has been in retirement the past three years.

Mrs. Mary Rooney McGraw, stepmother of John J. McGraw, manager of the giants, died in Truxton, New York, May 22.

Seymour Furth, 55, librettist, died in Boston May 22 of a heart attack. Survived by his widow, mother and brother.

John R. Sheehan, 73, former actor, died in Ogdensburg, N. Y., last week.

Catskills Stock
Irving Salkow, long legit manager, dies his first independent activities this summer with stock at Monticello, New York. First stock for that section of the Catskills.

Group opens July 4, now casting. Barry McCollum will probably be the director. Company will do nine shows, including a troupe of 'Ladies Are Weak' by G. Graham Smith. Ben Stein optioned recently.

Pleasure Before Biz by Asst Mgr. and Sword Swallower Sinks Museum

Cleveland, May 23.
Three C. McKershan's museum of freaks hit the rocks and sunk when its assistant manager's courtship of the femme sword-swallower became such a public exhibition that it drew the spotlight away from the burn-up freaks.

Bernard Forbes, the assistant, bitten by love bug, broke up the show by arranging back \$100 he put up as bond to get his job. McKershan refused to come through, claiming Forbes spent too much time with Marie Starr, sword eater and half-dressed escape performer, instead of doing his work. Assistant came back by having sideshow owner arrested for conversion of the dough.

McKershan, who now faces a 30-day sentence in workhouse, turned the courtroom into a circus by calling in his magician, a cannibal man, a contortionist and one-legged tap dancer to defend the defense. Pravis testified that on one occasion Forbes put on a petting match with sword girl that crimped his act. Awkward audience spotted her bare leg sticking out, and while two were necking, on backstage trunk, and forgot all about his magic.

Backstage show gave freaks on stage so much competition that they finally quit, stranding its owner and several others.

Mysterious West

(Continued from page 1)
Adventure! Excitement! Take-a-chance! Mystery!

All the elements of the great Middle West has cast off the robes of convention, has suddenly discovered an urge for the unknown adventure. The Midwest has gone mystery-minded.

A hungry mug doesn't just ankle into a heathery and order a dose of ham-and-its more fun when it takes a password, some crystal gazing and a couple of high signs. A hided, wiser (presumably) tip-toe up to the table, look about him cautiously, then whippers hoarsely into the would-be diner's car. 'Why don't you try today's Mystery menu? You take a chance!'

Mystery on Rails

Life in the Midwest isn't simple any more. Everything is complicated and needs a pass-word. That takes in everything from restaurants to railroads. The rattler system around Chicago, where the running 'mystery excursions', the passengers buying a fat ducat to some unknown destination. For \$5 on a Sunday the show, train with its engineer under sealed orders, sneaks out of the depot headed for some spot out in the country, and brings you back the next morning in time for work. You buy the necessary pasteboard by saying 'mystery trip' to the ticket man at the depot.

Every drug and candy store has its mystery bargains, ranging from \$1.00 a box of the 'grab bag', which contain candy and some trinkets, that the kids can buy (or at least used to) for a penny. Even the big department stores have their mystery goods, and the public has its engineer under sealed orders, sneaks out of the depot headed for some spot out in the country, and brings you back the next morning in time for work. You buy the necessary pasteboard by saying 'mystery trip' to the ticket man at the depot.

Music counters in the five-and-dime spots regularly get rid of out-of-date tunes by selling 'em in 'mystery' packages of three at a two-bits the throw, with the same for the notion. People go shopping nowadays, buy mystery bargains, and don't know what they've bought until they're unwrapped the packages and get home.

Musicians in the five-and-dime spots regularly get rid of out-of-date tunes by selling 'em in 'mystery' packages of three at a two-bits the throw, with the same for the notion. People go shopping nowadays, buy mystery bargains, and don't know what they've bought until they're unwrapped the packages and get home.

Blind dates are more popular than ever. Restaurants report that they are at present constantly running short of hash. Much of this effort for mystery locally is blamed on the influence of the time-speaker, which has become to be the keynote of the Midwest. The public has become inoculated with the urge for mystery and adventure as typified by the peep-hole, the password, the hidden basement entrance, and the spirit, when the door, take-a-chance when trusting to their luck on a gulch of healthful hooch.

FLOTO OHIO GATE SLIM AND HEADS FOR EAST

Akron, O., May 23.
Enroute east to New York and New England territory Sells Floato circus, rounding out its first month in Ohio. Ten years in the Buckeye state is expected to prove almost as unsatisfactory as a year ago, when the show ran into the poorest string of dates in many years early in July. Chicago, reported as St. Louis, Indianapolis, Terre Haute and Columbus, which was again under auspices. Akron, always a good Floato town, drew indifferent audiences. Other Ohio cities were worse, even Dayton, which proved a bad Sunday stand.

This season does not compare favorably in any way with the Sells Floato of some years ago. Two 50-foot sections have been taken out of the big top, removing two sections of reserves on both sides. Same number of stars, same rank the ends. Big top canvas is new and personnel much changed from last season. Fred Ledgett, equestrian director, has done wonders with what has been left to him, and has replaced the 'Foolish' Hanneford, recently brought over from Europe for the Gardens engagement of the Hanneford show, with a riding act on the SP when the show took the road, and the Hanneford turn going over to the Hannebeck-Wallace unit. Sells Floato went into this season five cars less than last, but train is loaded to the last foot. Lou Delmore's sideshow is mediocre, many of his good attractions have left him, and his advance, however, has not been curtailed, as the show is using more paper against opposition than before and is spending more money with the newspapers. Bob Hickey, a week ahead, has been doing some excellent story work.

This week will see the last of the Ohio stands, with the annual Pittsburg engagement to follow early this week. Show will play there three instead of two days, using two lots. SP has been playing every Sunday since leaving Chicago, but so far Sunday spots have all proved bloomers.

O. State Gate Halved

Ashland, O., May 23.
Ohio State fair admission will be 25 instead of 50 cents. The reduction was made on the recommendation of Gov. White, who believes the cut will encourage the fair. The date is at Columbus, Aug. 29-Sept. 3.

Circus Worker Found Dead
J. L. Johnson, known as 'Bulb' Burleson, employee of Downie Bros. circus, was found dead in bed at a hotel in St. Louis, Mo., Sunday, May 14. He engaged a room at the hotel the day the circus played here.

When he did not respond to summons, police broke down the door.

CIRCUSES

Al G. Barnes
May 25, Doles, Idaho; 26, Poncaville, 27, Salt Lake City; 28, Rock Springs, Wyo.; 29, Rawlins.
Hagenbeck-Wallace
May 24, Cleveland, 25, Warren, 26, New Castle, Pa.; 27, Sharon; 28, Erie; 29, Buffalo, 30, Erie.
Ringing-Barnum
May 23-28, Philadelphia, Pa.
May 26, Bethany, Mo.; 26, Gallatin, 27, Trenton.
Sells-Floato
May 24-25, Pittsburgh, Pa.; 26, Johnstown, Pa.; 27, Co., Pa.; 28, West, Pa.; 29, York, Pa.

CARNIVALS

For current week, May 23-26, when not otherwise indicated:
Anderson-Strader, Red Cloud, Neb.; 27, Omaha, Neb.; 28, Lincoln, Neb.; 29, Omaha, Neb.; 30, Lincoln, Neb.; 31, Omaha, Neb.; 1, Lincoln, Neb.; 2, Omaha, Neb.; 3, Lincoln, Neb.; 4, Omaha, Neb.; 5, Lincoln, Neb.; 6, Omaha, Neb.; 7, Lincoln, Neb.; 8, Omaha, Neb.; 9, Lincoln, Neb.; 10, Omaha, Neb.; 11, Lincoln, Neb.; 12, Omaha, Neb.; 13, Lincoln, Neb.; 14, Omaha, Neb.; 15, Lincoln, Neb.; 16, Omaha, Neb.; 17, Lincoln, Neb.; 18, Omaha, Neb.; 19, Lincoln, Neb.; 20, Omaha, Neb.; 21, Lincoln, Neb.; 22, Omaha, Neb.; 23, Lincoln, Neb.; 24, Omaha, Neb.; 25, Lincoln, Neb.; 26, Omaha, Neb.; 27, Lincoln, Neb.; 28, Omaha, Neb.; 29, Lincoln, Neb.; 30, Omaha, Neb.; 31, Lincoln, Neb.; 1, Omaha, Neb.; 2, Lincoln, Neb.; 3, Omaha, Neb.; 4, Lincoln, Neb.; 5, Omaha, Neb.; 6, Lincoln, Neb.; 7, Omaha, Neb.; 8, Lincoln, Neb.; 9, Omaha, Neb.; 10, Lincoln, Neb.; 11, Omaha, Neb.; 12, Lincoln, Neb.; 13, Omaha, Neb.; 14, Lincoln, Neb.; 15, Omaha, Neb.; 16, Lincoln, Neb.; 17, Omaha, Neb.; 18, Lincoln, Neb.; 19, Omaha, Neb.; 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JACKIE COOPER

AND

"CHIC" SALE

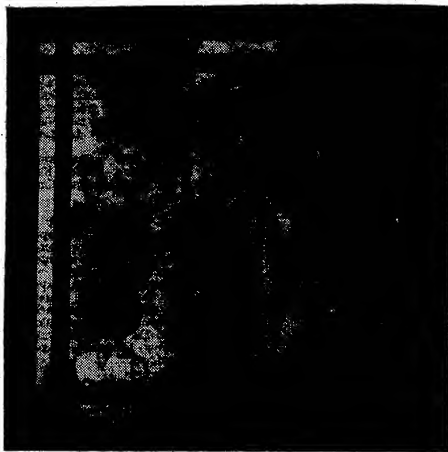
GIVE

OUTSTANDING PERFORMANCES

IN

'WHEN A FELLER NEEDS A FRIEND'

THE M-G-M COSMOPOLITAN PICTURE



"CHIC" SALE Says:

"I consider it a privilege to have worked with such a real artist as Jackie Cooper."

NEW YORK "EVENING GRAPHIC"—*Julia Shawell*

"Jackie Cooper and Chic Sale share billing honors with Sale doing his old man and young Cooper giving a grand performance as Limpy, the lame boy."

NEW YORK "DAILY MIRROR"—*Bland Johaneson*

"Chic Sale, the splendid character actor, is a fine foil for Jackie as understanding, Uncle Jonas."

NEW YORK "EVENING JOURNAL"—*Rose Peliswick*

"As Uncle Jonas, the small town street car conductor who spins incredible yarns and teaches the child to assert himself, Chic Sale gives an outstanding portrayal."

NEW YORK "AMERICAN"—*Regina Crewe*

"Chic Sale excels in a role made to the measure of his artistry."

NEW YORK "TIMES"—*Mordaunt Hall*

"Mr. Sale does splendidly as the old man, so well in fact that one would believe him to be well along in years."

CHARLES "CHIC" SALE Whose Old
Man Characterizations Make Folks Forget He Is a Young Man, Will Have
A Chance to be His Age in

"COMPETITION"

(TENTATIVE)

THE WARNER BROS.
PICTURE

(TO BE RELEASED SOON)

The Story Carries Him From a Young
Man of 20 to an Old Man of 75

MANAGEMENT

LEO MORRISON



VARIETY

PRICE

15¢

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NEW YORK, TUESDAY, MAY 31, 1932

64 PAGES

INSIDE STUFF ON FILM BIZ

Dixie Farmers Down to Plug Cut Money, But Show Boats Going Out

Birmingham, May 30.

The showboats haven't gone the way of all flesh by a long sight. These late May days a whole fleet of the arks are being painted up, the birds nests pulled out of the callopes and are being put into shape for another season. It is rather surprising the number of them that ply up and down southern waters every summer.

The majority still present stock but a few are equipped with sound picture equipment. When talkers first came out, several made some good money going into the little towns where sound hadn't yet reached.

The Hollywood, operated by Capt. J. W. Menke, is probably the most successful of the show boats in this section. He has been paddling up and down southern waters for years and has played every town along the Cumberland River. Last season business was so good that he was held over at Nashville several weeks.

Veteran of the River
Capt. Menke is getting his boat ready for another season. He knows the farmers have just about enough money to furnish them with chewing tobacco and little else, but he's going just the same. He expects to set out in a few days down the Ohio River to the Mississippi and up Old Man River to St. Louis.

This season will make his 26th on southern waters.

The City of Memphis is at Louisville undergoing repairs and will set (Continued on page 55)

TRUCK TALKER THEATRE FOR MINIATURE TOWNS

Los Angeles, May 30.

Roadshow talker outfit has been assembled to play outlying towns of from 300 to 500 population that are more than 50 miles away from regular film houses. Traveling air-ducts will play the 11 most western states and seats 350. Canvas sidewalks, panel front, lobby frames and a marquee, powered by a 5 kw. electric plant will be carried. In addition to a canvas top in case of rain.

Bill Arms, at present using the truck as a bally 'Grand Hotel' at the Chinese, finishes his contract in two weeks and then takes the barnstormer out. Will show a regular program at 50c top, including two shows a night. Opens in Northern Arizona.

Project was tried out a week in eastern California and demonstrated that a profit can be made.

Done in Oil

Signal Hill, Cal., May 30.

Local oil fields will have a legit dupe under canvas to cater exclusively to the oil drillers and refiners. Starts here June 5. Otto Olmstead is the impresario.

There's a Reason

A dude ranch in New Jersey is getting in an unusual play from the Broadway mob. It's right in the heart of the applejack district.

SLIP CONTROL MEN, OR ELSE

Vaudeville's custom of act tipping spotlight men, electricians and stage hands for good will purposes now has its parallel in radio, where the control men must be taken care of or heaven help the artist.

The control men are important. They can make or break a mike artist. The latter are now making their control men bosom buddies, taking them to their homes week-ends, supplying them with theatre tickets, etc. It is a cinch for one of the boys at the controls to ruin a song orspiel and blame it on atmospheric conditions.

'Ladder' Angel Again?

Brookton, Mass., May 30.

Looser of nearly \$1,000,000 when he backed 'The Ladder' on Broadway. Edgar B. Davis, multi-millionaire oil man, here last week refused to admit or deny that he soon was to produce a musical comedy in New York City.

Davis likewise declined to comment on the report that his company had struck a virgin oil reserve in Texas after drilling a mile and three-quarters into the ground.

Gang Films Again?

Trend toward return of gangster pictures is quietly but definitely manifesting itself. Home office readers for most of the major companies admit being on the lookout for likely themes of this kind.

Gangsters in the new cycle, however, must take second place with cops, the law winning out in each instance. Success of 'Scarface', authorities' state, has convinced the story departments that the public wants action stories, and if the locale happens to be the underworld, that's all right, too.

Auctioning Magic

Minneapolis, May 30.

To raise funds for its organization, the 'Mystic 13' held an auction sale at which magic and sleight-of-hand tricks were sold to the highest bidders. The '13' is a new local society for magicians.

By Tom Mix

(Variety's old reporter who's been loafin' on the job for quite a while)

In July, 1927, 'Variety' published a piece I wrote wherein I gave my ideas of what was wrong with the motion picture industry. Now, in 1932, again at the suggestion of 'Variety' I'm attempting the same thing, or in other words to bring the first article up to date. What I said in 1927 goes double today and takes in the supervisor.

While I don't claim to rank in prophecy with Isaiah, Jeremiah or Ezekiel, an I mention these Five-Star forecasters just to show that I was upon a time. I attended Sunday School—I should like to start my 1932 apostle by quotin' a few lines, here an' there, from my original thesis, published five years ago. In connection with what I then said about foolish inefficiency, waste and wild extravagance in 1927 picture production, I wrote:

'The first thing our producers will know, a group of smart, wide-awake, wide-seeing, wide-understanding and widely efficient business men will find out there is money to be made in pictures, an' these gentlemen will step in an' take over the industry with the same ease that a certain gen named Grant, rode his horse into Richmond.'

I invite a glance backward over motion picture history during the past five years—old the Chase National Bank, Hayden, Stone & Co., Goldman & Sachs, Kuhn, Loeb & Co., Harley L. Clarke an' one or two others have to 'step in' own a horse or even take a ride in the direction of Hollywood? They did (Continued on page 23)

Baggage Car Dansant, Mystery Trip Feature, Packs Holiday Crowd

Cincinnati, May 30.

Dancing aboard train and free acts are bargain baits added to railroad excursions out of this city. Another new lure of the reduced rate rail ride in these times is an unannounced destination. The first such rolling dansant and eats combo was pulled off today by the Southern Railway System under 'Mystery Tour' billing. At \$1.75 per head, the rattler was jammed to the rear platform. It left here at 1 p. m. and returned shortly before midnight.

Train dancing was in a baggage car to the music of a five-piece orchestra. The destination proved to be a grove about 40 miles south of Cincinnati, where the band also played for dancing and dinner was served.

In the newspaper advertising of the excursion, the Southern Railway System announced: 'The Mystery Special will start with sealed orders. Mystery, romance and adventure all combined in this tour.'

'An afternoon and evening in mysteryland. There will be an orchestra—dancing on the train and at destination. Delicious chicken dinner. Get up a party or take the family. \$1.75 covers everything.'

With First Families Dining on Budgets, Waiters' Thrills Come from Joe Mugg

Throwaways

Los Angeles, May 30.

Service charge passes spread over town for the opening of the Star and Garter, burlesque, were 'good for any 75-cent seat, service charge of 25 cents per person.' Advertised prices were 10 and 20 cents.

Dining out in the best manner has taken on a new note, according to the tonier maitres d'hôtel who preside over rendezvous of the New York elite. Society still wants to put on the dog, be seen at all the best places. But the blue-bloods are counting their pennies. Their evenings out are as carefully budgeted as a stenographer's holiday.

Smart diners have gone table d'hôte. They have ceased to be gourmards assembling subtle delicacies from the mysteries of the French à la carte. They are no longer interested in culinary magic, the secret of which is known only to Louis, Gaston or Victor. Social register acceptance of special dinners is ruled by the knowledge that the price is fixed and the total for an evening's diversion will not exceed an allotted sum.

Tips are distributed on the theory that anything greater than 10% is vulgar ostentation. An amazing number of select dinner patrons has completely abolished the custom. The attendant waiter is rewarded with the information that he served his party well. The captain may go out and celebrate with the knowledge that his patrons were pleased with that choice table near the window. Today's blue bloods know that it's smart to be impetuous. The most select dinner resorts, (Continued on page 63)

WORRIERS HEAD BACK TO LAND

Chicago, May 30.

Making a direct appeal to the unemployed who cannot survive in the city, local farm-lands agents are finding that they can dispose of vacant country acres which formerly found no buyers. These sales agents are working strictly on the 'Back to Nature' theme, and the (Continued on page 58)

DeMille's Bathub

Hollywood, May 30.

Combining a bathub with the Bible, C. E. DeMille has a Roman bathing scene in his current 'Sign of the Cross' that allows him full sway for his bathub splendor of yore.

Director is now testing for the lead femme to meet his specifications of 'physical allure combined with a quality of spirituality.' Lead is a Christian martyr who goes to the Roman lions. After photographing a half dozen or more Hollywood candidates DeMille admits it is hard getting the spiritual—a combination and will have tests made of candidates in New York.

Told What's Wrong with Films; H'wood Harkens

Emjo Basshe, 22-year-old former director of Provincetown Playhouse, has been brought here by Joe Schnitzer. Will be groomed for screen directing.

Schnitzer says he made the contract after having been intrigued by Basshe's magazine article on 'What's Wrong With the Pictures.' Liked the ideas and wants to put them to work.

DIDN'T TAKE LONG

Joe White and Clarence Gaskill's tune in honor of Amelia Earhart's annual night will be published by DeSylva.

Song is titled 'Amelia, We're Proud of You.'

LOS ANGELES UNCLES ALL YELLING 'UNCLE!'

Los Angeles, May 30.

Loudest depression cries in town are coming from the Main street pawnbrokers who claim their business is hard hit.

Second street is a lane of honky-tonk theatres, flop houses and pawnbrokers. In the past few months half a dozen of the red-headed men offices have closed their doors and turned on their pledges over to others for redemption.

It appears that no one has anything to pawn, and those who have hocked the family jewels are unable to redeem them or pay interest. Few people are in the market for jewelry or other articles that find their way to the material uncles, so the pawnshop operators are just out of luck.

5 for 2

Joe Cunningham, the Philly humorist and sports' writer, is debuting as a theatrical author for Burns and Allen. He will contribute gags to the U-A air routines. This is Cunningham's maiden assignment in show biz.

Addition gives Burns and Allen a battery of writers including Harry W. Conn, Carroll Carroll, Eugene Conrad, Al Roesser and Cunningham, all feeding them gags for the ether.

Tuff Mugg—a Phoney!—Used to Frame Hollywood's Champ Frammer, Grauman

Hollywood, May 30.

They finally framed the Coast's champ framer—Sid Grauman. It started innocently enough some weeks ago, but Hollywood's chief mischief maker went the hard way for the gag to such an extent that the boys, suddenly realizing that the great Grauman was gullible, merely sat back and kept it up. Hoax was the picking of Sammy Fenn as Chicago's most notorious guerrilla.

Now Sammy is head builder-upper to George Raft, and George has had to take the days of the Charleston and vascinated hair when he flung his feet so fast that even "One Take" Durante couldn't keep up with him on the set. George's feet fly no more, though the glittering hair remains. He's become an actor in demand as a heavy. Meanwhile, Sammy's penns look after George in various ways besides being his constant companion.

This particular evening Sammy was minus George and at a restaurant table all alone. The ever curious Sid asked Bill Perlberg who the stranger was and Bill, still munching a jocular meal, hung on from Raft's mid-gal at South Bend, facetiously replied, "Why, no one else but the toughest mugg in Chicago." Which intrigued Grauman sufficiently to ask for an introduction.

The Builder-Upper. Just then Fenn, who had finally decided outwitting a waiter was easier, started his "Passing Perlberg, and knowing him, Fenn stopped long enough to remark: 'Say, d'ya see a 'Scarf' yet?' Why, no, a mugg in the picture, how to handle a road. And walked on.

When they picked Sid's chin off the table cloth, Grauman was not only not mad, he had an introduction but Fenn positively had to attend the Chinese theatre opening of "Grand Hotel," as Sid said with a pair of \$11 tickets scribbled on the cuff. This was all duly seen to and arranged. But when Fenn called at the boxoffice there was a minor mix-up. Sid's tickets were a minor mix-up. Sid's tickets were a minor mix-up. Sid's tickets were a minor mix-up.

Seeing that Grauman was up to his hips in awe of the country's supposed toughest trigger, Perlberg declared the slightly bewildered but appreciative Grauman was to get him to phone Grauman just before the latter's opening night. Conversation had Fenn telling the theatre man that the gendarmes were after him, he'd have to stay under cover for a while and he must have a job.

Fenn almost blew the whole thing wide open by rambling his lines when he got in front of Grauman, but the Coast Impresario was too excited over his Chinese premiere to notice the vocal stumbling. But Fenn got his first night tickets though "Sid" was at his wits' end on the job angle.

With Grauman suddenly called east on the Roxy production, and tickled to death to get away from the threatening Fenn and the job request, the boys had it framed for Fenn to wire Sid to the Coast. But Fenn got his first night tickets though "Sid" was at his wits' end on the job angle.

But Fenn finally scuttled the proposition by personally wiring Grauman to the truth that it was all so much hokus-pocus and hoped he'd have a nice trip.

NOT INTERESTED

Hollywood, May 30. Anne Nichols, with time hanging on her hands, got a picture idea. She asked Paramount to let her take a script home to show what she could do with it. She said no salary was wanted unless they liked her work.

Nothing came of the offer.

The one best way to get away from competition is to do something difficult.

MR. AND MRS. JACK NORWORTH
130 West 4th Street
New York

Can't Win

Actor was telling a group the good traits of a new car he has bought. He said it was guaranteed to go 50 miles an hour.

'Yeah, one of the mob cracked back, and if it does the finish check you have one that will go 110.'

From Variety's Hollywood Bulletin.

1 REASON HUGHES IDLE IS \$500,000 FOR 'ZEP'

Hollywood, May 30. Chance of Howard Hughes having a picture on the coming year's program of United Artists remains remote.

Producer has the script of "Zep" ready, but his budget, shamed down several times, calls for an expenditure of \$500,000, and he cannot find finances for a picture at that cost. He's not looking very hard, realizing that a film with such a budget these days would be flitting with red ink.

Hughes is mentally kicking himself for turning down \$50,000 less than a year ago for his rights in "Queen People." Offer was made by English company, but at the time he was confident that he would make the picture despite all opposition in Hollywood.

"Scarf" censorship troubles have made him reconsider his adamant stand on "People," with the activity of Louis B. Mayer and Joseph M. Schenck to have him lay off. Purely advice from the former, but from Schenck it's an outright statement that the kidding picture would never be released by United Artists.

Now "Queen People" is on the market for almost any price—with no takers.

L. B. Mayer Goes East For Talk with Hoover

Hollywood, May 30. L. B. Mayer and Mrs. Mayer left here Sunday (29) for the east. They are going to Washington where Mayer, Hoover delegate at large from California, will confer with the President on party matters and then will go to the Republican convention at Chicago after stopping off at New York.

Mayer is vice-chairman of the California Republican state committee.

Graves Spins 2 Yarns

Hollywood, May 30. Ralph Graves has two stories on the fire. One is an alarm yarn he is doing for Metro with Walter Beery in mind. Other is a Hollywood subject, "The Queen Takes a Bow."

Graves starts work at Columbia tomorrow (Tuesday) in "War Correspondent" with Jack Holt.

LEBARON STARTS EARLY

Hollywood, May 30. William LeBaron starts work as Paramount associate producer tomorrow (31), a week earlier than announced. Former Radio head had earlier conferences with E. P. Schulberg before the latter left and also last night at Chicago, but was unable to settle on a yarn for his first picture.

DOUGLAS OPTION, VACASH

Hollywood, May 30. Melvyn Douglas has left for New York to join his wife, Helen Gahagan, for a month's vacation. Follows his optioning by Sam Goldwyn for another term. Last picture was on loan to Metro for Garbo's support in "As You Desire Me."

STALLING A WEEK FOR BING

Hollywood, May 30. Paramount's "Big Broadcast" will not go into work until June 20. Delay is partly Bing Crosby's opportunity to play a week in St. Louis for Public, starting June 3, before coming on to the Coast to go into the picture.



WILL MAHONEY

Now appearing at Grauman's Chinese Theatre, Hollywood, California.

Will Rogers, in the Los Angeles "Examiner," said: "Grauman has a wonderful protégé. He has Will Mahoney, just about the cleverest one-man actor in vaudeville and musical comedy. Mahoney plays the xylophone better with his feet than I have heard it played with hands. He was such a hit, he just about knocked old Howard batty."

Direction

RALPH G. FARNUM
1560 Broadway

METRO'S MAYBE 5 BARRYMORES; 3 SURE

Hollywood, May 30. Metro has assigned Robert Z. Leonard to direct John, Lionel and Ethel Barrymore in "Rasputin." Will start late in June. John Colton and Mercedes de Acosta are now making an adaptation of the story of the Russian monk.

It is possible that John and Ethel Col, the actress' children will be given parts in the picture. John Col was given tests by Paramount last fall and was on the payroll for a while. Miss Barrymore and her children arrived here Friday (29) and will rest up before going into the picture.

Story Stalls Cantor

Hollywood, May 30. Eddie Cantor picture, "Kid from Spain," scheduled to go into production this week at United Artists, will be held up for another two weeks at least. At the last minute trouble was found with the story, so it is in process of new treatment under supervision of Cantor. Four writers are trying to accomplish the task.

L. & H.'s Two Weeks

Hollywood, May 30. Intention of Laurel and Hardy is to do only two weeks of vaude while in Europe. Virtually set for one week at the Empire, London, and a week at either the Majelesine or Gaumont Palace in Paris.

Comics leave here July 2 to be away eight weeks.

LOOKING OVER PLAY

E. E. Griffith and Horace Jackson got in last week with Rufus LeMaire, George Raft, Mary Brian and Ken Murray of a film contingent. Griffith is slated to direct "Animal Kingdom" and Jackson to adapt for Radio. Film version will co-star Ann Harding and Leslie Howard, the latter the stage star of "Kingdom."

VENTURINI BACK AND SET

Hollywood, May 30. Dan Venturini, director, is back from Japan with 7,000 feet of background for Paramount's "Madame Butterfly."

Venturini will next direct "Island of Lost Souls," from H. G. Wells' "Island of Dr. Maracoe."

HOWE LOAFS WITH PAY

Hollywood, May 30. James Wong Howe, Fox's Chinese cameraman, working with William K. Howard, was criticized by Al Rickett. Hal Mohr substituted. Howe laying off with pay until he gets another assignment.

Carbon Comfort

Hollywood, May 30. Hardy roughriding sons of the range seeking those scant picture cowboy jobs have evolved a method of cutting the rent item to a minimum. Many of the bronco pilots charge off their shelter for as low as \$1 a month.

Five punchers band together and rent a private garage for \$5 a month. Using their regular ranching equipment they bed down every night with horse blankets under their chins and saddles for pillows.

Radio Studio Caravan Makes Desperate Try To Preview Secretly

Los Angeles, May 30. Radio studio execs and the directors and principal players of "Star of the Dragon," "What Price Hollywood?" and "Bird of Paradise," spent the weekend at Santa Barbara together with the scratch prints of the three pictures.

Starting Friday (27) one picture was previewed nightly. All arranged on the a. t. in a desperate effort to dodge the maddening preview catchers.

Preview caravan was headed by David O. Selznick and Pandro Berman, with directors, stars, casting directors and cutters in the flock.

U Charges WB Unfair On MacMahon Contract

Hollywood, May 30. Universal has filed complaint with the Producers' Association against Warner Bros., claiming that latter used unfair methods in signing Alleen MacMahon for "Silver Dollar."

Universal claims it put in a call prior to the one by WB for the player and that gave it the first call on her services for "Once In A Lifetime." Warners, it is charged, took no cognizance of the priority right of Universal.

Fred Beeson is now investigating the matter and expected to make a decision this week.

Hollywood to New York In Five Days Five Hours

Bert Wheeler made Hollywood to New York by train in five days and five hours. This is something of a record for amateur transcontinental motoring.

No pinches for speeding, but a delay in New Jersey for carrying a gat without a N. J. license.

SAILINGS

June 23 (New York to London) Mv. and Mrs. Sam Green (Majestic).
June 22 (New York to Paris) Jean Delmour, Claude Lara (Ile de France).
June 17 (London to New York) Tex McLeod (Rotterdam).
June 7 (New York to London) Charlotte Greenwood, Martin Brooks (Leviathan).
June 5 (San Pedro to New York) George Sommes (S. S. Pennsylvania).

June 4 (London to New York) Halsey Shaw (Pennsylvania).
June 4 (New York to London) Harry Moses (Britannic).
May 31 (Paris to New York), W. K. Sheehan, Sol Wurtzel (Bremen).
May 31 (Quebec to London), Helen Hayes, Charles MacArthur (Empress of Britain).
May 30 (London to New York) S. L. Rothman, Martin Beck, S. Jay Kaufman (Bremen).

May 28 (London to New York): Charles Foley (Aquitania).
May 27 (New York to Los Angeles), George E. Stone (Pres. Hoover).
May 27 (New York to London), Benny Thau, Felix Feist, Jr. (Europa).
May 27 (New York to Paris) Mrs. Elmer Rice, Doug Brinkley, Mrs. Cortland Smith (Europa).

May 26 (London to New York) A. C. Sherman, Ingenes band, William and Shields (President Harding).
May 26 (Los Angeles to New York) Claude Lara (Santa Teresa).

MIX WON'T PLAY FOR LAEMMLE RELATIVES

Hollywood, May 30. Tom Mix has given Universal 30 days' extension on its option for his services, to enable Carl Laemmle in person to handle the negotiations.

Mix was disinclined to discuss renewal terms with Stanley Bergerman, son-in-law of Laemmle and supervisor of the productions. Western says that his 24 years in the picture business entitle him to know the experience of the people he is to work with.

In his negotiations Mix will insist that none of the Laemmle relatives be assigned to supervise or direct his pictures and also that hands be kept off by those unfamiliar with his type of pictures at the studio. He had to take over her contracts of executives associated with the pictures just made has been a handicap and an annoyance.

FROM \$800 TO \$3,500 FOR LILIAN HARVEY

Westwood, May 30.

In securing Lilian Harvey, English actress playing in German picture, Fox had to take over her contract from UFA. She received \$800 per week from UFA, but Fox has given her a substantial boost, said to be around the \$3,500 mark for one year.

Miss Harvey's going into "Bitter Sweet" will kill a deal Fox had on to get Jeannette MacDonald and Ernst Lubitsch from Paramount for "Bitter Sweet." Miss MacDonald had insisted on Lubitsch or Frank Borzage as her director as a contingency of her accepting.

J-S Attaches Bennett's Salary After 10% Chill

Los Angeles, May 30. Constance Bennett's attitude in the Joyce & Selznick \$15,000 commission suit against her is that Warner Brothers should pay the full 10% of her \$300,000 salary for two pictures.

Legal understanding is that the studio agreed to and did pay half of Miss Bennett's commission. J-S has slapped an attachment on the next \$15,000 coming to the star at WB.

Keaton's Halt

Hollywood, May 30. "Speak Easily" Buster Keaton comedy put in drydock last week will resume tomorrow (31).

Story trouble developed and a number of Samuels were assigned to formulate new material.

Thompson to Par

Hollywood, May 30. Harlan Thompson is now at Paramount as writer on "Phantom President" for George M. Cohan. Rogers and Hart will work on the story alone and insert song.

BELLE BENNETT STRICKEN

Harrisburg, Pa., May 30. Belle Bennett, stage and screen actress, was admitted to the Harrisburg hospital suffering from anemia. She, with her husband, Frederick Windermere, a pioneer Hollywood director, now with Charles Chaplin, and Diana Gordon, actress, came here as guests of Dr. and Mrs. Robert Denison for the Memorial holiday period. Miss Bennett became ill shortly after arriving.

FARMING OUT WEEKS

Hollywood, May 30. Barbara Weeks' contract was taken over by Columbia for one year from Samuels, who produced this. Year is responsible, the girl returning to Goldwyn next year for three more years.

Orsatti's Talent Trip

Hollywood, May 30. Frank Orsatti, one of the newest crop of agents associated with Milton Bren, is on his way to New York. He's out for new faces for the screen.

Georgie Raft, Screen's New, Sinister Pash, Is a Sucker for a Torch Song

By RUTH MORRIS

Twenty-one months ago, George Raft came back from Hollywood, and nobody cared. To the Broadway infatigable, he represented a good hot dancer who could always find a spot in a band act or floor show, but had chosen to play inconspicuous gangster bits in the talkers.

Last week Mr. Raft staged a second reentry into his home town. Now he's Paramount's white-hot, patent-leather, collected, and he's hailed as the new Valentino, the "ex-Gigolo," the "former body-guard of a gangster"—phrases calculated to intrigue the press for which they were devised.

Quite to his own surprise, Mr. Raft has achieved a name for himself. He's star stuff in the making. His habitat on the last trip was Broadway. Now he travels the celeb/route between personal appearances at the, Paramount and publicity teas conducted on the swankier east side of town. His old cronies are already, and prematurely, announcing that they "knew him when." Chatter interviews discuss his "gleaming black hair," his penetrating brown eyes; his fascinating, almost cobra-like smile.

Mr. Raft would perhaps like to see a cobra smile, just so he could get some idea of his new personality. It's all a little nebulous right now.

He didn't set out to Hollywood to work toward cinema anyway. He went because of a girl. She was a girl, says Raft, who occasionally worked in pictures.

When a friend offered him a gangster part in "Quicks Millions," he hopped at an opportunity to meet the girl, and he's been in Hollywood. "Scarface" brought a series of similar roles that didn't electrify the world. Suddenly, just like that, every company proffered roles. Paramount's secretary best and now an ex-hooper, still unable to grasp the situation, knows that his career as an actor will last for at least the duration of a year's contract, stipulating six featured roles.

I haven't looked it out yet," he confides, doing as though he'd like to go into his Charleston to gain breathing space.

A Male Cinderella

The male Cinderella aspect of the Hollywood chapter fits in with earlier episodes in a career that has been a succession of ups and downs. Years ago, Raft didn't really expect to win the Joe Frisco Dance Contest at Bill Hardy's "Palm Garden." He just competed and came off with a first place. He didn't expect it, but he would lead to vaudeville dates with Joe Frisco, and so on to the Guinan Club and specialties with the Bernie band. Now, the strangest turn of events has brought him to Hollywood as though he were an actor.

"Mr. Raft isn't yet convinced that he can act, though he enjoys following undomestic direction and playing swift, tongue-twisting roles. He's deeply grateful to Paul Muni who gave him any number of tips in "Scarface" and wised him up to the elementary tricks that simplify scenes. He's glad that an orchestra plays soft, sobby music during rehearsals. A wistful torch to battle—particularly "My Happy Returns of the Day," which was wrapped up with the collapse of his first love romance—can melt him to tears.

"Memories" was the tune selected for the rehearsal of his "Scarface" death scene, hailed by the critics as a great piece of acting. The music, the reactions of the cast, his own vivid picture of the scene, crept under Mr. Raft's skin.

"There I was dead on the floor. I could feel Ann Dvorak's tears falling on my cheek. Paul Muni was on the other side whispering 'I didn't know—I didn't know.' The whole thing got me."

Fortunately for the success of the scene, Mr. Raft explains, the two kneeling figures masked him from the cameras, otherwise the audience would have been taunting over a glimpse of George Raft sobbing over his own undomestic demise.

Mr. Raft has no preconceived notions as to the parts he'll play, but he is wary of publicity that couples his name with celebrities. He thinks the association of identities invites a dangerous comparison that Valentino fans will resent. Pitting success against the glorious memory of an idol is harder than competing with living actors—and that's hard enough.

BEBE-BEN BID

Best - Marshall R. O'Leary Offered Daniels-Lyon on Coast

Hollywood, May 30.

An offer of \$4,500 for Bebe Daniels and Ben Lyon to play "Alway's Juliet" on the Coast, in legit, has been made through Jenie Jacobs.

Another married stage pair, Edna Best and Herbert Marshall, did "Juliet" on Broadway, closing prematurely there to permit Marshall to jump west for a Paramount picture.

VOLUNTARY WB UP FOR BRENT

Hollywood, May 30.

George Brent, whom Warner Brothers is pushing for stardom, is reported in for an unsolicited salary raise when his option comes up for renewal shortly. The fact that Brent has asked for nothing beyond what his contract calls for, plus the studio's satisfaction with his work, is said to be the prime reasons behind the summer time Santa Claus intent.

Placing of Brent opposite Ruth Chatterton in her first WB picture, "The Rich Are Always With Us," elicited a request from the femme fatale that Brent be her leading man in all her future pictures. Whether this will be acceded to is not known, but it gives an insight into the standing of the former legit actor on the Burbank lot. Situation ranks among the rare instances of a screen player's salary being voluntarily raised by his studio, and under the stress of present conditions becomes that much more unique.

'Morality Bond' Demands Incite Adventure Crew

Hollywood, May 30.

To assure that they wouldn't go on the make for South Sea girls, \$500 bond of members of "The Soul Trader" adventure-traveler company supposed to go to the South Seas, is that Jack Irwin and Leslie H. Carter, promoters, have been named as defendants on grand theft charges.

Several youths sought employment with the company and paid the money, but the boat never took off.

Murnan's Brother

Hollywood, May 30.

Robert Murnau, Berlin newspaper man and brother of the late director, F. W. Murnau, is here freelancing.

Primary object of the visit is to settle his brother's estate. Latter consists of his yacht and a home in Tahiti.

Selwyns Will Stay West, But East Gets Salaries

Culver City, May 30.

Edgar and Ruth Selwyn are through with the stage for the rest of the year, and will stick to pictures. Director-actress couple still have two apartments in New York and a house at Great Neck that they can't rent.

Selwyn's next picture for Metro will be "Man of the Nile," his own original, for Ramon Novarro. He is now directing "Skyscraper Souls."

It Ain't the Same

After being away from Broadway for a couple of years, Benny Thau thought so much of the old home town that he advanced his sailing date a week and pushed off last Friday (27) on the Europa. The Metro attaché had he wanted of the Alley after a week. He was to have sailed June 3.

Thau, a six months' scouting jaunt of European capitals for Metro.

Scene of Toil

Culver City, May 30.

Ritz bungalow formerly occupied by Glen Swanson on the Pathe lot is now being used as offices by J. G. Bachman.

Erce passes from the elaborate living room to the softly lighted dining room and then into a delicately tinted bedroom as part of the day's work.

Richard Wayne Sues Divorced Wife Over Broken Loafing Pact

Hollywood, May 30.

A contract for \$1,000 per month given him by his wife, for relinquishing his real estate business and traveling with her, is the subject of a suit by Richard Wayne, former film actor, against his wife, Mrs. Antoinette Converse Wayne.

Couple were married in 1926, and shortly after Wayne was handed the contract allegedly good for life. In 1927 Mrs. Wayne assertedly obtained a divorce in Europe and terminated the contract. Wayne is suing for an unnamed sum for the unpaid months, New York Supreme Court recently upheld the validity of the contract.

Bill Powell Probable for Schwab-DeSylva Musical

Hollywood, May 30.

Among the picture names mentioned for the Larry Schwab-Buddy DeSylva musical, "The Girl in the Red Velvet Shoes," is Bill Powell and Bert Wheeler. Wheeler has been previously reported as standing a divorce in joining this troupe, but the Powell candidacy is new.

Powell is currently under contract to Warner, but it is expected that arrangements are under way whereby he will return to the stage for the musical comedy. It means Powell will be due in the east late this summer to start rehearsal if the deal is closed.

Schwab and DeSylva are producing the show themselves with none of their former partners in this time. The two men are working on the script at DeSylva's Malibu spot and have tentatively titled the show "Angels' Flight." Present plans are for a Pittsburgh September break-in prior to the New York debut.

Those Dietrich Gams Due for Re-exposure

Hollywood, May 30.

Marlene Dietrich's famous gams, hidden from the public in her last three pictures, will stage a comeback in the disputed "Blonde Venus."

It was partly the script's torrid element that caused the differences between Paramount and Josef Von Sternberg. Script now being filmed is virtually the original, although studio gives out the impression it is a compromise affair.

Understood that the Hays office got concerned on lamping the script and asked for a toning down. Some of the scenes as written in the script are so show much more of Dietrich than the famous legs.

Trend of the story is of a good woman gone wrong to support her child. Some of the protests are that Hays office to the script that the kid accompanies the lady of the evening on some of her expeditions.

Cohan's 2-in-1

George M. Cohan, who left New York Friday (27) for the Coast, is attempting a job distinction in home roles even unique for Hollywood.

While playing the title role in the filming of "Phantom President," he will simultaneously write the story for "The Song of the Eagle" an original.

Both are for Paramount.

Lila Lee for Col.

Hollywood, May 30.

Lila Lee is picked for femme lead with Jack Holt and Ralph Graves in "War Correspondent" at Columbia.

Paul Sloan gets it into work this week.

Giving the New Screen Writer Full Opportunity to Develop Is the Latest Among Producers

ONE SOLUTION

Too Tough in Pictures So Lewis Enters Politics

Hollywood, May 30.

Unable to earn a living acting in pictures, Milt Bell Lewis, film actor for the past 15 years, will campaign for office of State Assemblyman from the Hollywood district. Primaries are in August and election in November.

It will be Lewis' initial dive into politics.

CAGNEY-WB ARE WILLING

Hollywood, May 30.

James Cagney and Warner have cast aside their masks and it is quite likely that the trouble between them will be adjusted.

Though Cagney has been around Hollywood denying that he has any intentions of patching his difference with the Burbank studio, and although his agent, George Frank, has insisted that there was no chance of a peace pact, Cagney has been seen with one of those connected with the chain gang story to get a line on it and find out what value one of the lead parts had.

During the last few days Cagney has given up the talk about his European trip and also said he was coming to the end of a well earned vacation, still not indicating what would be in sight when it ended.

Mary Astor Returning To Colony for Baby

Hollywood, May 30.

Mary Astor has changed her mind. She is coming back to Hollywood after all to have the baby born and probably give Louella Parsons an opportunity to sit at the bedside.

Miss Astor had to choose between the Parsons blubs and a yachting trip to the South Seas with her husband, who she plans to leave later.

Last week the actress decided that she would put into Honolulu around Aug. 15 for the baby arrival. Now she cables home that she will stay around Honolulu for a couple of months and then hit for a Hollywood hospital.

Father in the case is Dr. Franklin Thorpe.

Chas. Ray's Legit

Hollywood, May 30.

Charles Ray opens June 5 in San Francisco in "House Beautiful." At the Alcazar under Henry Duff.

Rapf's Condition Better; Must Rest Four Weeks

Hollywood, May 30.

Harry Rapf, who was stricken while at a golf club a week ago, will be away from the Metro studio for another four or five weeks on advice of his physicians.

Doctors claim overwork caused his collapse, which for a time was feared to be a paralytic shock. His right eye, affected at the time, will not be permanently impaired, physicians say.

AS WRITER, GOOD ACTOR

Hollywood, May 30.

Anthony Joutet did not find the going so good as a writer. It was okay for his wife, Doris Anderson. So he tried donning the grease paint and Metro studio figure they have a new find in him.

He is under a seven-year contract.

On the calculation that there are now more writers in the east than west, and that originality of theme is the most important phase of 1932-33 production, major company home-offices are going to unheard-of extremes to attract the scribes in and around New York.

What shaping up as a new policy for all of the companies is the steering system, whereby freelance writers will be personally guided during their development of a story. In some instances, cash-in advance is being offered as an incentive for writers to stick at their machines.

Universal has adopted the quick-turn-over for writer, yet considered by the industry. Charles Beahan, eastern story editor, has effected this method. In the two months he has been with U. H. It starts from the time a writer submits an idea in the rough to Beahan. If he likes he wires it to Carl Laemmle, Jr., on the Coast. Laemmle wires back to Beahan, who then advances immediate cash and tells the author to develop the idea into story formation.

Pro-Con on Cash

Other companies, including Paramount, oppose the advance cash angle. They declare that from experience many a well known author, after getting the down payment, has forgotten about developing the story. This, and also that the story, when developed, has not the promise seemingly contained in the idea.

Universal, however, is liking such experiences into account. Writers who get the first money must report three or four times weekly to the headquarters for consultation with Beahan. By the time the story is complete Universal knows exactly what to expect.

This method, now being generally adopted, is the steering part of handling eastern writers comes in. All majors are finding that guidance of story formation is not only a saving to the writer but a marked economy to the company since it does not necessitate turning an unsatisfactory script over to another writer for revision.

Coincident with the kindly treatment to encourage the writing of more immediate sales and to do away with the author's speculation as to what will happen to his manuscript upon completion, is the revelation that picture writers as a whole are sustaining a compensation reduction greater than that of any other department in films. In this respect, it is estimated by story despatchers, to the companies, that they are receiving on an average one-third of what they were paid two years ago.

Staff writers more and more, it is declared, are becoming editors (Continued on page 21)

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Reductions or Individual Receiverships For Publix Subsidiaries, Spitz on Survey

Leo Spitz, personal attorney for Sara Katz, and also for Publix-Balaban & Katz, is now in New York checking over all leases and individual corporations of the Publix circuit. Purpose is to find the company of undesirable and non-paying theatres. He is receiving the co-operation of the Paramount-Public legal department.

Spitz is holding daily meetings with Publix divisional directors, delving into the leases of designated houses which the division men think are bad lease-holds. Corporation papers, contracts and leases are being perused, with Spitz then meeting the various corporation heads, landlords and bondholders to place the present theatre situation before them.

It is reported that in most cases Spitz is asking for a 50% reduction in terms on the theory that such a cut is not allowed Publix will be forced to seek receiverships for the individual theatres or theatre groups concerned in separate corporate entities.

Regarding the Orpheum (RKO), in Springfield, Ill., an original Publix-Great States deal turned over to RKO for operation, this theatre has been turned into a receivership at the instance of the bondholders which does not affect either the lease, Publix, Great States, or RKO. In Andover, Ind., the State and Paramount theatres (here have been thrown into receivership by the landlord.

Rockefeller Edit

On Academic Films Will Be Important

Next September the Rockefeller Foundation will render a decision which will vitally effect the visual education. At that time the organization's general education policy will have completed the most elaborate study and survey of the status of films as an educator ever attempted.

Workers in the survey being made hold that the Rockefeller move is of national significance. Pointing out that the picture business, itself, has failed in consecutive attempts over periods of years to interest educators to the point of incorporating films in the general educational curricula, Rockefeller spokesmen say that the Foundation is in a position to do what the industry never could accomplish.

Approval of academic films would mean that resources of the Foundation would be used to finance production of the school subjects.

The research group and investigators are taking cognizance of all data so far accumulated and are expected to determine the issue before any doubt.

U's Post-War Novel

Universal has purchased screen rights to 'Only Yesterday,' a book which deals with the time lived from the armistice to depression.

It will serve as a background to an original theme which U writers are now working on.

LOGUE-COL'S ACTION PICS

Hollywood, May 30.
Charles A. Logue has been appointed story editor for Columbia's western and action pictures.
He succeeds Harold Shumate, out.

CARY GRANT'S TWO

Hollywood, May 30.
Lead with Marlene, Dietrich in 'Blonde Venus' goes to Cary Grant. Next up for him is the Valentino picture in the studio's remake of 'Blood and Sand.'

"Variety" FOR SUMMER

Place a subscription for 'Variety' over the summer. From now until Labor Day * * * \$150
Mail remittance with name and summer address.

PATENTS SUITS

Critics, Inventor, Proceeding Against RKO, MGM

Hollywood, May 30.
Two patent infringement suits have been filed here by Critics Patents, Inc. One is against RCA and RKO studio, and the other against EPI and the Metro studio.
Moving papers are similar, citing infringement of the photometric devices invented by Virgil C. Crites. Federal court asked for injunction and accounting of profits, but no specific sums named.

INDIE EXHIB'S DAMAGES VS. DISTRIBS

Omaha, Neb., May 30.

The first of many suits all over the country filed by independent exhibitors against film distributors, charging discrimination, has been decided here, with a \$2,000 verdict entered in favor of Victor Newton and Thomas L. Lecky by a United States district court jury against the Omaha Film Board of Trade and nine major film distributors operating here.

The suit was filed about five years ago, when the defendants asked \$105,000 damages, charging the distributors refused to sell him product and forced him to close the Garden, a small neighborhood house.

It is likely that an appeal will be taken to the circuit court, for to permit the award to stand unquestioned would open the door for decisions in favor of the plaintiff in many other cases.

There now is a suit pending in the Lincoln, Neb., federal court in which William Youngclaus of Madison, Neb., is plaintiff. The Allied Theatre Co. of Nebraska and Iowa are financing the suit and have also interested Senator Brookhart of Iowa in the Indies' cause. That suit has been heard, but no decision has been handed down. Youngclaus was seeking an injunction against the zoning system and other protection practices.

Christie Creditors

Accepting Assignee On \$3,000,000 Assets

Hollywood, May 30.
Hoping to conserve the \$3,000,000 or more in assets of the Al and Christie Film Enterprises, creditors have accepted Michale Tauber as assignee. Companies involved are Christie Films, Christie Realty and Metropolitan Sound Stages. They owe approximately \$1,500,000.
Troubles of the Metropolitan studio will be aired this week. It is hoped an arrangement will be worked out whereby existing individual and company will make separate assignments.

Mex Film's Diplomatic Auspices at \$3 Scale

'Flame of Mexico,' first picture to be produced entirely in Mexico, has been booked by Universal for its first date anywhere at the Rialto, Washington, Friday (3). It'll open at \$3, remain a week, and then be taken to Mexico City.
Mrs. Juliette Barrett Rubles, wife of the former apical, counsel to Dwight W. Morrow, when Mexican Ambassador, is the backer of the picture.

No New York showing has as yet been negotiated.
Sidney Abeles, former general sales manager of RCA Photophone, is handling distribution of the Mexican picture, done with sound and music. Eddie Delaney, formerly of Loew's, is supervising the Washington opening, designed mainly for reaction from diplomatic and other sources there.

Taking No Chances

Hearing of all the changes, a house manager for RKO last week started a letter with the following salutation:
'Dear current division manager.'

Craven of 'M. P. Herald' Seized as Suspect in Series of High Crimes

Frank de Trofford Craven, who did Quigley reviews in the 'Motion Picture Herald' under the signature 'F. de T. C.', was seized in New York May 23, charged with being a fugitive from justice and the principal in a series of spectacular crimes, including murder on the high seas and arson.

Police say he is Fritz Joubert Duquesne, wanted in connection with an attempted insurance swindle in 1918 in which he sought to collect for avowed stored films in a Brooklyn warehouse fire.

Duquesne was arrested in that affair and was held for extradition at the request of the British government on warrants charging him with murder in the death of three British seamen in the ship *Tennesson*, bound from Bahia, Brazil, to New York, when a bomb exploded in the cargo. British agents charged Duquesne planted the bomb in the ship in a consignment of rubber.

Duquesne was committed to Bellevue at that time for observation as to his sanity, and feigned paralysis so successfully that he was kept in the hospital three months in which he had to be escaped in his bedclothes at night.

He has been hunted ever since that escape. Craven was arrested last week by Detective Thomas Flood, who also arrested Duquesne in 1918. Craven denied he is Duquesne. Duquesne was captured by the British government in 1928 during the Boer war charged with plotting to blow up Cape Town, was interned in Bermuda and escaped on a private yacht. He came to New York, where he worked on several newspapers and gave lectures.

Craven has been attached to the Quigley papers for about six months.

Joyce-Selznick's Secondary List All RKO Talent

Hollywood, May 30.
Radio has commissioned Joyce & Selznick to dispose of its late contract players to other studios. First time J. & S. has peddled 'seconds'.
Previously RKO, like all other studios, has appointed one of the assistant managers to handle the players and has turned it over to the players' personal agents, paying them 5% over their regular commission.
J. & S. evidently consider the 'second' players as a separate unit. Dervich, v.p. of the company, has been assigned to take over the task.

Schaefer's Meets

Paramount distribution department has had a series of regional meetings with Public theatre operators, with George J. Schaefer conducting the conferences.

First will be Boston, starting tomorrow (Wednesday) for two days. Others are New York, Saturday (4); Philadelphia, June 6-7; New Orleans, June 9-10; Dallas, June 11-12; Cleveland, June 18-19, at Chicago, June 17-18.

General discussion on new product idea.

P-P Pub-Ad Moves

In the physical combination of the Paramount and Public advertising-publicity matters under Arthur Mayer, a few minor people have been moved.

Under the consolidation, the entire dept. will be on the 14th floor in the Paramount building.

Effective this week, the film and theatre press book will be combined.

Film Industry Will Shoulder 75% Of \$44,000,000 Theatre Tax Returns

TROLAND KILLED

Co-inventor of 'Technicolor' Falls From Observatory

Hollywood, May 30.
L. T. Troland, 42, professor of optics at Harvard university and co-inventor of 'Technicolor' process, was killed at the Mt. Wilson observatory, Pasadena, Friday (27) when he fell 200 feet down the face of a cliff into a canyon.

Troland was on leave of absence from Harvard to work on the new 'Technicolor' three-color process and was testing photographic equipment when accident occurred. Was subject to fainting spells, which is believed to have caused the fall.

Because the Conference Committee cannot make the figure less than that voted by the Senate, or more than that voted by the House of Representatives, the bounds of the admission tax are between 41c and 46c b.o. ticket charges. Although seemingly this would make the legitimate and sports fields carry the burden in tribute, film officials Saturday declared that pictures will shoulder about \$23,000,000 of the \$44,000,000 which Washington figures on collecting from the amusement world.

Picture theatres in small towns will outnumber in quantity houses paying the tax since there are more of these than any other class of theatre geared at 50c and over. In the film class, however, it is pointed out that the circuit houses, with their large draw, will at the same time pay the industry's portion of the 25% Over 40c.

Figures presented by film spokesmen, however, may be subject to change during the summer months. The trend to lower admissions, now showing national proportions, will not reach its height until about the middle of the hot months. Until then, no exact apportionment of the tax can be set for the industry.

Today, according to film industry statisticians, about 25% of the 15,000 picture houses, now operating, charge over 40c.

Political significance, as to the effectiveness of the two national indie organizations' part in the tax fight, is seen in the way the Senate voted.

Of the Senators who voted to raise the exemption from 10c to above 40c, 23 were in territory watched by the APTOA, while eight were in areas claimed by Allied Exhibitors.

Senator Brookhart, sponsor of the bill to eliminate block booking and protection in the picture business, did not vote either way.

Washington, D. C., May 30.
An admission tax of one cent on each 10c over 40c, in the hope of realizing \$44,000,000 in revenue, was adopted by the U. S. Senate.

The original committee bill provided an estimated return of \$57,000,000 in revenue by all admissions over 30c. This loss will be made up in other revenues, the Senate was told. The committee went down to defeat before a large concerted attack by the amusement interests.

Chevalier's 'Love Me' Runs Beyond Million Cost; Too Many Taps

Hollywood, May 30.
Cost sheet data on Paramount's current Maurice Chevalier picture, 'Love Me Tonight,' is reported running in excess of \$1,100,000.

Heavy expense is due to salaries of several sets of writers working on the film before the right agreement was obtained; several months of 'between pictures' pay checks to both Chevalier and Jeanette MacDonald; the fact that Paramount was compelled to buy several theatre dates Chevalier had in Europe for personal appearances. Plus that is the heavy check to the director, Ernst Lubitsch.

RKO's Underscoring Idea Attracts Jos. N. Weber

Los Angeles, May 30.
Joseph N. Weber, head of the Federation of Musicians, is in town for the opening of the new stage band policy of the RKO theatre here, which started Saturday.

Weber's interest is in the theatre's experiment of having a 25-piece orchestra playing a score throughout the running of the feature.

Band working at the RKO is the regular Paul Ash stage unit. Playing for the picture, Gino Severi will write the band.

Weber will remain here for the Federation of Musicians' national convention to be held at the Elitmore hotel week of June 13.

Goetz Regains Lost Biz For Consol. While West

Hollywood, May 30.
Ben Goetz has regained his conferences at Consolidated Laboratories here and has arranged to get back several of the accounts his company lost in the indie financing war.

He is the brother of Louis E. Mayer party going east.

2d Colored Talker

Lincoln, producers of the Bill Robinson talker, 'Heaven Is Here,' will follow up with 'Black Tulips,' by Frank D. Orniston. It will be made as a musical, with Nina Mae Mackinney as the female lead. Stephen Fitchett may be the comedy lead.

Picture will be done at the Ideal studio, Hudson Heights, N. J., starting in four weeks.

NEW STADIUM CO-OPERATION

Producers Still Mulling Over New Ideas for Improved Distribution

The hunt for a new method of distribution, which would eliminate waste and duplicated efforts admitted in the current system, is winding up in what oversteps at recent sessions of sales heads, describe as 'the proverbial blind alley.' Virtually hundreds of ideas and plans have been discussed, but each in turn is reported shot full of holes.

Handling many of the subsequent run theatres on a policy similar to that used by mail-order houses was one of the quickest to reach the shelf. This idea was conceded excellent in theory but devoid of practicability. It was designed to do away with the need for sales forces to contact houses paying rentals of from \$5 to \$15 and to let the post-man substitute.

Pros and Cons

Cutting down exchanges, however, got more serious consideration. This plan, also designed to slash the sales costs, would have one force representing the product of several major companies. It also had the pictures of those companies going through a single exchange instead of the present system.

Here again a snag was reached. It was pointed out that if the most honest salesmen happen to sell more of one company's line-up than the others there was that probability that the others would get suspicious. Besides industry suspicion, it was also advanced, there was also an excellent possibility that the government might cast a suspicious eye on the entire proposition and interpret it as a move by the majors to fix prices.

The exclusive ideas submitted are now definitely on the wane, even though they are still the only ones in the embryo possessed of material sufficient to sustain a discussion of any length.

Metro, the only company with the 100% 'play-here-only' idea, is now regarded by some of the distributors as having used the plan chiefly as propaganda to keep up the exhibitor's appetite for its product during this season.

The tests given 'Tarzan' and 'Grand Hotel' are not considered sufficient by producer representatives or independent leaders to definitely prove one way or the other the actual merits, if any, of the 'exclusive' system.

BILL FOX-PAR IS HOTTEST TOPIC NOW

William Fox was the topic of Paramount home-office conjecture last week. Following reports that he had stepped into the director's chair 'any day now,' Paramountites, conceding that anything is liable to happen, were mostly concerned with how the Fox entrance would be effected.

Par expects pointing to the tape as proof that Fox, so far, is not attempting to enter through the market door.

If Fox does enter in the immediate future, speculation of Parties is that it will be via the medium of a cash loan to the organization.

Kahane Okaying

Culver City, May 30. J. G. Bachman has hired William Drake to work on the first of four films which King Motion Pictures will do for Universal. His first will be completed in two weeks and then shipped to New York for okay by B. E. Kahane.

Story, cast and director of all Bachman's productions must be passed on by Kahane before filming starts.

Sheehan-Wurtzel Due

W. R. Sheehan and Sol Wurtzel sail today (Tuesday) from Paris on the Bremen.

It is expected that Sheehan will linger in New York a few days before starting west. He is due to resume command of the Fox coast lot, June 9 at about which time Wurtzel is also slated to return to his Fox duties.

Paris, May 30. Winfield R. Sheehan and party sail for home on the Bremen tomorrow (31).

Sailing was twice postponed.

WB MAY MOVE SHORTS PROD. TO COAST

Warner Brothers is seriously considering transferring the making of its shorts to the Coast. A decision is expected within the next fortnight as the proposition is now before company heads. Such a move would probably mean the closing of the Flatbush studios in Brooklyn.

Reason for the contemplation is economy, WB officials figuring on the Warner studio on Sunset boulevard, Hollywood, and the Vitaphone lot out there, which it also owns. These two plants are practically idle, with feature length production concentrated at Burbank. Besides which the Burbank ranch is available for exteriors plus the adaptability of sets which could conform to one and two reel uses. A multiplicity of players is also being figured as a cheaper means with the cost of transporting specialty people from east to west discounted by the saving to be had through the proximity of Burbank, the Sunset and Vitaphone plants and their accessories.

For Indie Rental

Should the migration take place the problem remains whether the Flatbush site would be completely darkened or held as operating space for independent production in New York. This is one of the problems to be worked out.

Production of shorts would not be new to the Warner crew on the Coast. Many of these shorts, though mostly of the musical variety, have come from the Pacific source in the past, although since the unification of WB production at Burbank, about two years ago, a vast majority of the Warner briefs have originated in the east.

Transfer of some of the Flatbush staff is believed likely if a decision to move is reached. It would, however, cut off a source of income for many of the chorus people in New York shows who have been consistently hired, traveling across the bridge to prance before WB cameras. It would also mark the cessation of a consistent major studio production around Manhattan, the Paramount Long Island site having previously closed.

Freedman Joins Brandt

Hollywood, May 30. One of the group holding contracts for production under Joe Brandt's new World Wide deal is Sam Freedman, former unit manager at Universal. His first will be 'Coast Guard,' story by Norman Springer.

Arvid Gillstrom, who will direct, also will produce and direct a series of travel comedies for the same banner. He is trying to get Leon Errol for three of the shorts.

INTER-STUDIO CO-OPERATION

Metro and Paramount Exchanging Carbo and Chevalier—General Spirit Co-operative Good Will for General Industry Economy and Preservation—Too Much Idleness for Stars

COAST SKEPTICAL

The film industry has voted a unified front for Hollywood as its key to prosperity. All major companies have agreed to pool their stars. They see this move as stellar names the only positive opportunity to cure big and small boxoffice ailments.

Already, it is reported, the fall will witness the Crawford making trips off the Metro lot in two features for Paramount. Chevalier, in the interim, will journey west to Culver City, and, instead of making three pictures as called for in his Paramount contract, will doubtless star in four. The Marxes and Lloyd are at the same time, it is understood, having their output increased one picture, Marxes to do four and Lloyd two.

Universal is letting Metro take Lew Ayres for a place opposite Shearer in a feature. Warners are reported considering returning Chatterbox to Paramount for a special story. The Garbo switch is providing she stays over here. Then there's Freddie March from Par to M-G for a film and Gable from M-J to Par for one.

The days of 'farming' are now definitely replaced with constellation interchangeability. A system is being worked out which is causing all producers to study contracts of all big names on their payrolls with this idea in mind.

These are the salient points in Hollywood's star pool:

(1) More work for every big name.

(2) Complete availability of every big name to every major company in on the agreement.

(3) Probable establishment of a central bureau to which applications for name pools will be made and from which stars will be assigned.

The central operating point is held up as most essential otherwise, it is declared, production schedules could be disrupted and confusion would reign.

Like the title registration bureau, the star center would be empowered to rule on priority of claim. For instance, it is cited, if one company should want to borrow a star for a certain date, and another company should suddenly find its own plans changed a-1 immediately require that star a neutral ruling would be necessary. In an event of this kind it is by the producers' agreement, the bureau would rule, as on titles, according to priority of the application: filed for the star's services.

Such a system will not only provide the industry with a consistent name brilliance, but will afford other economies in the nature of speed-up production and making it sure-footed.

From the sales angle there are many points pro and con. Generally, it is conceded, big names for all will raise standards all around.

Behind the interchangeability movement, however, is a long series of booking sessions and grief among the major circuits. Realization that they have got to play each other's product—and that one good picture seldom pays for two bad ones—has brought the industry around to the plan that the better the pictures are as a whole the better it will be for the box offices.

Hollywood, May 30. Mutterings of favoritism and double-crossing are making the rounds in connection with the ex-

Suits and Countersuits by Wm. Fox and the Fox Film Enterprises Are Scheduled to Come to a Head

Outs' Rule

Executives with a bankroll who have been let out in the film company shake-ups are developing a psychology of their own. Belief and practice of the same is resolving itself to the rule one must stay away from the picture business for the entire summer or until personnel begin to take normal shape.

To look around for a job now is considered too commonplace and risks a loss of prestige.

\$6,000,000 BID FOR P-P CAN. THEATRES

Toronto, May 30. Latest report here is that N. L. Nathanson has offered Paramount \$6,000,000 for its Canadian chain of theatres. The chain was formerly operated by Nathanson, who promoted and sold it to Paramount.

Paramount is said to have set a figure of 12 millions upon its theatre properties on this side of the border. It is believed negotiations are proceeding between Paramount and Nathanson, as Nathanson is said to be still in New York. The wide variance in the figures so far reported however suggests doubt locally as to the possibility of a get-together on the proposition.

Paramount's Canadian holdings comprise around 175 theatres, and is virtual exhibition control of pictures within the Dominion.

Beetson's Tax Trip

Hollywood, May 30. Fred W. Beetson, executive vice-president of the Association of Motion Picture Producers, has returned from a three-day session of the State Board of Equalization in Sacramento.

change of stars and feature players among studios as an economic measure.

With this angle popping up suddenly, it is believed that the agreement for the interchange of players will not be adopted generally as first supposed, after several secret meetings by the producers.

It was pointed out that Universal was not in a position to return for the loan of Fredric March as a return favor for waiving the rights of the story, 'Number 551.' Paramount claimed that March was not available as he was needed for immediate production. A few days later a deal was made whereby March went to Metro for Norma Shearer's 'Smully Turpin' in exchange for Clark Gable, who is to be used by Par in 'No Bed of Her Own.'

Reported that during the producers' discussions over the agreement some of the majors, though signifying they were ready to help their brethren, subtly inferred that discretion would be used in the interchanging of stars and featured players strictly to their own advantage.

It is said that Metro, Paramount and United Artists will find the agreement advantageous to each other, as was demonstrated for U. A. in the loan by Metro of Joan Crawford for 'The Sign of the Cross.'

Major studios admit that their stars are idle 40% of their contracted time.

The long awaited clash between William Fox and the Fox Film Enterprises is nearing a head. Affairs of both parties, in connection with the operation of Fox Films and its subsidiaries under William Fox, may be aired over again but on a broader basis than in 1930, when William Fox sold out to Harley T. Clarke. The clash will come by way of court actions pro and con from both sides.

William Fox has been served with notice of suit by Fox Theatres. Company aims to recover several millions from the former Fox president on the alleged premise that William Fox had manipulated certain of the Fox Theatres' assets to his own profit. It is additionally reported that a second action may be filed by Fox Film Corp. against William Fox.

Intention of suit by Fox Theatres has been filed in the N. Y. Supreme Court at Nassau, Long Island, in which county William Fox maintains residence. The complaint has not been filed yet, but is due within the next few days.

Upshot of the affair may cause the severance of connections between the Fox properties and William Fox. Latter still holds the post as chairman of the advisory committee of Fox Films at \$500,000 yearly, which is being paid off at the rate of around \$40,000 monthly. The impending battle between these forces has been brewing for some time with various hints of an expected head-on clash occasionally coming from both sides. The present suits of Fox Theatre is given as the result of months of investigation, but forced for immediate action by the impending struggle for receivership brought by Jacob Rubenstein.

Stall Receivership

As a result of the action which is being brought by Fox Theatres, the receivership suit may be forestalled. Recovery of any money by the company may stave off such receivership.

Aside from these actions, the broadest hint that the parties were not harmoniously inclined came by way of William Fox, when he sold certain collateral to the company against a note of \$2,300,000 of General Theatres Equipment, Inc., for around \$450,000 at a downtown auction for the very purpose.

The collateral comprised 105,000 shares of Class 'A' stock of Fox Film and 50,000 shares, or a half interest in Grandeur, Inc.

The note for \$2,300,000 was part of the original deal made with William Fox and General Theatres in April, 1930, and has long been over-due, but it was on the grounds that Fox sold the collateral to himself in an attempt to reduce the amount owed him by General Theatres.

Grandeur-Mitchell

This collateral, which was sold, was held by the All Continent Corp., said to be a William Fox company.

By the sale of the collateral, Fox gained control of Grandeur, since he already owned 50%, and also control of Mitchell Camera. The half interest in Grandeur, Inc. was valued at \$1,000,000. The Fox stock involved was sold for \$150,000, making some \$1,900,000 still due Fox from General Theatres. If the sale stands.

The note for \$2,300,000 was part of the original deal made with William Fox and General Theatres in April, 1930, and has long been over-due, but it was on the grounds that Fox sold the collateral to himself in an attempt to reduce the amount owed him by General Theatres.

Johnson's Coast Trip

W. Ray Johnson leaves shortly for the coast, where he will spend a month getting Monogram's production schedule straight. While there Johnson will also give Phil Goldstone a decision on his \$52 Photophone recording finance plan.

Minn. Censorship Issue Shelved As All Theatre Licenses Are OK'd

Minneapolis, May 30.

The move to establish theatre censorship here received a setback when the city council license committee deferred action on the proposal and Mayor W. W. Anderson, reformer, announced that he will not appoint any censorship board. At the same time, the license committee voted unanimously to recommend that all theatre licenses be granted.

These licenses had been held up after the committee went on record against renewing the license for the Gayety, stock burlesque house, and charges were made that other theatres were as guilty of improper performances as the Gayety.

There was no opposition to the licenses from Committee of One Thousand representatives present. The committee, an organization of reformers formed by the mayor to purify Minneapolis and keep it free from immoral literature and harmful theatrical blockading, in the body which blocked the Gayety license.

The Rev. H. J. Soltan, pastor of a suburban church, told the aldermen that he had concrete evidence against other theatres besides the Gayety, including the RKO Orpheum, but he did not volunteer and was not asked to present it. He said that in fairness to the Gayety, the council should go all down the line and clean up every show and theatre. He and other committee members said they expected the aldermen to make some policy covering all theatres, but no move in this direction was taken.

Limited Powers
Under the plan of Alderman J. H. Chase, a censorship board of five members have been selected from the Committee of One Thousand membership, to serve without pay and to visit all theatres and censor plays, pictures and other entertainments. The censorship board, however, would not preview pictures and would not have the power to order eliminations after witnessing the performances at the theatres, but the report to the board who, presumably, would take proper action.

Alderman H. J. Miller, chairman of the license committee, declared he didn't think censorship was anything the council should bother about at this time. He pointed out that the mayor now has policemen visiting the theatres regularly and that these policemen report anything improper.

It also was pointed out that the Committee of One Thousand is "sitting" around the Minneapolis theatres at present and reporting improprieties to the mayor and that the only effect of the Chase proposal would be to give five members of the Committee free entry to all theatres at all times.

Plug For 'So Big'
Alderman Robb took occasion to plug "So Big" as a clean, wholesome picture deserving support.

Alderman Swanson pointed out that the council has inspectors inspecting meat shops and pawn shops so that he thought it should have a censorship board to report on it on theatres. The committee finally voted to lay the proposal over.

Questioned by reporters as to whether he had forbidden Earl Carroll's Vanities to show here, resulting in its following the "Crazy Fruit" lead and showing only in St. Paul, Mayor Anderson said he did not tell them they could not play here.

Mrs. Scott, of the Metropolitan, was here to talk with me about it, said the mayor. "That was some time ago. I told her that I was not going to tell her what the show might have on it that might not have. I told her if she thought the Carroll show was all right to go ahead and put it on here. But if she didn't think so, then that was up to her. I am not assuming the role of censor. But if something offensive appears, it is in my duty to act and I certainly shall do so."

WESTCOTT'S FIRST PAIR

Hollywood, May 30.
First assignment for Gordon Westcott, legit actor, under his Paramount contract will be in "Trot Saturday."

Westcott will have been out here drawing pay for four months before his initial pair starts.

RICE VS. VAN BEUREN

Spotlights Shorts and Transfer of \$23,000 Involved

Grantland Rice is suing Amadee J. Van Beuren and the Van Beuren Corp. for \$23,000, alleging that Van Beuren, as an officer of both the VE firm and Grantland Rice Sports-Lights, Inc., transferred \$23,000 from the latter's account into the account of the Van Beuren Corp. for use by the last named firm.

Louis Nizer, Rice's attorney, has made a motion to examine Van Beuren before trial. Justice Churchill hasn't passed on the motion yet.

B & K Dims McVickers And Deluxe Paradise In 1st Closing Step

Chicago, May 30.
First actual move by Public-B. & K. for the darkening of red-lit houses will see the shutting of the loop run McVickers this week, following the closing of the stay of the current lit, "Doomed Battalion" (U). Theatre will not reopen until the fall, according to present plans, unless so much as present action to overjoy the screens of the other B. & K. loops, Chicago, Oriental, Atlantic, United.

Paradise, neighborhood deluxer, goes dim on June 5. No reopening date figured.

While nothing set by Public-B. & K., it is estimated that some 15 theatres will go dark during the coming hot spell.

Barroco Suicide

Houston, May 30.
Dependent due to financial difficulties and ill health, Paul Barroco, 58, former theatre owner, killed himself Wednesday (25) with a bullet at his home here.

Barroco at one time owned the best theatre in Houston and several smaller houses. Funeral services were held Friday (27).

N. Y. to L. A.

George M. Cohan.
George E. Stone.

L. A. to N. Y.

Henry Meyers
John Halloran.
Louise Closser Hale.
Paul and Mrs. Whiteman.
Sidney Howard.
Polly Danneberg.
Jack Shapiro.
Helen Gahagan.
Jean Delmour.

Chicago group has been Mr. and Mrs. L. B. Mayer.

Henry Wobben.
Ben Goetz.
Frank Orsatti.
Melvyn Douglas.

Chi Censor Board Out After 18 Yrs.

When City Council Chops Budget

Chicago, May 30.
Local censor board was last week wiped by the city council. The board was accomplished by the simple expedient of not voting any appropriations for the outfit. Average yearly cost for the seven-piece police review group has been about \$30,000. Board goes out some time this week.

It marks the end of the long reign of the censor chief, Effie Ziegler, who has been with the board for some 17 years. Censorship, under its present setup, has been in effect about 18 years, and the first wiping of pictures by the police started in 1915.

New censorship method has not yet been determined, though several notions are being considered. One plan is for the assumption of the censor job by the assistant corporation counsel staff; another would call for reviewing by members of the police force who are out on sick leave. "Fine" is for another appointed board of well-known local men who would work without pay.

Psychology and Cuts

Although salaried men in most of the major companies have taken salary cuts with other departments, certain of the independent companies are boasting that they are paying signature getters heyday prices. Reason advanced for this includes "psychology" among other things. Number of the men formerly sold for the majors.

Report B&K-WB Discuss Summer 100% Shutdown

Chicago, May 30.

Possibility of all theatres in Chicago closing for from two to six weeks this summer is looked upon as the outcome of a meeting between Public-B. & K. and Warner Brothers here, reported to be held tomorrow (31).

Warner control the major exhibition spots in this town, B. & K. having 33 houses and Warners 30. B. & K. has already made certain moves to indicate that a complete shutdown is not unlikely. Notice has been given to the musicians at all its deluxer houses, with the single exception of the Chicago. Two major theatres are folding this week, and others are slated to follow shortly.

For Reorganization
Film business locally has been seriously discussing the 100% summer shutting idea. It was first mentioned about three weeks ago, and according to tentative plans was to go into effect on July 1, with the dark period to last two weeks. In that interim it was the purpose of the scheme to do away with many of the evils which are today annoying the film trades locally, referring particularly to double features and price-slashing. It was figured that it would be a complete shutdown.

It is argued by local film leaders that the biz locally is losing approximately \$200,000 weekly at present, and that the shutdown would at least partly check this. It is argued that the complete shutdown would demonstrate vividly to this town generally how much the flicker business means, both to the Loop and the neighborhood, and that on the reopening the b. o. would bring afresh with a certain boost.

No effort has been made by film men here to coordinate the picture release schedule beyond June 30.

PAR HAS WELLIS' 'ISLAND'

Hollywood, May 30.
Paramount will make H. G. Wells' "Island of Dr. Moreau."

Garnett Weston has been engaged to adapt it.

E. M. GLUCKSMAN SUIING RKO FOR YEAR'S SALARY

E. M. Glucksmann has authorized his attorney, M. L. Malevinsky of O'Brien, Malevinsky & Driscoll, to commence a legal action against RKO to recover a year's salary. Glucksmann recently was let out by RKO as its theatre director (personnel). When dismissed he was given a two-week notice.

Glucksmann alleges employment by the year with RKO and is reported to hold correspondence with the chain in which his position is alluded to as a yearly one. That allusion was made, from account, when Glucksmann was applied for an increase in his salary, to \$350 or \$400 a week, with the amount bulked as \$2,600 for the year.

Before entering RKO Glucksmann was with Balaban & Katz as a theatre operator in Chicago. RKO induced him to leave B&K.

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. Copies from the Dailies in Los Angeles will be found in that customary department.

Reg. Owen, William Morris report from New York, goes first into "Man Called Sack." Then to Metro's "Downstairs."

Par Buys "Suburbia"
Paramount bought Vera Caspary's novel, "Suburbia," with Stephen Roberts set to direct. Elvira Brook and Charles Fugles in it.

"Finders" for Lubitch
Ernest Lubitch's next direction at Paramount will be "Finders Keepers." Herbert Marshall, here for "Blonde Venus," also goes in this.

Holmes for Rogers' "70,000"
Phillips Holmes loaned to Charles E. Rogers by Paramount for lead in "70,000 Witnesses," which Par will release. Ralph Murphy will direct.

Cof's Western Meet
Columbia's western sales confab opens tomorrow (31) for four days. Charles Rosenberg, sales manager, arrived with eastern delegates yesterday.

F-WC Ups 'Em
Seat prices boosted at four Fox-WC spots. Sharpest at the Roxy. Seats from 30c to 50c in anticipation of summer beach crowds.

\$7,500 for Balcony Fall
Jury heard about Fred Verengia, 17, inducing himself in a fall in the Criterion balcony and awarded him \$7,500 from Fox-West Coast. Youth had asked \$50,273.

Harris' Indie Venture
Robert J. Harris, resigned Paramount picture producer, content plans leasing a studio for independent production.

L & L Transfers Roy
Harold Roy of the New York Lyons & Lyons office due here to join Rex Bailey's staff.

Even Near the Blig.
Fox Rex's surveillance over "press guys" extends to the sidewalk in front of the studio. Jimmy Starr, chatting politics with Al Cohn, was one told to move on.

Jack Votion has left the Joyce-Selznick office to team in an agency with William Hawks, brother of Howard Hawks.

Levee Starts With Mussolini
"Story based on Mussolini's career will be "Levee's first. Levee is kicking for rights to one of the Duce's biographies.

Metro's High Week
Metro expects to have seven picture releases this week. "Down Stairs," "Smiling Through" and the untitled Marjorie Davis picture are scheduled near starters.

"Footlights" Musical
Gerhold Dyer expects to open his musical, "Footlights," at the Mayan theatre about July 1. Dick Whiting, Sam Kostrov and Rodgers-Henry thinking up tunes. Musical is from the Statepoint story Metro is making as "Speak Easily."

Metro's Eskimo Precaution
In case W. S. Van Dyke fails to find an Eskimo sufficiently handsome to play the lead in "Eskimo," Metro will send a regular actor north with the troupe for emergencies. Creighton Chaney has been tested as the spare tire.

'Good Earth' Stock Footage
Tod Browning, to direct "Good Earth" for Metro, is looking over 13,000 ft. of stock atmosphere obtained by Fred Dawes.

'Events' Ducks Depression
Gene Fowler and Humphrey Pearson have the job at Radio of making a story out of the depression stuff. "March Events" Ann Harding and Richard Dix will be co-starred.

Paul Quits Radio
Yai Paul resigned as Radio's general studio manager. Probably going to Charles R. Rogers, who brought him to Radio from Pathé. Also recently received a bid from Fox.

WB Takes Advantage
Steamship business to the islands is so poor Warner Bros. was able to charter the Calavali for its "One Way Passage" troupe and order some crew members to be the boat proceeds to Honolulu with its regular passengers.

Must Wait for Brown
Warners has shelved "You Said a Mouthful," which Brown's next, until the actor gets out of the hospital after three operations. Then he will have to indulge in the violent exertion demanded by the swimming story.

Can't Fool Canucks
When head officers of the Canadian mounted police discovered that Metro's "Eskimo" was to be made in Alaska and not in Canadian territory they recalled Sergeant William Greason, who had been brought here from Vancouver to act as technical director.

Dinehart Busy
Alan Dinehart is set for two pictures at Warners, "Silver Dollar" and "Fugitive from a Georgia Chain Gang."

Whiteman on Way
Paul Whiteman and his orchestra are eastbound after 10 days here, stopping at Detroit en route. Whiteman will be in the New York Billmore all summer.

New Short Combo
Two-reel debut of the Galslagher and June Clyde will be in a Warren Doane short for Universal.

Farsogh at Columbia
Francis B. Farsogh is time-clocking at Columbia. He's doing an original.

Hays Due West
Will Hays will come here on route the business after the Republican convention in Chicago, which ends June 16.

Writer Also Acts
Elyzore Dolkart, Universal writer, has been garnered by the Pasadena Community Playhouse as another "Hays" production, making a gratis appearance. She goes into "Peer Gynt."

Miller's Jump
Leaving Universal last week, Seton I. Miller is adapting "The Last Mile" for Tiffany.

Kenyon and Nagel Get Leads
Doris Kenyon and Conrad Nagel get the leads in Tiffany's "Call Me," Mae Busch, Juliette Compton and Alan Mowbray also cast.

Remaking a Boy
Former Bill Boyd feature "Kid of the Road" is being remade as a first serial to be produced by Van Beuren. Picture will be made on the Pathé-Buena Vista, George Plympton, Dick Smith and Ruth Todd dialoging and adapting. Spencer Bennett will direct.

Paddock Writing Shorts
Charles Paddock, former camp spritzer, will direct the six two-reelers which Norman Sper will produce for Educational, starring the Janssen Girls. Paddock will get the group title of "Jerry of the Journal," with James Gleason directing. The picture is in the name part. Mrs. Gleason and son, Russell, complete the triangle.

Bancroft Blows Par
George Bancroft washed up six years' association with Paramount. Completion of "The Challenger" Saturday (28). Is expected to move to Columbia for lead in "Tampico."

Acrobat Injured
Ed Monroe of the F. & M. "Mickey and the Kid" troupe, who was when he plunged through a trampoline at Pantages Thursday (26). Cause is said to have broken four times' previous week at Loew's State.

Knowing a Client
Albion for two bad pictures of a "Camp" play, which press agent said to a fan mag writer: "Well, at least she's got those two years' experience out of her system."

Going East for Stock
George Barnes, Paramount dialog director, sails June 5 canal-ways for Dennis, Mass., for the summer season. He'll be there. He has four months' leave.

Finally Had to Quit
Ticket sellers for American Legion Rainbow Division's annual ball called off the streets when cops arrested them. Had been selling since January.

They're Still Working
Four acts from the floppo "Hit the Air" revue are playing wildcat dates in outlying film houses on percentage.

Langdon's Meal Ticket
Harry Langdon has a contract for six shorts at Educational to be produced by Arvid Gilstrom.

John L. Buldersen is scripting "Castiglione," Universal's horror tale.

Jack White is preparing an indie (Continued on page 21)

Roxy, N. Y., in Dire Need for Product Seeks Imports; Co-Rcvr. with Kosch?

Roxy's dire need of films and the management's quest for product is flooding the former ace spot with propositions from indies, of all kinds. Latter apparently figure that any kind of a showing at the Roxy is worthwhile for them. The acuteness of the film situation at the Roxy since it went into receivership can be gleaned from the report that the house management made a bid for the French film, "A Nous une Liberté," following its opening at the Europa where the picture is now in its third week.

Inability to obtain suitable American product is sending the spot for foreign pictures with "Monte Carlo Madness" (Ufa) opening Friday (3). Negotiations are reported on for some British films also.

Co-Receiver Maybe
In the meantime the financial exigencies of the spot are officially stated at about the same. There is talk around of a co-receiver being appointed to act with Harry G. Kosch. Nothing definite this way, however.

The past week's interest in the spot, aside from its continued low-grossing under the present management, is the re-entrance of Herbert Lubin into the theatre's affairs. Lubin was one of the leaders in the original promotion of Roxy Theatres Corp., from a stock

With Lubin's re-entrance, Bert Ennis, formerly associated with Lubin, has taken over the house's publicity reins, replacing Russell Moon.

Lubin's official capacity is that of assistant to Kosch, but may indicate that some new financing scheme is on for the spot.

On June 13 a hearing on the present receivership is due before Federal Judge Gaffey, with the probability that some new financial arrangement for the Roxy may be brought up. Negotiation is still mostly in the hands of Kosch and the house manager, Charles Griswold.

18 Mos. and a \$5,000 Fine for Horwitz on Radio

San Antonio, May 30. Will Horwitz, Houston theatre man, his wife, and three other men were convicted in a Federal court at Corpus Christi for violating the U. S. laws in connection with operation of a lottery plugged nightly over radio station XED, Reynosa, Mexico, across the Rio Grande from McAllen, Tex.

Horwitz, prominently identified with Allied indie exhibitors in Texas, was sentenced to 18 months in Leavenworth and fined \$5,000. Mrs. Horwitz was given a six-month suspended sentence, while the men drew terms ranging down from a year and a day to 60 days.

Conviction marked the culmination of a fight by customs and postal authorities to end American participation in a lottery which drew thousands of shekels from this side of the Rio via a nightly ballyhoos over the high powdered Mexican station.

Horwitz denied he ever made an agreement to violate the U. S. laws and testified the lottery concession was secured by Jose H. Lopez Alcar, of Mexico City, who approached him on financing it. After talking to Gov. Castellano, of Tamaulipas, Alcar had released Horwitz in his own name and then sold it to Tamaulipas, retaining for himself and associates 25% of the capital stock.

During six months of operation the take was \$100,000 of which \$57,000 was paid out in prizes, \$11,000 for Federal taxes and 16% each for operating expenses and profits. Horwitz declined to comment.

Horwitz has given notice of appeal and was released under \$5,000 bond. Milton G. Hall, radio advertiser and newspaper man, and Manuel R. Gonzalez were released on recognizance. Manuel C. Guerra was given a year in prison.

Damocles 100%

Palo Alto, Calif., May 30. When "Leo the Lion" was touring for Metro exploitation, Harry Brown, manager of the Standard theatre here, tried to crash the unusually tough sales by offering to go into the lion's den and bite him in a specific portion of his anatomy if it would get him a front page story.

Papers went for the stunt big, announcing it on page one in advance. Brown began to get worried that he would be forced to go through with the stunt and did some fast thinking.

Just as he was ready to step into the cage, a representative of the Society for Prevention of Cruelty to Animals intervened and forbade the stunt under penalty of prosecution. Brown still won't admit that he was the anonymous caller who protested to the society.

Radio Trailers For RKO Films, Free if Can Do

Hollywood, May 30. Radio will use discs as air trailers for 15 of its pictures on the new program.

Idea is to make tabloid editions of these pictures, using players from the films' casts, as teasers to be used over stations the week before the film plays local theatres.

"First was trailer will be made for "Bear of the Dragon." Sound tracks will be made here and shipped east for records to be made at the Victor plant.

Discs will be distributed throughout the various Radio exchanges for use by theatres to attempt tieups with stations.

Idea was broached two years ago by Don Eddy, p. a. at the studio, and turned down. It went into execution when outlined to Robert F. Sisk, in charge of publicity and advertising at the home office.

Stench Barrage and No Biz Shuts Indpls. 2 Largest De Luxers

Indianapolis, May 30.

Two of the largest theatres in Indiana, the Circle and the Indiana, Skouras-Publix managed, and the Indiana Ballroom, close for an indefinite period beginning June 9. Although B. V. Sturdivant, district manager of the Skouras-Publix chain, owner of the three places, declined to comment, the announcement followed a stench attack at the two theatres Friday night (27). However, operators at the theatres were working on a month's notice before the stench attack happened.

Three bottles of nauseating acid were emptied in the Indiana and Circle, causing several hundred persons to leave. The stench barrage was laid down during the W.L.W. Radio Showers on the Indiana stage; 46 entertainers are in the show.

First it was reported that labor troubles caused the attack but a look around the theatres would disclose the real reason; lack of patronage.

About 125 persons are employed by the theatres. The Indiana up until a few months ago used Radio and Marco stage units; since then tabs. The Indiana opened in 1927, is considered the finest in Indiana and is appraised at \$2,000,000. The Circle, appraised at \$750,000, opened 15 years ago. Skouras-Publix acquired the two about four years ago.

Principal Pictures Does All Ad Work on Coast

Hollywood, May 30. First complaint to entirely center its advertising work on the coast is Principal Productions, Sol Lesser's concern reviving the former Principal Pictures and Talking Picture Epic.

All of the company's press books, paper, lobby material, even to novelties and throwaways, will be compiled and printed here.

Joe E. Brown is in charge of this work for Lesser and also handling the publicity.

CHI SEES 1-FILM HOPE FOR WB ATTEMPT

Chicago, May 30.

First glimmer of hope that the double feature cloud may pass away is seen in a new policy of the apparent click of the single feature policy at the south side Avalon, Warner spot. Already one large indie, the Schoenstadt's Piccadilly, has weak sales in according to singles, and next week the Warner circuit will switch its loop's show-spot, the Orpheum, back to the one-film policy.

These are indications being seriously considered by the industry locally, both indie and circuit. There is now single-feature talk around at present than any time in the past year. Where last month the exhibitors particularly the indies, were resigned to the double-feature situation, they are now looking into the matter, and some moves are being made to establish a certain reversion to the old-time standards.

Warner Bros. plans to continue the back-to-normalcy stride at the present time. According to this week it starts a policy of playing all pictures with recognized strength strictly on the single-o, being the doubling plan only for the weak sales. According to present schemes, Warner will likely shift all of their 30 houses in this district back to singles before the month is out. No exception to this will be those spots which are in direct competition with regular double-feature theatres, particularly the larger Publix-B. & K. units.

As far as the Avalon change is concerned, claimed that the house has hoped 30% in attendance since the restoration of the single feature. Of the good pictures, there are some 20 in St. Louis and generally the return to singles means, of most importance, a tremendous saving in picture costs.

Most of the leading exhibitors in this town are convinced that double features don't help attendance at present, and that one fair picture will do as good business as two fair flickers. Of the good pictures, there are some 20 in St. Louis and generally the return to singles means, of most importance, a tremendous saving in picture costs.

St. L. to Go Showless if All 90 Houses Concur on Summer Economy

St. Louis, May 30.

If it should prove successful, a move launched last week would leave St. Louis showless for the summer, with the exception of the 12 Municipal Opera productions. After a series of conferences for consideration of their mutual interests, owners and operators of practically all the neighborhood picture theatres, of which there are some 90 in St. Louis and suburbs, decided to ask the first-run houses to join them in a unanimous summer closing. Several meetings were held on the matter, but no decision was reached. None is expected before next week.

Move started with the RKO St. Louis going dark Thursday night. Decision to close was sudden and came as a surprise as theatre was in its first week of a straight picture, policy with lowered admissions. The closing leaves only four first-run picture theatres in the city. Union labor trouble is the main reason advanced by smaller exhibitors in an effort to induce their

Loew, Amusement Group Leader, Goes Into Semi-Collapse as Theatre Bonds Hit New Lows

Stumped

One of the Broadway lads almost promoted himself into a chance of making money last week. He heard of a foreign film, that looked like coin with proper promotion. By talking fast he got the film rights on strictly percentage, with no cash payment. On the same terms he promoted equipment and a projectionist. Ditto a theatre. All that was left to be paid was a few dollars for advance publicity and promotion.

But that was too much for him. The newspapers wanted cash. He's back on the stem trying to figure out another idea.

RKO and Publix Pooling in a Few Lesser Spots

RKO and Publix may pool theatres in some situations where, in view of conflict on operation now, it is deemed expedient to get together for the benefit of both. Such pooling will not be on a country-wide scale, but will take in mostly smaller towns which have been hit by conditions, are overextended now, or for other reasons.

Among towns mentioned for possible get-together between RKO and Publix, with one or the other, depending on the situation, to operate, are Rockford, Ill. and South Bend, Ind. There are a few others where the two chains are now in competition.

Memphis four-way (RKO, Publix, W.B. Loew) pool, effected last month ago with Loew's offices, will not be followed in other keys, according to present intentions.

Co-op Recording

Hollywood, May 30.

Cooperative independent recording to dodge musical union rates goes into effect tomorrow (Tuesday) at Freeman Lang studios.

Five independent all ready to make use of Alfonso Correll's 16-piece orch for background music.

By AL GREASON

One of the severest blows struck at the market fortunes of the amusement stocks was the sinking spell last week of all Loew securities which amounted to semi-collapse. Break of the common to 12, the preferred to below 50 and slump of the bonds to 67, supplied the cue for a general rout all along the line.

With the retreat of Loew sponsorship, support disappeared for all the other allied issues and practically without exception every issue in the theatre list registered a new mark of depression discouragement.

Slump worked the worst damage upon Loew probably because it has suffered least so far. Break of the senior stock was sensational, net loss on the week amounting to 10 points, measuring the decline from close to 60 to 49. Dealings here amounted to 1,300 shares, a relatively heavy turnover for this inactive stock.

The common began its descent early in the week and its sudden crash through its former resistance levels was a disturbing factor in the general market. Only hint at an explanation was the trade gossip that other large circuits were embarrassed and their film rental bills to Loew probably might be subject to indefinite delays.

First of the other amusements to reflect the Loew influence were (Continued on page 20)

B & K MAY SEEK REVENGE FOR RKO CUTS

Chicago, May 30.

Local theatre circles were started between B&K and RKO, when the latter cut the State-Lake scale to 60 and 40 is now heading into the slim margins, with B&K's burrup threatening to prove costly. When the State-Lake slash took place B&K contends a long existing "gentlemen's agreement" between the two circuits was broken, in that the local RKO office failed to apprise B&K before the change in scale took effect.

No official information was exchanged on the subject between the circuits at any time, with B&K learning of the incident in an indirect way at a time when it was forming a new "gentlemen's agreement" with the "gentlemen's code, any change in prices contemplated by either circuit was duly and usually taken up beforehand with both sides generally "playing ball."

Protection Threat
B&K threat to refuse to play RKO pictures in its subsequent run houses will now be carried out to the extent of a loss of revenue to RKO of approximately \$7,000 a week in the territory of the two cities. Holding the control throughout the state, through its Great States circuit affiliation, it will mean another blow to RKO. In the past B&K has been known to waive its waiving the protection clause in small towns as Rockford and Champaign when RKO needed pictures there. Now, with B&K's burrup attitude, it is not likely to waive even a day.

Another thing is that B&K may now hold back its protection on South Bend and Springfield, both RKO strongholds, where the latter was formerly permitted to play pictures ahead of Chicago. B&K's commitments for a certain number of RKO pictures for its out of town Great States circuit will be carried out as per agreement this year, but where RKO formerly got breaks over and above those commitments, there probably won't be any now. It is not likely to waive even a day. Another thing is that B&K has been getting protection waivers from Warners on the south side Englewood, which it is not likely to do now although the Englewood is folding for the summer next month.

New RKO L. A. Stage Policy Helps, 'Feller' Garners a Good \$24,000, 'Hotel' Leads in 5th Wk, \$28,000

Los Angeles, May 30. Best chance the town has to make up for the holiday exodus this week is the Rainbow Division Convention. Boys had to what local theatres looked liked, and they contributed considerably toward the weekend business. 'Feller' Needs a Friend' on screen and 'Desert Son', headed by Perry Asham, on stage. 'Feller' at Playhouse got rather poor opening but will come ahead of past weekly averages.

Estimates for This Week
Chinese (Fox) (2,028; 35-50)—'Hotel' (M-G) and stage show (5th week). Stay-at-homes get their chance at choice seats over weekend, with no hot local. Last week mats were bit off and \$25,000 was the windup.

Downtown (WB) (1,800; 25-65)—'Rich Are Always With Us' (WB) and vaudeville. Chatterton not so strong here as in Hollywood, but should run last night. 'Crowd Raves' here last week came in to tune of \$12,000.

Playhouse (Fox) (2,756; 35-75)—'Two Seconds' (FN). This Robinson picture handicapped by opus of week before, but on star's draw power should come in with around \$14,000 for eight days. 'Strange Love of Molly Louvain' (FN) was first-and-out but last night was trekked in for six days with less than \$4,000.

Orpheum (2,270; 35-50)—'The Fleck Is Weak' (M-G) and vaudeville. New vaude policy should bring first week business of \$12,000. 'State's Attorney' (Radio) came close to the \$7,800 mark last week.

Pantages (Fox) (2,700; 20-40-65-90)—'Scarface' (UA) and stage show. Started off to around grand opening day but last night was and should hit better than \$3,500. 'Lost Squadron' (Radio) last week took the scale over \$6,500.

Paramount (Public) (3,595; 25-51)—'The Strange Case of Clara' (Par) and stage show. Very poor start due to bad weather and stage show; with holiday helping can get around \$15,500. 'Sky Bride' (Par) topped \$15,000 liberal gross estimate.

RKO (2,850; 25-50)—'Are You Greeting' (M-G) and stage show. With Paul Ash in looks as though new life will show here; headed for \$12,000. 'Scarface' and 'Lost Squadron' no hot potato for final week of vaude here with \$4,000.

State (Loew's) (2,024; 35-75)—'When a Feller Needs a Friend' (M-G) and stage show. Much good result, although 'Desert Son' here very poor. 'Scarface' and celluloid; around \$24,000 indicated. 'Little Linton' (M-G) last week showed wholehearted support, and did wonders despite weak stage show with \$25,700.

GARBO BOOSTS STATE, ST. L., TO NICE \$18,000

St. Louis, May 30. Loew's State is out in front this week with a Garbo picture headed for a nice \$18,000. Otherwise the pickings are apt to be slim, even though the first-run theatres have been reduced to four with the sudden closing of the St. Louis.

Rich Chatterton at the Ambassador is still making some money. This condition prevails despite drop in weather, which was too cool for the outdoor amusements.

Final week of the RKO St. Louis 'State's Attorney' (Radio) and straight films, flopped at \$5,800. House dark now.

Estimates for This Week
Ambassador (Fox) (3,000; 35-50-65)—'Rich Are Always With Us' (FN) and unit. First Chatterton picture in months may help to get \$10,000. Last week 'Two Seconds' (FN), \$17,300.
Loew's State (Loew's) (3,000; 25-50-65)—'Are You Greeting' (M-G). Garbo will be the reason for this one soaring above average of last few weeks for a total of \$18,000. Last week 'Hotel' (M-G) off at \$14,000.
Fox (Fox) (2,000; 25-35-50)—'Social Girl' (Fox) and stage show. Son in person. Neither drawing well with result, gross will be down to \$6,000. Last night 'Hotel' in Room 13' and Mrs. Schumann-Helk drew a mild \$12,000.
Clara (Par) (2,500; 25-35-50)—'Clara's Career' (Par) and 'Destiny Rides Again' (U). Tom Mix getting some of the kids to see his first movie but \$15,000 not hot. Last week 'Sinners in Sun' (Par) and 'Speckled Band' (First Division), \$5,900, poor.

DITTO FOR N. H.

Holyday Exodus Ruins Town But a Couple of Fair Grosses

New Haven, May 30. Town's evacuation for holiday weekend didn't do the theatres any good. Grosses are also reduced with the milder weather. Plenty rumors around predicting early foldups of theatres.

Paramount, which has been trying to boost biz with added name attraction, is content to let it go at that with film and regular unit. 'Possibility Par' may shift P. M. for their own presentations shortly.

Estimates for This Week
Paramount (Public) (2,333; 35-65)—'Sinners in Sun' (Par) unit, \$20,000. Last week 'Clara Deane' (Par) and unit, \$2,800.

Poli (Arthur) (3,040; 35-50)—'Kismet' (Fox) and 'The Night World' (U). Will probably be held to a moderate \$7,700. Last week 'Huddle' (M-G) and 'Vivienne Ware' (Fox), were nice at \$10,000.

Roger Sherman (WB) (2,200; 35-50)—'So Big' (WB) and 'Tenderfoot'. Indications for okay \$7,000. Last week 'The Louvaine' (WB) and 'The Expert' (WB), only fair at \$6,000.

College (Arthur) (1,556; 35-50)—'College Friend' (M-G) and 'Destiny Rides Again' (U). Week-end figures point to a quiet \$3,500. Last week 'The Devil' (U) and 'Woman in Room 13' (Fox), drew nice comment but not much cash for a slim \$3,300.

Pittsb'gh Very Slow; '2 Seconds' \$22,000 And 'Huddle' \$17,000

Pittsburgh, May 30. Looks like another off week with hot weather overcoming holiday's chances of helping matters. Last week was one of the worst here in some time, even expected b.o. hits failing to materialize, probably due to mismanagement.

With stage shows going out at the Penn and Stanley June 16, boys feel that business can't possibly get any worse and are hoping for at least an even break through the reduction in overhead. Admission prices will be reduced 10c, making it a 50c top.

No real leaders indicated for current season since it's the Stanley with 'Two Seconds' and Lilyan Tashman in person. Robinson is a local favorite when he has good picture, and Tashman should help bolster to \$22,000 anyway, not too good, but it's the best here.

'Huddle' is unlikely to impress at the Penn with Novaro hardly able to overcome unseasonableness of children film. It's the same story elsewhere. Fulton advertising 'State's Attorney' as a world premiere, but it's been here for weeks. 'State's Attorney' at the Warner, likely to suffer from recent date at same house of 'Mouthpiece' and will be lucky to gather \$7,000, while Tom Mix's first talker, 'Destiny Rides Again', may get the holiday lifts, but that's all.

Estimates for This Week
Davis (WB) (1,750; 10-15-25-35-50)—'The Night World' (U). Tom Mix may get some of the holiday kid trade. Will be lucky to get \$3,000. Last week 'Huddle' (M-G) and 'Famous' (FN) around \$1,800.

Fulton (Shea-Hey) (1,000; 10-15-35-50)—'Social Girl' (Fox). Bidding this one as a world premiere, but James Dunn isn't strong here. Maybe \$4,000. Last week 'Huddle' (M-G) and 'Famous' (FN) around \$1,800.

Penn (Loew's) (3,300; 25-35-50-75)—'Huddle' (M-G) and stage show. Both pictures drawing well. There is something of a mystery, especially one that runs 100 minutes. 'Huddle' (M-G) and 'Famous' (FN) may be much help with \$10,000. Doubtful of weak \$17,000. Last week 'Little Linton' (M-G) a distinct disappointment at \$20,000.

Stanley (WB) (3,000; 25-35-60)—'Two Seconds' (WB) and Lilyan Tashman on stage. Should envelope things for \$22,000. Not too hot for such a bill, but better than recent talker. Last week 'Huddle' (M-G) and 'Famous' (FN) around \$1,800.

Warner (WB) (2,000; 25-35-50)—'Destiny Rides Again' (U). Had the edge taken off by 'Mouthpiece' (WB), which played this same hour last week. Will probably be if it gathers weak \$7,000. Last week 'Night World' (U), around \$3,000.

DENVER DULL

Rialto Alone Holding Own—'Listen-in' Poor \$10,000

Denver, May 30. In spite of the holiday, only one de luxe, the Rialto, is pointing toward normal business. Others are lowest in months and adults are kicking plenty.

Estimates for This Week
Aladdin (Huffman) (1,500; 35-50-75)—'You're the One' (Fox). Plenty low at \$4,500. Last week 'Mouthpiece' (WB) did a good \$6,000.

Denver (Public) (2,300; 25-40-64)—'Two Seconds' (FN). Low at \$11,000. Last week 'Huddle' (M-G), assisted by Gene Dennis, gilt myrtle, and fair stage show, \$5,900.

Orpheum (RKO) (2,800; 25-35-50)—'You're the One' (Fox). Closed at \$10,000. Last week 'State's Attorney' (Radio), ditto.

Paramount (Public) (2,000; 25-35-50)—'Night Court' (M-G). Fair at \$5,000. Last week 'Clara Deane' (Par) and stage show, \$5,000.

Rialto (Huffman) (900; 25-35-50)—'Scanda for Sale' (Radio). Fair \$3,500. Last week 'Beast of City' (M-G), \$4,000, ok.

PORTLAND OK ALL OVER; 'LETTY,' NICE \$12,000

Portland, Ore., May 30. Fox-Paramount picture to build with equal exploitation of pictures and stage unit names. Currently 'Letty' (M-G) is getting a good \$12,000. Last week 'The Louvaine' (WB) and 'The Expert' (WB), only fair at \$6,000.

'Grand Hotel' clicked for a nice \$12,000. Last week 'The Devil' (U) and 'Woman in Room 13' (Fox), drew nice comment but not much cash for a slim \$3,300.

Hamrick boosted biz at the Oriental by adding Anne Snyder, local myrtle and mind reader to 'Tough to Be Famous' last half. RKO Orpheum is planning a new stage-week policy for the northwest, putting that house in the money chain. Saturday openings at the Paramount hurts the gravely exploitation. The Louvaine (WB) and 'The Expert' (WB), only fair at \$6,000.

Estimates for This Week
Paramount (Public) (2,000; 25-35-50)—'Night Court' (M-G) and F & M stage unit holding up nicely to \$12,000. Last week 'Are You Listening' (M-G) and stage show, \$5,000.

Orpheum (RKO) (2,800; 25-35-50)—'Radio Patrol' (Radio) and vaude. Last week 'Night World' (U) and Olsen and Johnson featured in vaude obnoxious. Bitter admin will be lowered a dime to 50c top. Straight sound houses in the burg now set at \$250 to \$300.

United Artists (FWC) (1,000; 25-35)—'When a Feller Needs a Friend' (M-G) and stage show. Last week 'Night Court' (M-G), \$4,500. 'Oriental' (Hamrick) (2,500; 25-35)—'Tough to Be Famous' (WB) went fairly for \$4,500.

Music Box (Hamrick) (2,000; 15-25)—'Heart of New York' (FN). Likely for fair \$4,000. Last week 'Destiny Rides Again' (U), \$4,500. 'Broadway' (FWC) (2,000; 50-150). First week clicked for okay \$12,500.

CUTTING DOWN HOUSES SHOULD HELP DETROIT

Detroit, May 30. With the closing of one theatre after another, the shortage of boxoffice attractions is not critical for Public. The shortage of boxoffice attractions is not critical for Public. The shortage of boxoffice attractions is not critical for Public.

Estimates for This Week
Huddle (M-G) and Guy Lombardo and Burns & Allen on stage. Will do nice \$3,000. Last week 'Mills Brothers' (M-G) and 'Rich Are Always With Us' (WB) outstanding at \$7,000.

Fisher (2,655; 15-25-35-50-75)—'Tenderfoot' (FN) and stage show. Last week 'Night Court' (M-G), \$5,000. Last week 'Night Court' (M-G), \$5,000.

Downtown (2,750; 15-25-50)—'Radio Patrol' (Radio) and vaude. Last week 'Night Court' (M-G), \$5,000.

Paramount (3,448; 15-35-60-75)—'Night Court' (M-G), \$5,000.

Cold Weather Braces Minnpls.

Big Minnesota's Swan Song Is Okay to \$24,000 Week with 'Sinners' and Crosby

NEW ORLEANS QUIET

State Helping 'Sinners' Get \$12,000—'Patrol' \$6,000

New Orleans, May 30. Returns in the major filmities are disappointing and so is the product. Particular interest in interest in 'Sinners in the Sun' in person at the Sanger. Others at sixes and sevens.

Estimates for This Week
Sanger (3,400; 65)—'Sinners in Sun' (Par) and stage show. Creating little comment, but Mitzel Green sending returns to fair \$12,000. Last week 'Rich Are Always With Us' (WB) poor \$5,500.

Loew's State (2,300; 60)—'Vivienne Ware' (Fox). House struggling for \$5,000. Last week 'Huddle' (M-G) \$11,000, ok.

Orpheum (2,400; 60)—'Radio Patrol' (Radio). Series to be in for another \$5,000. Last week 'Night World' also \$5,000, moderate.

Strand (1,500; 60)—'Tough to Be Famous' (WB). Last week \$2,500. Room 13' (Fox), \$2,000.

Fuder (800; 35)—'Two Seconds' (FN). Last week \$1,500. Last week 'Clara Deane' (Par), \$1,500.

Boston Keith's with Vaude Looks Around \$15,000, Bernie Band

Boston, May 30. The grosses to which this week are those of the RKO Keith's and Boston. Keith's, alongside of the other theatres, has switched from straight pictures to vaude and started strong with Ben Bernie and five acts. The Boston which has been playing vaude, changed to Loew units, doing nicely. Keith's has been mostly in the red since it changed to pictures.

The Metropolitan has the Boswell Slaters and Conchita Montenegro on the stage and Ruth Chatterton on the screen this week. Trio ought to come to a winter gross. Rest of the town has some good vaude, but the holiday may help some.

Met (Public) (4,300; 50-75)—'Rich With Us' (WB) and stage show. Should better \$30,000. Last week 'Sinners in Sun' (Par) poor at \$20,400.

Keith's (4,000; 35-50-75)—'Radio Patrol' (Radio). Last week \$15,000, good. Last week 'State's Attorney' (Radio) \$9,000, blah.

Loew's State (4,000; 25-35-50)—'Strangers of Evening' and unit. New combo for house, and around \$15,000. Last week 'Clara Deane' (Par) and stage show, \$15,000.

Majestic—'Grand Hotel' (6th week). Last week \$12,500. **Paramount (Public)** (1,800; 25-35-60)—'Vivienne Ware' (Fox). Will be big at \$9,000. Last week 'Clara Deane' (Par) and stage show, \$15,000.

State (4,000; 35-50-60)—'As You Desire Me' (Garbo) (M-G). Garbo seldom below \$18,000. Last week 'Scarface' (UA) \$20,000.

Newark Doesn't Hope For Better Than \$12,000
Newark, May 30. No business last week and none in sight this week. Every one out of town. Only holiday prices to counteract should any one drop in. Unless 'Clara Deane' (Par) has more than \$12,000.

Estimates for This Week
Bransford (WB) (2,850; 30-35-50)—'Tenderfoot' (FN). May reach \$8,000. Last week 'Rich Are Always With Us' (WB) bad at \$7,200.

Capital (WB) (1,200; 15-25-35)—'Tough to Be Famous' (WB). Last week \$1,500. Last week 'Clara Deane' (Par) and stage show, \$15,000.

Minneapolis, May 30. Stimulated by outstanding attention, the holiday and unseasonably cold weather, business has come over the top. Talmage promises to record a healthy improvement over recent weeks.

Fanchon-Marco stage show, 'Impressions', featuring Natcha Natova, a pretentious orchestral overture presentation, and 'Sinners in the Sun', in addition to Crosby, who, incidentally, is proving a femme draw.

Film stuff runs largely to the sexy type, with darlings helping to offset mediocrity of quality. With the closing of the Minnesota, the State will have a pick of the big pictures and will open its new shows on Fridays.

A surprising amount of interest in 'The Fleck Is Weak' (M-G) at the Shubert. The Russian picture will do by far the best business of any picture in the city. Last week 'Should a Doctor Tell?' in the Astor on percentage, plays to women only at matinees and men only at night.

While Public has seemed it was viable to close its act 4,200-seat Minnesota and keep its other leading attraction, the Century, at the Public Palace, a 10c, local grind house, is averaging a \$600 weekly business. The Century, at the Public Palace, a 10c, local grind house, is averaging a \$600 weekly business.

Estimates for This Week
Minnesota (Public) (4,200; 75)—'Sinners in the Sun' (Par), Bing Crosby in person, \$24,000. 'Impressions', featuring Natcha Natova. Big house winding up with pretentious and costly show.

Orpheum (RKO) (2,850; 50)—'Man Wanted' (WB) and vaudeville. Fair \$15,000. Last week 'Scarface' (UA) and stage show, \$15,000.

State (Public) (2,200; 50)—'The Fleck Is Weak' (M-G). Popular of Montgomery and title picture. Last week \$15,000. Last week 'Scarface' (UA) and stage show, \$15,000.

Loew's State (4,000; 25-35-50)—'Strangers of Evening' and unit. New combo for house, and around \$15,000. Last week 'Clara Deane' (Par) and stage show, \$15,000.

Majestic—'Grand Hotel' (6th week). Last week \$12,500. **Paramount (Public)** (1,800; 25-35-60)—'Vivienne Ware' (Fox). Will be big at \$9,000. Last week 'Clara Deane' (Par) and stage show, \$15,000.

State (4,000; 35-50-60)—'As You Desire Me' (Garbo) (M-G). Garbo seldom below \$18,000. Last week 'Scarface' (UA) \$20,000.

Newark Doesn't Hope For Better Than \$12,000
Newark, May 30. No business last week and none in sight this week. Every one out of town. Only holiday prices to counteract should any one drop in. Unless 'Clara Deane' (Par) has more than \$12,000.

Estimates for This Week
Bransford (WB) (2,850; 30-35-50)—'Tenderfoot' (FN). May reach \$8,000. Last week 'Rich Are Always With Us' (WB) bad at \$7,200.

Capital (WB) (1,200; 15-25-35)—'Tough to Be Famous' (WB). Last week \$1,500. Last week 'Clara Deane' (Par) and stage show, \$15,000.

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Balto's Sunday Pay Strife

Theatres-Musicians Wrangle—Grosses Short of Hopes on 7 Day Week

Baltimore, May 30.—Fright between the musicians' union and the managers of the day is on. Last week the union, by a slim majority, voted to demand time and a half for Sunday work. Original proposition being to ask for double pay. Weakness in the managers' position is the lack of unanimity. Rappaport, of the Hipp, is apparently afraid he can't go on without stage fare. It is understood that the other houses agreed to tolerate his screen fare to see him through the fight, but apparently without success. Two of the notices has been served on the musicians in several cases and the town is marking time to see the outcome. Press has given big space to the fight, and is undoubtedly on the side of the theatres.

Receipts of important houses since the advent of a seven-day week don't justify the increase in overhead. Average is well below that of late winter with a six-day week. Outdoor opposition is partly responsible. Hot weather has been the last week, but more temperate weather this week should aid. It's a toss-up between the Century, with its 'Two Seconds' and the Stanley with 'Huddle' currently.

Estimates for This Week
Century (Loew-UA) (3,200; 25-30) —'Two Seconds' (WB) looks like the out-in-front picture of the week; will go to at least a pretty fair \$18,000. Last week 'Man Wanted' (WB) and 'Good News' (WB) were good, and 'Man Wanted' (WB) and 'Good News' (WB) were good, and 'Man Wanted' (WB) and 'Good News' (WB) were good.

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COLUMBUS SENTIMENT

Friends Turn Out for Stage Show Final Give Ohio \$14,000

Columbus, May 30.—With the Broad in its final week and the Ohio in its last week of unit shows, sentiment is playing a part at these houses this week. This is especially true at the Ohio, where friends are getting up parties in honor of the orchestra and other favorites.

'Explorers of World,' at the Palace, will draw the children while Harold McCracken, lecturing with this film, is an ex-local and will help some.

Estimates for This Week
Palace (RKO) (3,074; 25-40) —'Explorers of World' (WB) should do fairly well at \$5,000. Last week 'Sinners' (WB) (Par) sub-expectations at \$3,400.

Ohio (Loew-UA) (3,000; 25-50) —'Vivienne' (WB) (Fox) and 'Look Into My Eyes' (WB) should go straight films June 2. Last week 'Clara Deane' (Par) off at \$11,900.

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Tacoma Not Bad

Tacoma, May 30.

Tacoma now has full week of vaude in split doses, Orpheum starting on its new policy with balcony price drop to 15 cents for 10 days. Fine weather and everybody a year over holiday.

Estimates for This Week
Orpheum (RKO) (1,500; 25-35-50) —'State's Attorney' (Radio) and 'Tenderfoot' (WB) look like week vaude. Only \$4,600. Last week, 'Young Bride' (Radio) and 'Two Seconds' (WB) with Bill Robinson unit, \$5,100, good.

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Holiday Pummels B' way Grosses;

'Seconds,' \$24,000, Good; Roxy's Doleful \$30,000; Cap. \$40,000

Memorial Day comes only once a year but when it comes on a Monday, providing a three-day week, it's anything but welcome for theatres. The drain on the box office becomes all the more serious through taking away a lot of Friday night trade, with people either out of town after office hours or at home spending the evening preparing for the getaway Saturday morning.

Several holidays have fallen on Mondays during the past year, but it's doubtful if any weekend in the past has done the damage of the one at hand. With few theatres doing what they should under ordinary circumstances, it's a bitter pill to take.

While the great exodus out of town on Monday, buses and roads, the influx from the hinterlands, coming into the big city, is not so great as it used to be. Folks from out of town, who in other years might have spent a week-end in the city, taking in shows and other points of interest, are sticking close to Podunk.

Several theatres gain from out of towners as against the deficit among New Yorkers is negligible. At the Capitol, on its second week of 'State's Attorney' (Radio) and 'Tenderfoot' (WB), the picture, which will probably show the highest percentage of return above its cost, is averaging around \$10,000 a week. Picture's second seven days, will do at least \$40,000.

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\$10,000 weekly pace, gives way tomorrow night (Wednesday) to a new high. 'Forgotten Commandments' (Par), debuting after the next morning. 'Congress' has not been profitable.

Three major de lusers are feeling the Memorial Day slump seriously. Paramount will stand around \$50,000, with its changes not strong of capturing a figure around \$40,000. Its change holds Ken Murray, Mary Brian and George Raft as against 'For the Defense' (Col), with the Edmund Lowe name. This is third of a money cycle, following 'Mouthpiece' and 'State's Attorney' on Broadway.

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SEATTLE JUST FAIR,

ORPH'S TWO AT \$7,000

Seattle, May 30.—Excellent weather for double holiday hurting the flickers this week. 'Grand Hotel' sagging, again proving Seattle not so hot as a two week stand.

Settling down to summer weather means only ice attractions will gather coin.

Estimates for This Week
Fifth Avenue (Loew-UA) (2,500; 25-30) —'Huddle' (M-G) and 'Trize Frigano' stage unit, \$10,000. Last week 'Sinners' (WB) (Par) and 'Clara Deane' (Par) did well at \$15,000.

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Cool Breezes Cincy Aid,

\$20,000 for 'Tenderfoot'

Cincinnati, May 30.—Local amusement parks opened the season over the weekend, but cool weather recited in favor of indoor recreation. So current figures should only be a shade under last week.

Estimates for This Week
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Cory Ford's Travesties
Hollywood, May 30.
Cory Ford has been engaged by Sol Lesser to write a travesty on the African adventure stories.

Inside Stuff—Pictures

As a matter of fact, the Home Office vetoed the censor's verdict and "American Tragedy" was pre-

U.S. Producers Study Shutdown Of All Europe as Quota Protest

United States may drop the entire European market. Practically all of the major American companies have agreed on a stand-up-and-fight position in the current quota situation in France and Germany. A dictum, edited by and handled through the Hays office will probably be issued to all European film groups and governments within a few days making the situation, so far as Americans are concerned, clear.

France's new quota law is scheduled to go into effect tomorrow (1). With the exception of Paramount, the filmers in New York and Hollywood feel it to be a law that ruins all hope of further profitable commerce with that country. They have all thus expressed themselves.

In Germany the situation is equally tense, though not quite as immediate. Germany's new quota law will not become effective for some weeks probably.

Americans about ten days ago served notice on the Germans. At the same time companies ordered their German offices to begin preparations for liquidating when and if necessary.

While the French were talking for a long time about a new quota law it was not expected, in New York film circles, that the law would be enacted in quite as drastic a form or at such short notice. Announcement a week ago that the law was complete, leaving no room for debate outside of the Hays office, caught Yank filmdom unaware. Several meetings were immediately called by the Hays office to discuss the situation and the law.

Hope for Some Grace
Metro, H.K.'y to be the hardest hit because of its extensive dubbing activities and arrangements in Hollywood, has ordered the Coast studios to rush through the French picture schedule at top speed and order no more for the time being. Whether the pictures now on hand, or being prepared, will be allowed to enter the market, Metro's officials are of the opinion that a month's grace or so may be given them in which to cash in, in part, on their investment.

With no other alternative has been made of what happened at the several meets of the U. S. foreign chiefs, it is learned that all the men, with the exception of Fox, have agreed to close down offices and distribution attempts in all of Europe unless quota relief is given. Attitude is that if both the French and the German quota laws are closed down to Americans it is hardly worth while to fight for the rest of the Continent.

Paramount's view on the matter is difficult one. Paramount, while agreeing generally with the other companies, will not be hard hit in France because having a studio in that country in active production. With the new law becoming effective, Par is in a position for the first time, to make a real profit there, either through its own dubbing procedure, or through dubbing pictures for other companies, American or outsiders.

Par's German Stand
In Germany Par is taking as definite a view on the closing down of the other companies.

George Coblentz, director for the United States Department of Commerce, has been in close touch with the situation and is attempting to effect some compromise between the two markets although spending a good deal of money. Through the new laws, they feel, Americans will be forced into spending even more money with no assurance of getting any greater profit than now.

M-G's Foreign Head?

Los Angeles, May 30.
Who will be head of Metro's foreign production department is still up in the air with Fred Felton and George Kann, who returned from his European talent hunt Tuesday (24), the candidates for the position.

Kann is reported to have refused any other job in the department except that of production head. Felton took the office when Harry Edington left recently. Probable arrangements will have Felton in a business capacity and Kann running the production end.

WB DROPS FOREIGNS UNTIL FRANCE SETTLED

Hollywood, May 30.
All keyed up to start a program of foreign synchronizations on the Bunkan lot, Warner Brothers-First National lead to drop the idea suddenly when word came from the home office to lay off because of the ticklish quota situation in France. Studio was going to do Spanish, French and German syncs, starting with 'Roar of the Crows.' When word came that France was ready for more quota laws specially aimed at synchronizations, the wind went out of the foreign department's sails.

Claude Lars, former French director at Metro, was ready to put his name on the dotted line at WB, but may hop a boat for France.

Films Recruit London Columist for Dialog

London, May 30.
Wyndham Lewis, one of the brighter of the current English crop of writer-satirists, has been taken on by Associated Radio Pictures. He's gotten considerable reputation through half a dozen novels and a column in local dailies.

First assignment is to fix up dialog for piece based on Jerome K. Jerome's 'Three Men in a Boat.'

Argentine Loan Helps

Buenos Aires, May 21.
Government just sanctioned 'Patriotic Loan,' internal issue for 500,000,000 pesos, with first issue of 100,000,000, most of which goes to pay back salaries. Move is good news for all business, show and otherwise.

Peru has gone off gold standard, which adds one more S. A. country to forbid export of coin and a further trouble to film men.

A film rep. here has been trying to get 100,000 pesos out of the country for five weeks and finally got permission to forward \$30,000.

UFA NEWSREEL EXPORT

Berlin, May 21.
Ufa has assembled a special issue of its newsreel for abroad. Ufa is working in the newsreel line in conjunction with Luce-Italy, Pathé-London and Eclair-Paris, and is furnished from the United States by Universal as well.

Ufa has 105 traveling cameramen all over the world. Chief editor of Ufa's newsreel is Mr. Engel, formerly manager of Deulig newsreel, which also is now under Ufa's control.

Bismarck Film Found

Berlin, May 21.
The only existing news reel of Duke Otto von Bismarck, Germany's famous chancellor, has been discovered in a village near Magdeburg, where it was left by a deceased exhibitor, Otto Wohlfaht. The find included both negative and a positive print.

Negotiations are already on with foreign film companies for a rental of the picture.

Exported Imports

Hollywood, May 30.
Malcolm Moulder, American juvenile who remembered he spoke French fluently and switched to the name of Jean Delmour and steady work in versions here, is leaving for Paris this week to work in French talkers there. Has an arrangement with Warners to go into some of its Paris-mades.

Leaving with Delmour is Claude Lars, who directed French versions here for Warners. He will either work for Paramount at Jolville or return to his old job of assisting Rene Clair. They sail on the Ile de France from New York June 22.

ITALIAN FILM NEED U. S. GAIN

American films may get a better break in Italy in the near future than they've had since the silent days, or than they are having in any other part of Europe currently.

New situation has arisen, due to the fact that Pittaluga, with practically a monopoly on the Italian market, is losing so much money that an out is being hunted for. That out, as proposed, is to cut down on local production and import a greater number of foreign made films.

Trick clause is that what Pittaluga, and what Italy wants, is for the films to come in as is, to be dubbed into Italian by means in Rome. National law forbids films in Italy in any other language than Italian. Even so, it figures to be a big boost to American cinema in Italy, since very few U. S. films have been able to make any headway there in the past-year.

Metro, with its Italian films dubbed in Hollywood has had so much trouble getting a financial break that it has for the past few months been considering the advisability of dropping that language.

With the Italians taking the financial risk of dubbing off the hands of the Americans it would prove that much graver.

New attitude on the part of the Italians, a result of the statement for 1931 just issued by Pittaluga, which shows a net loss for the year of \$1,555,595. In 1930 the company's loss was only \$58,000 as against a profit of 1929 of about the same amount.

Pittaluga has been cutting down its theatre operation in Italy in the past year and otherwise been attempting to get rid of the 676 picture houses in the country with daily film programs, 60 closed down per. ment. during the past year.

Fox Lines Up Talent For Spanish Activity

Hollywood, May 30.
Fox is preparing for a strong return to production of Spanish versions, starting when John Stone gets back about June 15 from his present talent hunt in Europe. Although no one on the Fox lot is doing for Stone in his absence, it is understood there are six pictures already lined up.

Georgia Martinez Sierra, who directed the Spanish 'Fiesta for Fox' last year, has been given a contract, and is Hollywood-bound. His wife, Catalina Barcena, and Jose Crespo are also coming back here.

Jose Molist was previously set for three pictures.

Hulbert, Green Team

London, May 30.
Gainsborough Films has closed with Harry Green to co-star with Jack Hulbert in 'Marriage Broker.' It's taken from a Gaiety play. Green's salary will be \$500 daily.

FRANZ PORTEN DIES

Berlin, May 21.
Franz Porten, one of the first film directors in Germany, died recently in Berlin, H.K. 63, one of the first in Germany to produce quality pictures, his two daughters, Henny and Rosa Porten, acting in his pictures.

Until very recently he was still active. He leaves three children, Henny, Rosa and Fritz Porten.

Tightening of Foreign Players' Permit Rules by Federal Gov't Raises Dickstein Bill Spectre

Mexico Relaxes Strict Rule on Film Imports

Mexico City, May 30.
As a means of making things easier for film importers, President Rubio has decreed that local officials be a bit more lenient in their interpretation of the new tariff laws here. Law states that importers must all have certificates covering their films from the government of the originating countries. Idea being that the Mexicans thus get a pledge that films are not objectionable.

Now President Rubio rules that the importers, if they can't get such a certificate, may use an affidavit okayed by a government official of the producing country and the Mexican consul in the city from which pictures are shipped.

CHARGE 3 UFA MEN SIT AS HUNGARY'S CENSORS

Budapest, May 10.
Two Budapest dailies, 'Nepszava' and 'Ujsag,' aim constant attacks against Ufa's Hungarian distributor agency and three Ufa film theatres. Articles are directed mainly against the anomaly that three Ufa employees are on the censor board. No film picture has been turned down by the censors yet.

Jekelszuss, president of Ufa's Hungarian company, is a censor, so is Joseph Antal, who was member of the board, representing independent distributors, and did not resign from membership when he ceased to be an independent distributor and became general manager of the company.

Ujsag and Nepszava insist that this arrangement has much to do with the censor's leniency toward Ufa pictures. While, for instance, 'Big House' was vetoed on the plea of prison revelations, Ufa's picture on a similar subject, with Emil Jannings in the star part, was passed.

U. A. in Dubbing Deal With German Terra Co.

United Artists has closed with Terra of Germany for two pictures to be dubbed in German for distribution in that country. Distribution of the films in Germany, which at one time represented U. A. in the territory.

Two pictures are the Ann Harding-Ronald Colman 'Condemned' and 'Rainbow.' Terra's slogan, 'Around the World in 80 Minutes.'

New Par Story Sources

It will be headed by Germaine Dulac, woman picture director, and the brothers Astier. Technical part will be done in the G. F. F. A. laboratories, with G. F. F. A. getting stock in the new venture.

Par's story-buying activity on the Continent as well as contacts with writers abroad, have all previously been allied with the Gilbert Miller-Frohman office activities. Disposal of the Miller-Paramount types makes new connections desirable.

New French Newsreel

Paris, May 21.
One more newsreel will be made locally under the revived title of 'Journal Vivant.' New corporation, which is financed by the Belgian Emipain group, will have a capitalization of about \$300,000.

It will be headed by Germaine Dulac, woman picture director, and the brothers Astier. Technical part will be done in the G. F. F. A. laboratories, with G. F. F. A. getting stock in the new venture.

B.I.P.'s Agent in S. A.
Buenos Aires, May 20.
Lastra Film, minor local entity, acquired all rights to B.I.P. and will shortly release product.

Has 20 ready to go.

Hollywood, May 30.
Several indications here that the immigration authorities are not waiting for the passing of the Dickstein bill to make it tougher for incoming foreign picture players. Heretofore it has been comparatively easy for foreign talent to get six-month extensions on their legal stay here, as allowed under the law for over-seas performers. There are several cases where these extensions are expiring and producers are finding it difficult to get Washington okay.

Mayer Will Try
It is understood this is one of the subjects up for discussion when L. B. Mayer confers with President Hoover this week, before the former goes to Chicago as a Republican delegate-at-large.

One company in its recent convention announcement of new product particularly stressed four pictures from a certain star, due for an extension on her permit. It is known that this concern wants ammunition to use at Washington to the effect 'we can't lose this star as we already have sold pictures in which she is appearing.'

Another company's star intends to become a citizen to cement her stay here, but to do so she will have to go home, apply for a quota number and enter the quota system. She is faced with this roundabout way on the refusal of immigration authorities to okay a further stay under the current entry permit.

What the producers fear is that many extensions coming up within the next few months will be refused and that schedules and announcements will of necessity be broken up.

NEW SUNDAY BILL WINS VOTES IN PARLIAMENT

London, May 30.
The Sunday opening bill, legalizing Sabbath films, passed its second reading in Parliament Friday (27). Got a majority of nearly 200 votes.

Practically certain now that the bill will eventually become law. Latest development in the Sunday opening controversy is the decision of the Film Importers Association to fight the bill as it now stands, granting Sunday openings subject to the approval of authorities.

Some of the arguments against this sanction should be universal and are holding propaganda conferences. Expected opposition will be brought at the next debate.

Metro's Syncs

Culver City, May 30.
Metro foreign dubbing is proceeding on a basis of two units on each of three languages working concurrently.

German 'Sporting Blood' just finished, with German 'Mata Hari' starting today (30). Others now in dubbing are 'Grand Hotel,' French 'Lety Lynton,' and 'The Champ' in French, German and Italian.

Three new starters will be French sound dubbing for 'A Free Soul,' 'As You Desire Me' and 'Grand Hotel.' German 'Grand Hotel' comes in about a month.

Weather

Paris, May 30.
Showers, and showers here. For a change, just plain rain. A Free Matinee bias is up, but prospective customers are staying home evenings to keep from getting wet.

London, May 30.
Rain and cold stimulated weekend grosses with business above average for this time of the year.

CINEMA WAGE PROTEST

London, May 20.
Film trade employees held a protest meeting yesterday (Sunday). Purpose was a demonstration against low wages, with exhibitor employees threatening to strike.

BOX-OFFICE STRENGTH WHEN YOU NEED IT MOST!

The star they want... in the show they want! Harding in a down-to-the-ground drama of a "love divorce". It searches the secret heart of woman! . . . a striking revelation of a wife who dared to doubt that fidelity is everything in life!

RKO-RADIO is making PICTURES!

... fine pictures . . . money shows! . . . and you are getting them now! . . . This Summer! . . .

RKO-RADIO is not waiting until next season to give you powerful attractions

... but is delivering them now . . .

one after another . . . booming

proofs of a pledge fulfilled,

"The Hit List of 1932-33",



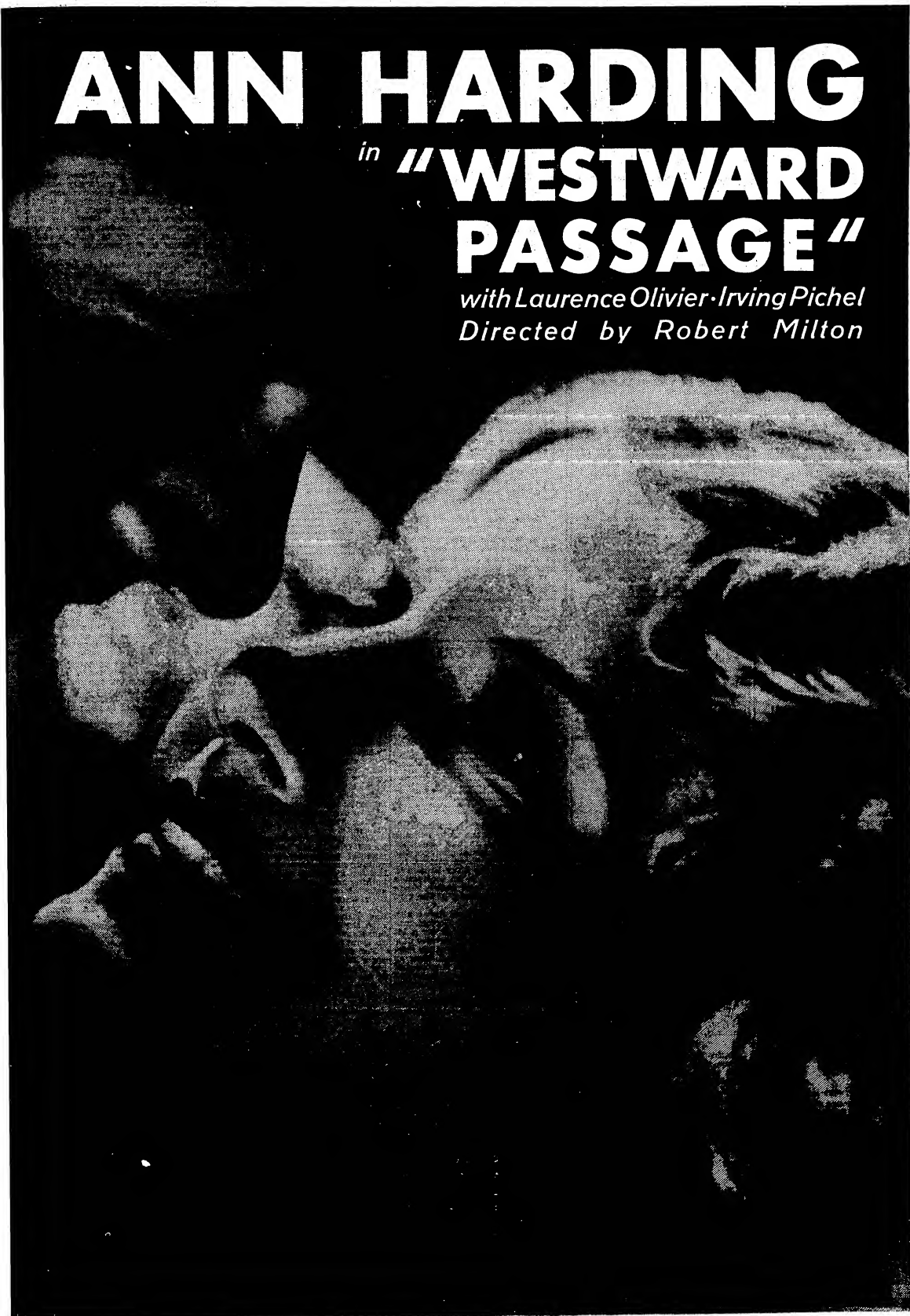
DAVID O. SELZNICK
Executive Producer

Coming Soon . . . King Vidor's spectacular production "BIRD OF PARADISE" with Dolores Del Rio and Joel McCrea, "IS MY FACE RED?" the sensation-crammed story of the rise and fall of "Mrs. Poster's little boy Willyum," noted Columnist and heavy lover, with Helen Twelvetrees and Ricardo Cortez; "ROAR OF THE DRAGON" with Richard Dix and Gwili Andre... CONSTANCE BENNETT in "WHAT PRICE HOLLYWOOD," the best picture she ever made . . .

ANN HARDING

in **"WESTWARD
PASSAGE"**

*with Laurence Olivier · Irving Pichel
Directed by Robert Milton*



Theatre Advertising as Indicated from Various Cities
On Week Days

NEW YORK

NOT TO BE SHOWN IN ANY OTHER NEW YORK THEATRE THIS SEASON!

GRAND HOTEL

The Sensation of our Generation!

Greta GARBO • John BARRYMORE
Greta CRAWFORD • Wallace BEERY
Lionel BARRYMORE • J. P. McHale

ASTOR THEATRE 4 42nd St.

SWAY

THURSDAY, MAY 27, 1932

SEATTLE

SEATTLE 3 DAYS!

TUES. 17 WED. 18 THURS. 19
MAY MAY MAY

AT CHIEF FIELD, 8TH AND REPUBLICAN STREET

BARNES CIRCUS

MONSTER LIPPED
UBANGI SAVAGES
From CONGO, AFRICA

100 DANCING GIRLS
12 NEW REPERTORY FEATURES THIS YEAR

WORTH TRAVELING MILES TO SEE "THIS SUPER CIRCUS"

1000 SEATS AT 1 AND 2 CENTS

COSE TRAVELERS ADMITTED TO SEATING AT 2-CENT

RESERVES AND ADVANCEMENT TICKETS ON SALE during program at Olympia, City & Co., 1004 Fourth Ave.

NEW YORK

TONIGHT AT 8 P.M.

POPULAR PRICES

35c 50c 65c 75c 50c

FROM 10c TO 50c

FANNIE HURST'S powerful drama of human hearts that has thrilled thousands during its successful run at the Gaiety Theatre.

SYMPHONY OF MILLION

MAYFAIR

35c 50c 65c 75c 50c

ST. PAUL

BATTLE of MUSIC

WILDWOOD PARK
OPENING FRIDAY

MAY 27th

TWO BANDS

KANSAS CITY

FREE Willys-Overland Car Given Away Every Week!

IN OUR LIMERICK CONTEST

To Participate in this contest attend the Newman this Week

.....Read Plan Carefully.....

When attending the Newman you will receive a card at the door, which carries a Four-Line Unfinished Limerick. All you have to do is fill in the fourth line, retain stub and deposit card in Lobby Box. From these cards the Judges will make their award and the contestant so selected will receive a Willys-Overland Car. Award of Judges final may win—yes do not have to be an expert writer—any plain language. Each week during the contest the winner of the contest will be announced from our stage on Friday night at 9:00 p.m. Stub retained by person winning the Limerick judged the best MUST BE IN THEATRE either held by original holder or a representative.

FIRST CAR WILL BE AWARDED FRIDAY NIGHT MAY 27TH, AT 9:00 P. M.

For further particulars call the NEWMAN Theatre

10c 20c 30c 40c 50c 60c 70c 80c 90c 1.00

"Tomorrow!"

A STARTLING NEW SLANT ON THE SCANDALS OF THE RECKLESS RICH

"SINNERS IN THE SUN"

CAROLE LOMBARD-CHESTER MORRIS

25c 50c 75c 1.00

free PARKING AFTER 6 P.M. AT CAPITOL GARAGE 15th MAIN

Public-Indulgent

NEW YORK

WINTER GARDEN
Broadway & 56th St.

For superior to "Little Caesar"

ROBINSON

"Two Seconds"

35c 50c 65c 75c 50c

NEW YORK

AT LAST!

THE PICTURE NEW YORK WAITED TO SEE!

"SCARFACE"

THE SHAME OF A NATION

United Artists Picture

HOWARD HUGHES' WHITE-HOT SENSATION!

with PAUL MUNI

ANN DYKORAK OSWOOD PERKINS
KAREN MORLEY GEORGE RAY
BORIS KARLOFF

The picture that's stirring the nation!

THURSDAY 8:30 A. M.

Continuous Performance
NO ADVANCE IN PRICES

RIALTO

Let me go Scarface! You can't fight the world! You can't fight the world!

"House of Ills"

TO ACCOMMODATE THE CROWDS, THIS PICTURE WILL BE SHOWN ALL NIGHT THURSDAY • FRIDAY • SATURDAY

EXTRACTION

By Epes W. Sargent

Plan for Fall

This is the time to prepare for the always popular flower shows, which will be out in the fall. Of course, a show can be promoted as late as a week before flowering time, but you can make it an all-summer event by announcing it now and urging gardeners to make a special effort to grow whatever the popular fall flower may be in your section.

This gives an excuse for special talks on flower cultivation at the matinees. It is being carried along with the local garden club, if there is one, or the formation of one if none exists, and one theatre last year had a local florist make weekly tours of inspection of registered gardeners to watch the plants and suggest sprays, fertilizer or whatever the plants seemed to need.

He was glad to do this in return for the advertising he received and the occasional sale of material, and the home gardener was given a weekly reminder of the theatre through these visits.

Kickback

Exhibitor had the bright idea of advertising "The Wet Parade" with circulars quoting prices on standard brands. It was authentic looking, for it was copied from one of the recently had received, with the theatre imprint where the legger's name had appeared in the original and the usual telephone number.

Second and third pages of the folder told about the picture.

It was thought he would get enough that would be passed along to the house, and probably he did. He also got about a dozen orders, over the phone, and it is not known whether or not the theatre was selling "Hann" tickets, but whether or not the idea was good.

Got It Free

Ideal-Arena theatre, pop priced picture theatre in New York, wanted to advertise its cooling plant, but was not willing to pay the cost of printing if it could be had.

It contacted the juke joint next door which paid the cost of a flash card for the theatre to put in the drink on one side and an ad for the cooling plant on the other. This was mailed out to the juke joint with the weekly program and the balance of the cards distributed through the neighborhood and in the house.

Stand picked up enough business to feel well satisfied, and the house got its announcement over gratis.

Barred the Window

Up in Westchester a bookstore clerk applied exploitation to the name of Warden Lawer, new book of black paper the window gave the suggestion of iron bars, and handcuffs and similar hardware were distributed through the space, with the books in between.

Getting to the point where the stores are crowded with the space, with bookup suggestions instead of waiting to be approached, and exploitation works as well for merchandise as it does for theatre tickets.

Paraded Pets

Astoria, Ore.

With the Liberty doing a daily chance, Edgar Hart has had to drop specific exploitation, but he manages to keep the theatre in the newspapers. Recently the town held a pet and costume parade on a Saturday to draw the crowd, and Hart entered his Mickey Mouse club to represent Rotary, being chairman of that organization.

It was that the Mickey made a good showing.

He also used the Mouse club for a musical show, giving a performance in the morning at the club meeting and repeating between film shows both after and before the evening.

For the recent music week he had a daily change of soloists, all local singers, who drew better than imported artists could have done.

On 'Radio Patrol'

Salt Lake City.

R-K-Orpheum has been exploiting "Radio Patrol," capitalizing on police det. publicity and present installation of radio system. KYDL installed complete radio transmitter in lobby. Uniformed copper sits at booth shouting calls to be heard on dummy speaker in p. d. car parked in front.

Free Iceboxes

Philadelphia.

Stanley-Wagner has a tieup with Leonard refrigerators to give 110 free boxes to the patrons of the Warner theatre. The boxes are given in 20 in suburban points and 28 in other spots in that section.

Contest was launched with a full

three columns on the theatrical ad page, and is being carried along with the manufacturers and the theatres. Ice box has a new idea in construction, and the theatres are looking to use the simplest way to get the advertising over.

With less than one box to a house, which is being carried along, and don't win will buy one of this instead of some other make.

Horsehoes

Cleveland.

Addie Addison, of Lorain, thought he pulled a smart one when he promoted a sidewalk western rodeo for a Tom Mix picture. Understanding that the local riding troupe would be satisfied with the publicity they got.

After it was over, however, rodeo's head guy came around with a bill for \$55.

Who's that for? squawked Addison.

That's for the horsehoes worn out by our go-getters making a 10-mile trek daily back to camp, swifited the bill collector. "Do ya think we carry them on our backs?"

Rose Contest

Cleveland.

Store-window exhibition of roses, put across by M. A. Maloney for a Tom Mix picture, drew unusual results as a novel display and content. Show of roses, contributed by local growers, included 24 varieties and many new ones.

Theatre tickets given to those who bought one of them.

Entry cards, passed out in lobby, brought surprising volume of responses considering simplicity of stunt.

Starts Own Tab

Denver.

Unable to always get the kind of co-operation from the dailies he desired for his exploitation stunts, Harry Huffman has started his own, a page tabloid, the Denver Mirror, to be published every two weeks, and with a large circulation of 35,000. It enables him to cover through every section of the city he desires. Several contests, in which prizes are tickets and money, are used. It pays \$1 for every mistake found in films by fans sent in and published. The tabloid also contains a crossword puzzle each win a pair of tickets.

The first number of the publication announces a popularity contest, at the end of which 26 winners will spend a week at Estes Park, at no cost. Forty tickets to be given away each ticket; 10 will be sent by the Aladdin, five each by the Rialto and each by the Grand and the Bluebird and Slide-a-see.

Huffman is starting two Mickey Mouse displays each at the Aladdin, uptown, and at the Tablor, downtown. Several merchants are co-operating and he expects a large membership.

Thirty display ads are carried in the first issue.

French translation of first issue is lack of typographical preparation that would make it a snappy looker. The short story, Brodie is editor and publisher.

French S's Hookups

Paris.

French stamship lines are pretty anxious to tie up with film companies whenever any possible publicity results, new, new, new. M. M. Dearly, titled "Coupe de Rouls" ("Tossed by Waves"), returned in the huge liner, the Olympic, from Paris, being turned into one continuous display advertising the French Line, and drawing the crowd and bearing the name of the French Line.

Kids' Sc Mats

Denver.

If you have lots of dandelions in your neighborhood, and want to run a show on Saturday for the children, you might as well get in good with their parents by doing what Joe Decker the Grand, theatre did. He announced he would admit a youngster to his Saturday matinee for 5c and 25 dandelions. So many were turned in, Joe had to close the city scavenger.

The week before that he had an "air-mail" matinee when all children were admitted for 5c and a cancelled air-mail stamp.

Beer Rally

Des Moines.

H. R. Sheridan, manager, Des Moines, set the town talking for his exploitation of "Scarface." All it took was an old truck loaded to capacity with empty beer barrels being driven through the town, with the sign: "Hi-Jackers, Beware! 'Scarface' is in town. Now Showing Des Moines Theatre."

At minimum cost the town did a lot of talking about the "good old light," and "Scarface" played to excellent business all week.

Fat Femmes Free

Seattle, May 30.

Vic Gauntlett, ad mgr. here for Fox-Wo, put on an exploitation stunt for the personal appearance of Tride Friganza, current at the 5th Ave. Consisted of admitting fat women free.

They were lined up in front of the house at a mat show and weighed. Had to tip the scale at 175 pounds or over for free passage, and a gong was rung when the duet-matcher made the weight.

The fat ones ran true to their rep, taking it all with a laugh.

July Xmas

It's been done before, but it is going to be revived again this year. Manager is planning a Xmas tree for July 3. Figures that a lot of people in that town of over 400,000 will be in the Fourth and start out Saturday which hurts three days' business. He has promoted about 100 women of gitta from merchants and is co-

BEHIND the KEYS

Alkon, O.

Allen, pioneer Alkon house, located in the heart of the downtown district, has inaugurated admission for children at all times at a nickel and adult admission at a dime. Allen T. Simmon, owner of station WADC owns the house.

Youngstown, O.

Between \$400-\$500 was stolen from the safe at the downtown house. Believed the money was taken by someone who knew the combination, as there was no evidence it was forced open.

Hawarden, Ia.

Charles Schoeneman is managing the Tivoli, which he has purchased.

Montgomery.

Tommie McConnell, who started as an usher at Fulton, now two years, has assumed management of the Strand, succeeding Jimmie Pepper, who went to a Kinney-Wilby theatre in North Carolina.

Ira Grove, Ia.

King theatre, destroyed by fire following spontaneous combustion explosion, will be rebuilt, says Manager Harry Gray. Estimated reconstruction will amount to \$25,000.

New Britain, Conn.

Warner Bros. will take possession of Embassy to protect their second mortgage of \$50,000 and investment of \$100,000. First mortgage recently foreclosed against Drick & Davenson, owners. Warner Bros. of theatre runs for several years. Theatre now dark.

Revere, Mass.

Crescent Gardens theatre, for 17 years a playhouse at this resort city, has been remodelled and reopened as the Boulevard cinema, operated by Interstate Theatre Corp., which has 21 other New England theatres. Edward E. Smith is president and Harold Stoneman treasurer. Shelton Doane is manager of the new Boulevard, which plays double feature.

Glen Cove, L. I.

Fred DuVon new manager of the Glen theatre.

Kansas City.

Wayne Dallard, who recently went with the Public-Dubinsky circuit as publicity director, has been appointed city manager for Kansas City. In addition to the general supervision of the four houses here he will also handle the publicity for several theatres of the local string.

Denver.

Harry Huffman is extending matinees an hour longer at the Aladdin and the Bluebird, and at the Tablor second run.

Fire did \$2,000 damage to the Colorado at Boulder by blowing out of the projection room and destroyed the balcony. Projection room undamaged. No one in theatre when fire broke out.

Pictures will be shown for the Colorado Chautauqua at Boulder by the Bluebird and the Tablor. Denver. Run most of the summer. C. W. Sebern, an oldtime Denver exhibitor, has been the Auditorium theatre at Limon, Col. Geo. Luce has closed the Aladdin at Minotaur, Neb.

ing to have a real tree with colored lights and everything. Might not be enough for an inducement stay in town but may catch people who have to hang around.

Tree will be displayed on the marquee a week in advance, and figured to draw a little business through the house because of the novelty. Same manager had crackers and fireworks last Christmas, which was more of a novelty in the snow country than it would be down south.

Leading Theatre

Birmingham.

One of the things that Rollin K. Stonebrook brought with him when he took over the management of the Alabama was a new way to answer the telephone. Callers are greeted with the salutation, "Good afternoon, Birmingham's leading theatre."

It's a mouthful to have to turn out, but not an advertising value.

Yo-Yo Tourney

Birmingham.

At Mobile the two papers are sponsoring a yo-yo tournament, giving it plenty of publicity. Saenger theatre gets some of this publicity by displaying the prizes in the lobby.

San Francisco.

Several weeks of negotiations between California Theatres Association and local Janitors' Union were concluded with latter vote of the theatre wage scale slash from \$5 to \$4 a day. Theatre men, through the association's secretary, Thomas D. Van Oet, had asked for a reduction to \$4.50 daily, but accepted the union offer.

Chicago, May 30.

RKO State-Lake theatre tied up with the Chicago police department in exploiting "Radio Patrol." New squad car, with its many new innovations creating a strong flash, carried banners with name of theatre, picture and date.

Los Angeles.

Fox-West Coast's suit to recover theatre properties in Santa Barbara that it alleges were illegally displayed, was dropped by the court. Comes to trial in October in Superior court.

Revere, Mass.

King theatre, recently destroyed by fire, will be rebuilt, according to manager Harry Gray. House will have new seats, draperies, projection machines, acoustic devices, a rebuilt lobby and foyer in the modern mode; in all, approximately \$25,000 will be spent.

Seattle.

Frank Newman, Sr., northwest supervisor for Fox-Wo, will personally handle Seattle in addition to division heading. Ted Gamble, who has been managing the theatre, is district manager for Portland, Astoria, and Vancouver, Wash., under the new plan. Terry McDermott, who has been managing the theatre, is district manager for Spokane, Yakima, Wenatchee, and Pendleton.

Louis City, formerly manager for Pantages houses in Twin Cities, is now district manager for Minneapolis, St. Paul, Duluth, and St. Cloud. Bellingham, Bremerton, Olympia and Tacoma: Jack Retlaw, one-time manager of the theatre, is now manager of Medford, Ore. houses, is now district manager for Medford, Eugene and Corvallis.

Robert Frost, former N. W. manager to L. A. District managers to come to Seattle twice monthly for conference with Newman.

Los Angeles.

Dave Davidson new manager at Fox-West Coast's Ingwood.

Charles Jones at the Uptown replacing Ralph McGowan, resigned. Robert Frost, former N. W. manager to L. A. District managers to come to Seattle twice monthly for conference with Newman.

Cleveland.

For Ohio tour of "Grand Hotel," four Loew assistants have been sent to the Ohio tour by many managers. Frank C. Crow from Loew's Albin going to Wheeling, W. Va.; Henry Lee from Stillman to Altoona, Pa.; George Brown from Ohio to Lima, O.; Joseph Standish from Alhambra to Peoria, Ill.

George Stevens and T. Gardner (Continued on page 39)

Spreading Out

For several months the Fox press books have carried on the front page of the newspaper and the headline "I'd sell it this way." Stuff suggests the work of a practical exhibitor rather than a press agent, and has proved so popular that the headline is now carried over to the exploitation page to stress the fact that this is prepared by the same practical hand.

It is a distinct getaway from the old-fashioned collection of remembered stunts, but any house can find some suggestions that do fit. Getting to be a far cry from the old "borrow a stage coach" days.

Beauty and the B. O.

Minneapolis.

One of the first tie-ups between a theatre and a beauty shop on a fashion show was put over here for the Minnesota Theatre. Cal Bennett, Cliff Gilt and Don Alexander without any expense to the show house, sponsored a beauty show. Cal Bennett, shop operator, staged the show on the theatre's mezzanine, furnishing 15 living models and 38 wax models to wear the styles of the business dress worn at Monte Carlo, Paris and New York, and advertising the extra 15 models of the business dress.

More than \$15,000 of beauty service coupons also were distributed to patrons. Struts. Around the theatre lobby in colored wig, fantastic pajamas and elaborate evening dress. The display, advertised as "Midsummer Fashions in Loveliness," was valued at more than \$15,000. The display was a large display newspaper ads prepared by the Minnesota theatre publicity staff and paid for by Miss Chubb, the owner of the beauty shop, which plugging by the operators in her beauty shop and also by cards there.

Beautiful models promenaded around the theatre lobby in colored wig, fantastic pajamas and elaborate evening dress. The display, advertised as "Midsummer Fashions in Loveliness," was valued at more than \$15,000. The display was a large display newspaper ads prepared by the Minnesota theatre publicity staff and paid for by Miss Chubb, the owner of the beauty shop, which plugging by the operators in her beauty shop and also by cards there.

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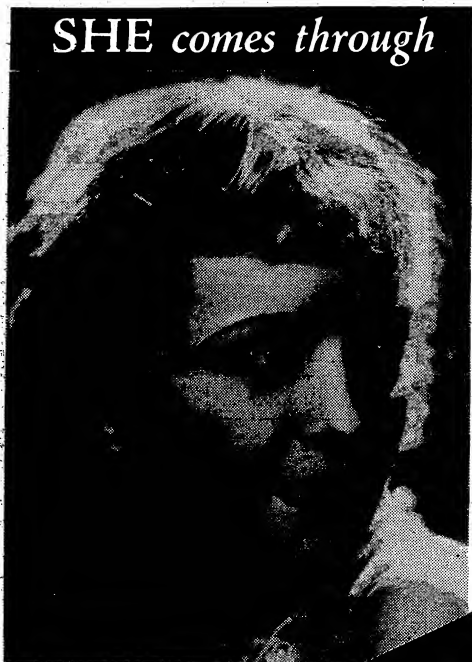
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TWO NEW NAMES!

SHE comes through



Some pictures need stars to make them great. Others are great enough to make stars . . . and "Rebecca of Sunnybrook Farm" is one of them.

An ever-young theme of young love . . . that doesn't hit below the belt for its entertainment.

Humorous, happy, wholesome . . . for the whole family.

REBECCA SUNNY

Released JUNE 26th

FOX PICTURE

FOR YOUR SCREEN!

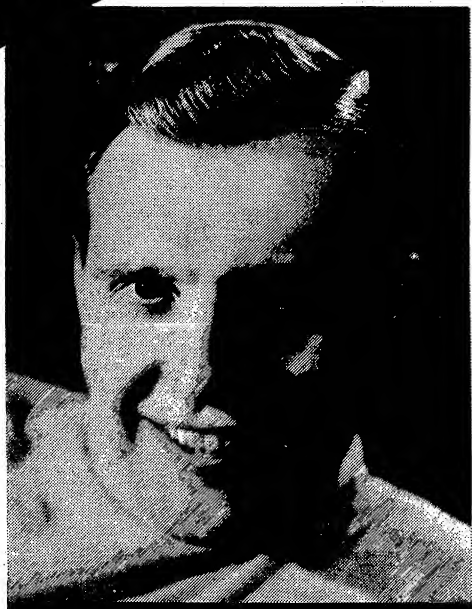
of BROOK FARM

MARIAN NIXON
RALPH BELLAMY

Mae Marsh
Louise Closser Hale

Based on play by Kate Douglas
Wiggin and Charlotte Thompson

ALFRED SANTELL
Production



HE comes through

Hollywood Production

Week of May 30

(Pictures now filming, or about to start, are listed below alphabetically by studios. Symbols are: D—Director, A—Author, C—Cameraman, S—Star.)

COLUMBIA

"War Correspondent" (starting)
D—Paul Sloan
E—John Schrock
D—John Schrock
S—John Schrock
S—John Schrock

The Murder Express

(starting)
D—Ben Stiller
S—Bryan Foy prod.
S—Frank Bower
S—Norma Bernsten
S—John Hartley Seid
S—None
S—Nat Pendleton

Murder of the Night

(starting June 6)
D—Irving Cummings
S—Anthony Abbot
S—Helen Thompson
S—Robert Riskin
S—Norma Bernsten
S—Adolphe Menjou

FARMHOUSE

"Farminghouse" (starting next week)
D—Phil Rosen
S—John Mack Brown

FOX

"Burst Out" (starting next week)
D—Frank Lloyd
S—John Mack Brown

The Year Year

(starting next week)
D—William K. Howard
S—John Mack Brown

The Year Year

(starting next week)
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Staub Placements

Snub Pollard, Bobby Vernon, 'Half a Hero', Paramount.
Jill Emmond, 'Thirteen Women', Radio.
George Archambault will take the meg instead of E. H. Griffith.

Virginia Hammond, Florine McKinney, 'Cabin in the Cotton', Warners.

Una Merkel, 'They Call It Sin', Warners.

Hale Hamilton, Harold Entwistle, 'The World', Warners.

Melba Allen, Frank Reicher, Helena Phillips, Herman Bing, Reginald Barlow, Revolt, Warners.

David Landau, 'Silver Dollar', Warners.

Eric Linden, chain gang story to be directed by Rowland Brown, Radio.

Henry Wales scripting 'Mistress of Moscow', Radio.

Jane Murfin adaptation 'Little Orphan Annie', Radio.

Howard Eatabrook on 'Sweepstakes', Radio.

Willis Goldbeck scripting 'Bill of Divorcement', Radio.

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Indies Refuse Soundmen's New Wage Scale; Demand Camera Concessions

Hollywood

(Continued from page 6)

Tarzan type picture. Monte Katterjohn adapting and dialoging.

Fithian Doubling

Universal's Hays office man, Ted Fithian, doing a treatment of 'Flight Commander' besides his censor duties.

Metro Likes Coburn

Helen Coburn is being measured for a star buildup by Metro. Legit import is now in 'Skyscraper Souls' with 'China Seas' next.

Howards Head East

Sidney Howard waited a week for the Missus to arrive, and then started driving back east.

Wants His Fee

Edward Brady, insurance agent, is suing Eddie S. Howard, writer, for \$150. Money is allegedly due for getting Shaffer out of jail on an alleged intoxication charge.

Decoration Day Lull

All major studios were closed Decoration day with a few behind schedule companies carrying on.

Metro's Comic Idea

Metro will bunch all comics on the lot in one picture for a comedy along with 'The Great Dictator'.

Goes' New Worry

"Ben Goss" arrived in town last week to prod Consolidated into going back over to the laboratory business. He also aims to retrieve some of the indie financing his being garnered by Phil Goldstein.

U Grabs 'Zombie' Neg

Attachment of negative has been made by Universal for \$5,000 in 60-day notes owed by Halperin Productions.

Goldwyn's Perseverance

Sam Goldwyn has made a third-time decision for 'Cyrano' as Ronald Colman's next. Frances Marion is making the new adaptation.

Oke for Oakie

Paramount intends to pick up Jack Oakie's option July 15. Will be final year of his contract. New one for star offered, but Oakie no longer.

Charges L. & L. Chisling

Beyer-McArthur has filed client-grabbing charges against Lyons & Lyons with both agents and producers' associations. Speculation over Olga Baclanova's Metro spot in 'Downstairs'. Lyons office allegedly claiming credit, although denying the actress for personnel only.

Marsden's Chance

First picture break for John Marsden, New York legit player who came over to 'Vagabond Tree', is in 'Revolt' at Warners.

Monte Blue on Stage

Monte Blue opens in a Portland, Ore., legit production of 'The Barker' June 6.

While working at Paramount

While working at Paramount studio Bing Crosby will broadcast from KFX, adjoining the film lot. CBS takes it from there.

Edward H. Griffith, director, and

Horace Jackson, writer, of the Radio version of 'Animal Kingdom' are due to leave this week from New York conference with Leslie Howard, leading man.

Split Week for Pan

Summer split-week policy ahead for the Hollywood Pantheons theatre if enough studio commitments can be had. Idea would be to play Fanchon & Marco's ideas the first half, and stage band or vaude film for the balance.

Takiff Rejoins Schnitzer

Harry Takiff, Joseph I. Schnitzer's secretary at Radio, is on the Coast as Schnitzer's assistant in Jefferon Pictures.

Cohen Takes Bard's

Lou Bard is out of his Eighth Street theatre, with lease expired. Lawrence Cohen, interested in the Rialto half a block away, is expected to take the house. Bard still operates an all-night grind on Hill street.

LOEWS SET KEMPNER

Los Angeles, May 30. Arthur Kempner, schoolmate of Duane and Arthur Loew, has arrived here from New York to take over the stage management of Loew's State theatre building and other Loew realty holdings.

Writers' Opportunity

(Continued from page 3)

rather than authors, or men hired mainly for their expert knowledge of screen requirements, and treatment that for originality of ideas.

Not more than 10 writers on the west coast today, according to those in Hollywood as well as in New York, are getting over \$2,500 a week in salary.

The average writer of proven ability on a studio staff receives \$750 a week. Young writers given an opportunity to develop in the studio atmosphere start at \$50 and \$75.

The steering system is held up as a standard established as well as young writers. Many of the prominent literary names submit ideas as originals which have been used time and again on the screen.

This, it is claimed, is largely because they don't know pictures. By advancing the big name boy during his writing many familiar ideas are being submitted.

It is claimed, in regard to the younger writer who presents a smart idea the steering is held up as an education.

Col's Nebulous Plots

Hollywood, May 30. Stories based on an airplane hostess and on a woman stunt double are among a group of five picture ideas which Columbia is preparing or hoping to do.

'Air Hostess', the first, is an original by Dora Macy. It will be serialised in three installments in 'True Story' magazine starting in August. 'The Double' is the other story, based on a Hollywood stunt-femme, but so far it's only a title.

'Dance of the Millions', imaginative treatment of scientific material, also an idea. Fulton Oursler, director-general of Macdonald's, will write it in New York.

'Okay America' is to be a musical if and when, and 'That's My Boy', a comedy, are among the ideas.

Norman Krasna is on the football story.

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Hollywood, May 30.

Independent Motion Picture Producers association, mostly comprising members financed by Phil Goldstone, have formally refused to recognize the new wage scale and regulations recently announced by the sound technicians' union of the IATSE.

Simultaneously the group asks for a new salary deal from the cameramen's union whereby their photographers on a week-to-week basis will be paid the same rate as allowed major studio photographers on a six-month contract.

They also ask sanction for one camera crew on a set instead of two, and permission to allow first cameramen to film stills on western pictures.

Charge Discrimination

Throwing the gauntlet down to the soundmen was a 'proclamation' in which it was stated that the demands are discriminatory inasmuch as they do not involve the larger companies that were signatory to the former basic agreement with the IATSE.

Edict states that the indies will continue to pay the scale as in effect before the union gave notice on May 2 of a revision.

Indies made known their stand the day following departure from here of the top union official for the IATSE convention to be held in Columbus, O.

No showdown occurred over the weekend with Ralph Lake and one other indie finishing pictures Saturday on old scale undisturbed by union. No other activities by producers are involved until Tuesday, when Tec-Art has ordered its usual sound crew to report and will also pay off on old scale.

Milestone's Radical

Production Departure

For 'Rain' Is Saving

Hollywood, May 30.

Lewis Milestone's past troubles with studio interference while he's cutting his pictures, plus the current urge for economy, has located Artists making 'Rain' on Union, even to the complete editing.

That Milestone would have no studio interference in the trimming end was an understanding he had when Tec-Art signed the contract to make the picture. This complete reversal of procedure means that not a foot of the exposed film will come to the studio, until it arrives as a finished picture.

Cutting As He Goes

Unit is at Catalina Island, where sets were built to take care of the interior stuff as well as the exteriors. Each day's work is sent to the mainland in a motor speed boat. Then after leaving the laboratory it is sent back to the studio who is cutting his picture as he goes along—working on this at night after the day's film is.

Building in films on the Island, also a departure from previous methods of producing, is another economy move so that inside scenes can be taken when the weather is not propitious for exterior work.

So that Milestone might view his daily rushes, a portable projection equipment has been set up in one of the island's hotels. Company of 160 is housed mostly in tents.

Majestic's 12 at \$35,000

By Strayer and Hopper

Hollywood, May 30.

Frank Strayer and F. Mason Hopper have been engaged by Majestic Pictures to direct six features each.

Each picture will produce for the Majestic management of Loew's State theatre building and other Loew realty holdings.

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Each picture will produce for the Majestic

3 KNOCKOUTS FROM COLUMBIA!

Right when you need them most!

**SHOOT SQUARE WITH
YOUR BOX-OFFICE!**

Let's be fair!

Have you kept good preferred time open for Columbia Pictures—or have you jammed those dates with lemons just because they cost you more?

You need good pictures and Columbia has them!

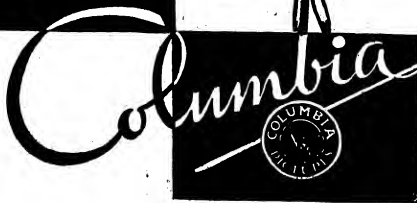
Get a load of "Attorney for the Defense"—a grand audience picture—bringing joy and shekels to the New York and Brooklyn Paramounts this week!

Grab yourself an eyeful—and then some!—in "The Blonde Captive"—a box-office freak—a natural—a showman's Paradise. Just doubled the normal week's business at the Metropolitan, Washington, D. C.

You wouldn't want a better one for the family trade than "No Greater Love"—a human drama of laughter and tears—which premiered at the Roxy, New York.

Right now—when you need them most—Columbia comes through!

Get your dates set at once!



A MESSAGE TO AMERICAN SHOWMEN

FROM P. A. POWERS

THIS message is of important interest to every live showman in America.

It carries a definite promise of a new departure in motion picture entertainment.

I am going to bring to the screens of America a distinctly new type of pictures, which will combine the best features of the techniques of Europe and America.

Exhibitors are going to be offered European productions built especially for American audiences in conjunction with the best obtainable in America.

Stars of definitely proven box-office power will be cast in stories adapted from successful stage plays and widely read novels.

Playwrights and authors of the calibre of Frederick Lonsdale, Compton Mackenzie, John Galsworthy and A. Conan Doyle, and others of equal note, will provide the stories for future Powers Pictures.

This means that there will be a vast, ready-made audience for every production which I shall release.

The colorful backgrounds to be found everywhere in Europe—perfect set-ups for romance, conflict and heroism—will provide incomparable settings for some of these fine pictures.

I am sincere in saying that I am going to present productions possessing that cosmopolitan appeal which, it has been most effectively demonstrated, spells "Box-Office".

The New Powers line-up will be a revelation to American showmen and theatre-goers.

Twelve productions are now available!

Our exchange system is complete!

We are ready for the screen!

We are ready for service!

P. A. Powers.

NINE PICTURES TYPICAL OF POWERS QUALITY

"HER STRANGE DESIRE"

An absorbing drama based on the sensational stage play by Edgar Middleton. Featuring Laurence Olivier and Nora Swinburne.

"THE LIMPING MAN"

Will Scott's distinctly different, fast-action mystery story brought to the screen.

"SKIN GAME"

From the play by John Galsworthy, celebrated playwright and novelist. Directed by Alfred Hitchcock.

"TIMBUCTOO"

A dramatic adventure thriller, filmed in the heart of Africa. Written and directed by Walter Summers.

"FIRES OF FATE"

One of the most dramatic of A. Conan Doyle's incomparable stories. Filmed entirely in the African Sudan.

"THE RETURN OF BULLDOG DRUMMOND"

An original screen story of the further adventures of this world-famous character created by "Sapper".

"MAID OF THE MOUNTAINS"

The sensational musical play of the famous playwright, Frederick Lonsdale, adapted to the screen and directed by Lupino Lane.

"DANCE PRETTY LADY"

Adapted from Compton Mackenzie's internationally famous novel and play, "Carnival". Directed by Anthony Asquith.

"BILL, THE CONQUEROR"

A drama of love and sacrifice, from the story by Dion Titherage. Featuring Heather Angel and Henry Kendall.

and at Least

**15 OTHERS OF EQUAL
BOX-OFFICE POWER**



723 Seventh Avenue

New York, N. Y.

ri who loves a young painter, and he is given up by him because he refers affairs with married women. He leads him out to believe that she is married to a provincial lawyer, none by Dranem, until the painter finally falls for her and marries her. Dranem, as the girl's aunt, is ex-

(Continued on page 62)

"Your good fortune and Ours!"

says N. Y. News' Irene Thirer

And that goes for you too, Mr. Exhibitor! Smart showmen the country over are rushing to book this surprise box office smash of the season—as every New York reviewer without exception raves over "Reserved for Ladies" and New York Paramount audiences eat it up! Just what you need to keep your patrons happy right now!



STAR OF OUTWARD BOUND
A FREE SOUL and DEVOTION

AMERICAN

"As lovely romantic comedy as the screen has seen!"

TIMES

"Genuinely refreshing, intelligent fun!"

MIRROR

"An amusing talkie... cleverly written... intelligently acted."

HERALD-TRIBUNE

"Leslie Howard's performance alone worth a visit."

TELEGRAPH

"You'll like Reserved for Ladies."

SUN

"Bright, smart dialogue."

WORLD TELEGRAM

"One of the most thoroughly warming, charming pictures in a long while... assuredly worth your attention!"

POST

"Deft and lilted comedy!"

Alexander Korda production

Story by Ernest Vajda

GRAPHIC

"Completely fascinating story—with the most finished actor on the screen!"

JOURNAL

"Delightful comedy—a picture you'll enjoy!"

PARAMOUNT

PUNCH-DRUNK FRISCO HAS ANOTHER WORRY

San Francisco, May 30. Nearly punch-drunk from dog and horse races, boxing and wrestling matches, dirigible exhibitions, parades, swell weather and poor pictures, local theatre managers feel certain they have another worry confronting them. A gasoline price battle.

It happens it will be like no war before it. Gas prices will be down to seven and eight cents a gallon and at that price half of San Francisco can travel out of town, argue the theatre men.

It's all traceable to the recent defeat of the Sharkey bill which the big oil companies hoped to crush out their smaller competitors and boost the price of gas. However, the bill was defeated and the large concerns have up their sleeve a well-developed plan of price slacking that is slated to be unleashed very soon.

Two-Bit Picture Mats, \$2 Lectures at Night

Pittsburgh, May 30. The Fulton theatre here, a Shea-Hyde first-run house, will try something new next week when it brings a \$2 lecture in under a reserved seat policy to alternate with a two-bit picture. The lecturer is Dr. Powell, Christian Scientist, and he'll deliver his spiel at the Fulton every night at \$2 for reserved seats.

From opening until 6 o'clock in the evening house will show its regular feature picture at the regular 26c scale. After that it will be shut up to await the \$2 night crowd, if any.

Shea-Hyde also doing the same stunt in their Akron, O., house.

Robb-Rowley Return
Harold Robb and Ed Rowley, in New York on one of their frequent visits, left Saturday (28), to return to Texas.

Of R&R's 69 houses, some of them in Arkansas, are co-operated with Publix.

FANCHON & MARCO Featured Acts

BERNIE and WALKER
The Mad Wags of Malibu
In "ANYTHING CAN HAPPEN"

NOVAK and FAY
"All Tangled Up for Fun"
"TOWN and COUNTRY" Idea

RUDY KAYE
"The Singing Swifarian"
Mac Murray's "Parlarian Revue"

JANICE WALKER
Doing "Cinderella Brown"
Mac Murray's "Parlarian Revue"

STEVE SAVAGE
As "JOE E. BROWN"
With "The Night"
Dir. HARRY LEVINE

GILBERT BROS.
"MALIBU BEACH" Idea

FANCHON & MARCO Presents
ZELDA SANTLEY
"VEILS" IDEA

JOE and JANE McKENNA
Headlining
STANLEY PITTSBURGH
"Stitch in Time" Idea

BERNARDO DE PACE
"Wizard of the Mandolin"
Assisted by CELINE LESCAR

RKO Drops Englewood And Beatty's Pick It Up

Chicago, May 30. RKO last week turned back the southside Englewood, former vaudeville spot, to the owner, Jane and Edward Beatty. In so doing the circuit forfeited \$4,500 which had been posted as deposit on the lease. RKO had been over the 1931-32 season. The lease was to have run until next February.

Theatre has been running straight pictures. Beatty started operating the spot on his own yesterday (29), the day following RKO's withdrawal. Will run double features on a daily change, but will drop back to repeats on the competing Warner Stratford and Publix-B & K Southtown.

B&K Change Supes; Add Wallerstein and Newhafer

Chicago, May 30. Publix-B & K last week shifted its entire line of supervisory shifts which resulted in the moving of the three former supes, Les Dally, Harry Lustgarten and Carl Strodel. Only one remaining is Dave Balaban.

Coming as replacement for the three shifts are Dave Wallerstein and Lew Newhafer. Wallerstein has been John Balaban's assistant. Lustgarten leaves this week for New York for assignment in the office of Milton Feld, divisional director of the Chicago area. Dally is also scheduled to go to New York, but not yet specifically named. Strodel remains here on special duties.

Under the new setup, Wallerstein takes the Chicago, Oriental, McKewen, United Artists, and the neighborhood, Tivoli, Uptown, Paradise, Southtown, Tower, Maryland, Dave Balaban will handle the Marbro, Canada, Harding, Riviera, Century, Congress, Pantheon, Covent, Senate, Belmont, Roosevelt and Belpark. Newhafer, formerly manager of the Chicago, takes that house and the Northshore, Varity, Berwyn, State, Central Park, Northtown, Crystal, Manor, Alamo, La Grange and Biltmore.

Jones Leaves Loop-End

Chicago, May 30. With business consistently off, Jones is stepping out of the Loop-End Thursday (2), with the house going dark until Monday (4), when "Primrose Path" (Griever), indie sex flicker, goes in on a rental sale percentage. Picture will have lecture along with it.

Policy of the house is being adjusted, with the price scale going to 25-35. It has been 15-25 with double features under Jones' last venture. Jones is giving up his offices in the Loop-End building and moving to the Woods building next week.

ROCKY MT. EXHIBS CONV.

Denver, May 30. Annual meet of the Rocky Mountain Theatre Owners' association at the Brown Palace hotel, here, on June 7-8, will open with greetings from Pres. R. J. Morrison of the Denver Film Board of Trade and Betty Craig, picture critic of the "Post."

Exhibits will discuss block booking, Gerald Whitney; percentage checking, M. P. Foster; double bills, Harold Rice; zoning, Gus Kohn; theatre management, L. J. Finks; analysis of new product, Harry Huffman; public relations, Jerry Zigmond; greetings from A. De Bernardi, dramatic critic, "News"; advertising and exploitation, Steve Brodie and Joe Dekker; exclusive booking, Harry Huffman; taxation, Ed Schulte; theatre reports, C. J. Stevenson; two-for-one admission, J. I. Gundy; arbitration, Emmett Thurmon; resale of advertising accessories, Dale Klein; uniform parcel post and express rates, Thos. Murphy; legislation, Frank Kelley.

RIV, BALTO, REOPENING

Baltimore, May 30. The Rivoli, once this town's deluxer, dark since its receivership regime, will reopen June 3. The bankers who are holding the bar have organized the Rivoli Amusement Company to operate the house.

Clyde V. McKay is the new manager, while Henry D. Matcher, house manager during the long regime of Guy Wonders and then Frank P. Lee for the Wilson Amusement Co., will resume that post for the new operators.

12 Features, 59 Shorts On Principal's Program

Hollywood, May 30. Sol Lesser has set the tentative year's program for Principal Productions.

Schedule comprises 12 features, 29 three-reelers of varied types, 26 two-reelers, 13 single-reelers and one serial.

Features will include a remake of "Peck's Bad Boy" and several of the "Harold Bell Wright" stories previously made by Principal Pictures. Picked for the three-apoerists to date are "Elavatha" and "Minnehaha," Indian romances. Serial will be "Tarzan," which was set to go in several months ago, but held back due to Metro's "Tarzan of the Apes."

Exhib Claims Family Too Much for Him

Steuenville, O., May 30. Sult for \$15,000 has been instituted in Jefferson county court by Louis Velas against Louis and Mary Bourg of Yorkville.

According to the sult Velas leased the theatre at Yorkville from the Bourg for an eight-year term. He later formed a partnership with Louis Bourg, son of the defendants. Velas claims the Bourg conspired to obtain possession of the house. When this failed, Velas asserted the defendants spread rumors of discontent and injured the good will of the theatre so that trade fell off. Velas also contends that Louis Bourg, Jr., failed to place any of the money in the bank, as agreed upon.

RKO-HUFFMAN POOL IS PROPOSED FOR DENVER

Pooling of the three Huffman indie houses in Denver with the RKO Orpheum has been proposed to RKO by M. H. Huffman, owner of the Tabor, Aldine and Rialto theatres. The proposition calls for Huffman to be the operator of all. The deal hasn't progressed further than this propositional stage, but indications from RKO are that it may be worked out.

Huffman came east ostensibly for this purpose with reports around that he may have made similar proposals to pool with Fox or Paramount if either is willing.

A LOEW PRODUCTION
(May 27), Paradise, New York

BENNY DAVIS
And His New Array of FUTURE BROADWAY STARS

SIS and BUDDY ROBERTS
MARTHA RAYE
JACK Saxe
RAY STARR
JACKIE GREEN
SONNY O'DEA
THREE RYANS
DANNY WHITE

Commencing Fourth Tour of the
LOEW DE LUXE THEATRES

A LOEW PRODUCTION
(May 27) Capitol, New York

STONE and VERNON
Casino de Paris
13 MONTHS

The Suave Deceiver
CARDINI
Direction WM. MORRIS

CHESTER HALE'S DANCING BELLES

3-McCANN SISTERS-3
Direction CHAS. V. YATES

A LOEW PRODUCTION
(Week May 28), Law's, St. Louis

GEORGE DORMONDE
"Scientific Nonsense"
Dir.: Wm. Morris Office

TOMMY and BETTY WONDER
"The Dancing Wonders"
Dir.: Wm. Morris Office

W. E. RITCHIE
"The Original Tramp Cyclist"
The Bicycle Ringer

CHESTER HALE'S FRIVOLITY GIRLS

A LOEW PRODUCTION
(May 27), Valencia, Jamaica

COLLINS and PETERSON
Direction-SAM LYONS

A FLING OF FUN
STAN
KAVANAGH
Dir.-AL GROSSMAN

CHESTER HALE'S 24 BEST STEPPERS

A LOEW PRODUCTION
(Week May 28), Michigan, Detroit

JIMMY SAVO
"The Runaway Boy"
Dir: Sam Lyons

VANDERBILT BOYS
"Crocodrers of Song"
Dir: Phil Tyrrell

PEG LEG BATES
World's Greatest Monopod Dancer
Dir: Nat Kachelman, Wm. Morris Agency

CHESTER HALE'S HI-LITERS

A LOEW PRODUCTION
(May 28), Palais, Washington

JACK PEPPER
"Pepping Up the Show"
Dir: Cargill & Dobson

MADELINE BERLO
DIVING MERMAID
Thanks to Marvin Schenck

MACK, HAROLD and BOBBY
"KIDS KIDDIN'"
Dir: CARGILL-DOBSON

JEANNE DEVEREAUX
PREMIER DANCER

A LOEW PRODUCTION
(May 28), Penn, Pittsburgh

CHANEY and FRANKLYN D'AMORE
AND
FOX
with
JACK LANE
'Dancing Stars of Two Continents'
Dir: Johnny Hyde

AL NORMAN
Comedian
Thanks to Johnny Hyde

JOSEPH GRIFFIN
Distinctive
Style in Song

A LOEW PRODUCTION
(Week May 28), State, Cleveland

Buck and Bubbles
in
"Rhythm for Sale"
Personal Direction, Nat Nazareo

IVAN TRIESAULT
Famous International Dancer and Pantomimist

OLIVE SIBLEY
"The Songbird of Two Continents"
Dir: Cargill-Dobson

MARY MILES
Hollywood's Proboscis Sensation
Dir: Cargill-Dobson

Chester Hale's Dream Damsels

A LOEW PRODUCTION
(May 28), Loew's, Rochester

Terrell & Fawcett
"Falling For You"
Dir: Eddie Meyers

CANDREVA 6 BROS 6
Dir: Cargill & Dobson

LOYALTA'S
"Arabian Stations"
Dir. Chas. V. Yates

CHESTER HALE'S FORWARD MARCH GIRLS

A LOEW PRODUCTION
(May 28), Loew's, Jersey City

FRANK RADCLIFF
with
GENE RODGERS
"DARK BOINGS"
Dir. CHAS. FITZPATRICK

LEE GAILS
Dir: JOHN HICKEY

ANITA AVILA and JACK NILE
Dir: CARGILL-DOBSON
Style - Sophistication - Humor

SILVIA NELSON
Singer of Charm and Beauty

A LOEW PRODUCTION
(May 28), Century, Baltimore

ROSE
"The Broadway Jester"
Dir: Wm. Morris

NORMAN FRESCOTT
Dir: Cargill & Dobson

BUSTER SHAVER
and
OLIVE & GEORGE BRASNO
in
"Brief Moment"

A LOEW PRODUCTION
(Week May 28), State, Syracuse

DON BARGCLAY
FOUR
CARLTON BOYS
"Knocking Around"
Per. Dir: Jrv. & Chas. V. Yates

CHESTER HALE'S HI-HO GIRLS
OSCAR RAGLAND
and
ROBT. G. PITKIN

HATS OFF TO WARNER BROS.

"In comparing your next two months' releases with the other companies', your pictures appear to be head and shoulders over everybody's."—A Leading Opposition Circuit Bookers.

"THERE IS NOTHING WRONG WITH THE FILM INDUSTRY when it can turn out entertainment like this Warner Bros. picture."—From review of "The Crowd Roars" in "Box Office," March 31 issue.

"What the Warners have done recently is a subject for the movie theorists. They brought out the Vitaphone at a time when everything was sagging. Now they are bringing dynamically powerful atmosphere back in as the movie art threatens to become effete. They have brought in once again powerful treatments to American talking pictures."—N. Y. Sun, May 19

"I have used Warner Bros. and First National pictures for years, and this last season they have delivered better product than this group has put out for several years. I like the pictures and can depend on the stars—and that is something these days in the show business."—Marthe F. McSpadden, Home Theatre Company Inc., Electra, Texas.

"This business needs more pictures of the type of this Warner Bros. release—stories that appeal to the rank and file and are not over the heads of the masses."—E. E. Bair, American Amuse. Co., Liverpool, O.

"Messrs. Warner have unearthed a new slant on American psychology in Mr. Cagney's exploits. It tends to be a most profitable viewpoint."—N. Y. Morning Telegraph

FOR KEEPING THIS INDUSTRY ON ITS FEET!

WEEK-TO-WEEK OPERATIONS, IN CASE

Most of the country's theatres, including de luxers, will operate on a week-to-week basis from now until Labor Day or beyond. Scores have been placed on advisement, with required notices to stagehands, operators and musicians for protection in the event of a sudden desire to close.

While this is strictly a move by the operators to enable them to meet almost any emergency, numerous houses technically facing closing will go through the summer. Where they can't make the grade, they will go dark. Where the losses will be greater than if operating, they will continue open.

Hope for much-needed reduction in rents, difficult to obtain in some spots, adjustments on film rental and possibility of further cuts from the unions, is influencing advisements on houses at this time after fruitless attempts up to now to gain relief in any of these directions.

It is hoped that landlords will ease up on the rents when they see that the operators are flitting with closings in a wholesale way.

Chains are not beyond closing down groups of theatres in given situations as a result of the advisements. Publix has discussed that for 'B' and 'C' houses in slews in various parts of the country.

Required notices on stage shows, including Fanchon & Marco Ideas, vaude circuits, indie bookers, etc., are also being posted for protection. Latest is a four weeks' notice to F & M on Dallas, effective June 16, when stage shows will probably be withdrawn following RKO's move in that direction last week.

Darkenings include Melba, Dallas, Thursday (2); Queen, Houston, Sunday (3) and Strand, New Orleans, today (31). The State, San Antonio, went dark Sunday (29). All are 'B' houses.

RUBEN-PAN

\$25,000 Rental to Harold Ruben on Former UA Showcase

Minneapolis, May 30. Following its abandonment by Alexander Pantages, the Pan here has been leased by the Well-Worth Theatre Co., headed by Harold Ruben, one of the sons of the late H. H. Ruben of Pinkslein & Ruben, which sold its Northwest circuit to Publix. Harold is a brother of Eddie Ruben who, until recently, was division manager of Publix here.

The theatre, to be operated as a 10c, third and fourth run grind house, seats nearly 1,600 and is located on one of the busiest loop corners. It originally housed Pantages vaudeville and pictures. United Artists had it leased for part of the present season, but did not exercise its option to renew the lease.

Pantages' inability to effect a substantial reduction in the \$27,500 per annum rent caused him to abandon his lease. He was privileged to pay the sacrifice for the equipment and furnishings installed by him, said to represent an expenditure of nearly \$100,000. It is said that the Well-Worth Co. will pay a rental of \$25,000 a year.

Bill Robinson's Talker

Booking on 50-50 Basis

Bill Robinson's colored talker, 'Harlem Is Heaven,' in which the comedian-star has a sharing arrangement with the producers (Irving Yates and Tishman & O'Neal) leased Friday (27) at the Renaissance in Harlem (New York) on a percentage booking of 50% straight from the first dollar.

Other dates, also in theatres in coored sections of cities, are Royal Philadelphia, Saturday (28); Royal Baltimore, where opened yesterday (Monday); Booker T. in Washington, D. C., Friday (31); Regal, Chicago, June 17, and Roosevelt, Pittsburgh, Friday (31). Chicago booking is with Publix.

Except for Washington, which plays vaudeville, picture 'being sold on the 50% straight percentage basis.

Skouras Awards

Around 48 managers in the Skouras New York theatres received \$20 each for their efforts to increase grosses from February to May. Around \$4,000 in bonuses and prizes were awarded various managers, including Morris Thall, zone manager for New Jersey, winner of the \$1,000 top allowance. Thall offered to distribute the \$1,000 among his house managers.

A second contest will run from June 1 to Sept. 15.

EDDIE RUBEN'S NEW BIZ

Minneapolis, May 30. Eddie Ruben, until recently Publix's division manager here, and son of the late H. H. Ruben of F. & R., which sold its theatre circuit to Publix, heads a company which will operate electrically propelled boats as the lakes here this summer. The boats will be equipped with radio receiving sets, will have a maximum speed of four miles an hour and three air chambers, and will be un-sinkable.

Approving a contract with the Ruben company, park board members said they were interested primarily in making boating available to thousands who cannot row boats or paddle canoes.

WOBBER BACK EAST

Herman Wobber arrived by plane in New York yesterday (30) after conferring with Sam Katz on the Coast regarding Paramount-Publix theatre policy on Coast.

While in New York he is to make recommendations taken up with Katz about policy for P-P houses west of Chicago.

Optimism?

The height of optimism has been reached in Jackson, Tenn. Publix landlord there, in all seriousness, asked the chain to build a new theatre to replace the old one which burned down in February.

DIME GRINDS RUINING MINN.'S LOOP HOUSES

Minneapolis, May 30. Abundance of 10c pictures here is blamed by loop first-run theatre managers in part for the almost entire collapse of their business during recent weeks. With economy a watchword, former customers are now waiting to see their pictures for a dime, instead of paying 50c or 75c to the loop show houses, the managers say. Exchange managers also admit the problem is a grave one.

Practically all independent neighborhood houses are on a 10c admission basis, that scale prevailing until 7:15 nightly, while there are many nights when the admission is a dime all through the evening. The public is realizing more and more that if it waits long enough it can see all the 'good pictures' for a dime.

The dime admission evil is not entirely confined to the nabes. The loop contains many 10c grind houses which dole out a profitable business while the larger, deluxers suffer. Among these houses is the Palace, operated by Publix and doing exceptionally well. Moreover, movie and the dime grind houses are in prospect. It is announced that RKO will reopen its Seventh St. theatre in the fall with a dime price policy. The new management, pending theatre company is talking over Pantages to run it as a dime admission third run house.

Chamberlain Appeal Fails, Theatres Go on Block

Pottsville, Pa., May 30. Another turn in the affairs of the Chamberlain Amusements Co., Inc. of Shamokin and other coal region towns. An appeal was taken to the Supreme Court, move being expected to be granted. The coal region sheriff, on a writ granted creditors, until next fall. But the case was heard with unexpected promptness by the Supreme Court in Philadelphia and the appeal quashed.

Properties now go to the Northumberland county sheriff for sale, date to be set in the near future. Pennsylvania Trust Co. of Reading, is mortgage trustee and action has been pressed by it and other creditors for some time. Theatres are now in the hands of a receiver, S. L. Grubben, Shamokin attorney.

RKO Eastern Twist

In a rearrangement of RKO's eastern division, headed by N. J. Blumberg, Russell Emde assumes charge of 11 theatres, Joe Lee takes 11, Charles MacDonald 11, Louis Goldberg 8, and E. T. Lenihan and Harry A. Pederman are assigned theatres instead of districts.

Lineup marks the return of MacDonald to the RKO operating department after having been recently let out.

Lenihan returns to Flushing, L. I., as house manager, replacing Bob Hawkins. Later, one of the few surviving managers of the old Keith circuit days, succeeded Lenihan in Flushing last year.

Another New York district head returning to a one house managerial post is Harry Pederman. Later goes to the Coliseum after two years as supervisor of the Bronx RKO houses. He takes K. K. Hanson's place at the 131st street spot.

O'DONNELL-MULLINS TRIPS

I. J. O'Donnell, for southwest, and Marty Mullins, for northwest, both Publix divisional directors, have left for short trips to their territories.

Mullins got away Friday (27) for Minneapolis. O'Donnell, Publix's biggest traveler, left Sunday (29) for Dallas and New Orleans to attend theatre-distribution meetings.

Scan RKO Really

Los Angeles, May 30. F. W. White, in charge of RKO's assessment and tax department, is here for conferences on the local RKO real estate holdings. White is making a tour of the entire western division.

Coast Houses Reviving Old Hits For Double Bills; Spurn Indies

SHOWLESS TOWNS

Butler, Pa., Without Cinemas Due to Operator Unions

Pittsburgh, May 30. The nearby town of Butler is without film entertainment as the result of a walkout by operators when they could not reach a wage agreement with the owners. Two houses were affected, the Butler (WB) and the Capitol (Publix). A bigger cut in salary than the producers are willing to accept has been demanded.

Two other houses in Butler, the State, indie-owned, and the Majestic, also WB, have been dark for months.

Two P.A.'s 24-Sheet

Themselves for Jobs

Hollywood, May 30. Couple of former Fox-West Coast publicity men are using 24-sheet billboard locations around town to get them jobs. They are Charles Ver Halen and Gus McCarthy, who were the mainstays during the Frank Whitbeck regime. Tell in five lines that they know all about showmanship, can sell and exploit anything and will deliver.

Stunt not original, however, as Tom Reed, now a Universal scenarist, pulled the same thing after the death of Tom Ince, whose publicity he handled. He landed the Universal publicity job as a result.

Exhib Sues Par for 10 G's

Birmingham, May 30. Attorneys for the Temple last week filed a breach of contract suit against Paramount-Publix in circuit court here asking damages of \$10,000.

Suit grew out of a spat between theatre officials and Paramount when second run pictures were taken from the Temple and given to another theatre here. According to the theatre, Par was under obligation by written contract to supply second runs to the theatre until April 20, 1932, and that on Feb. 10 the management was notified that no film would be delivered after Feb. 15.

Los Angeles, May 30.

This territory is playing about 150 dates weekly of two and three-year-old hit talkers, which exhibs would rather book than quickies on their double bills. Operators and major exchangers are unanimous in their reasoning that the old successes, with plenty of production value and marquee names, are preferable to swifties with obscure players.

While some houses, mainly Fox-West Coast, advertise the vet product as revivals, the indies are using them without excuses.

United Artist exchange has devoted time and salesmanship to the dusting of such pictures as 'Condemned,' 'Three Live Ghosts,' 'Raffles,' and 'The Trespasser.'

One of the interesting factors in the exhuming of old film is the element of radio publicity. Recent air appearances of Harry Richman and Fanny Brice have brought 'Truitt on the River' and 'Be Yourself' out of the mothballs.

Radio is doing a good business on 'Cimarron,' and Metro reports between 30 and 40 weekly bookings of middle-aged features.

Demand is strong for musicals, which, with present dearth of new time films, indicates that exhibitors have lost their wariness regarding this form of entertainment.

F-W-C Cripples 2nd Run Opp. with Lower Top

Los Angeles, May 30.

Price war is on between Westland's new Leimert theatre and Fox-West Coast Adams and Mesa, all in the same neighborhood.

Leimert, which opened last month, established its admission at 30c and gets product after it has played the Adams and Mesa. Two latter houses immediately cut their prices to 25c and spot-booked pictures. This held up the Leimert, which had to go to the same system.

Adams last week tilted its admission to 30c but the Mesa remains at two bits. Only product played by the Leimert before the F-W-C houses are the Columbia and Universal.

Other admission tilts in F-W-C houses are the Figueroa, from 30c to 40c; Manchester, from 30 to 40; and the Seaside from 15 to 25.

To Follow the GREATEST STAR BILL

THE CAPITOL, NEW YORK

Mr. Louis K. Sidney Has Selected

WALTER (DARE)

WALL TO HEADLINE CAPITOL, NEW YORK

This Week (May 26)

Just Completed a Tour of All Loew Vaudeville and De Luxe Theatres

NEXT WEEK: ORPHEUM, BOSTON

(Week June 3)

Thanks to LOUIS K. SIDNEY, MARVIN SCHENCK, J. H. LUBIN, CHESTER HALE and ARTHUR KNORR, and to a Great Manager, SAM LYONS Who Speaks a Worse English Than I

FANCHON & MARCO
Presents
The BANJO KING
A Musical Revue
In His
Musical Shows
Surrounded by a galaxy of specialty artists in spectacular
Musical
THIS WEEK
PARAMOUNT THEATRE OAKLAND
NEXT WEEK
PARAMOUNT THEATRE PORTLAND
VIRGIL BARNES AND COMPANY BY THE WHOLE COMPANY

CHARLES PREVIN

—NOW—
MUSICAL DIRECTOR

PUBLIX-BALABAN & KATZ
CHICAGO THEATRE—CHICAGO

WONDER WHAT AN M-G-M AD WRITER THINKS ABOUT!

"That slogan of ours is right — 'IT'S A PLEASURE.' — Writing ads for hits is a cinch!"



"I see the boys are getting out those De Luxe Announcement Books again — Pardon me if I seem to smile!"



"Last Spring while the Hokey Season was on, we let the other folks write the promises — We made the deliveries!"



"Ho-hum, next to shooting golf I'd rather be telling exhibitors about Dressler-Moran in 'Prosperity'."



"Gee, if I were an exhibitor I'd consider my theatre practically nude without M-G-M pictures."



"The demand on my adjectives has been terrific this year with pictures like 'Tarzan' 'Letty Lynton' 'Hell Divers' and all the other hits!"



"I'm going to write a note — 'Dear Miss Greta Garbo, I have just seen AS YOU DESIRE ME. It is superb. It will be a life-saver for theatres!'"



"Oh boy, I just got a peek at the BIG plans for M-G-M next season — You've got to hand it to our Studio, Stars, Directors etc. — they're GREAT!"



"I'm afraid that some day M-G-M will wake up to the fact that their pictures **TALK FOR THEMSELVES** — and they won't need me! Perish the thought!"



W. B.'S FREE AIR SHOWS IRK THEATRES

Hollywood, May 30. Around 5,000 potential L. A. picture house patrons are snatched away from the box offices weekly through the open-door policy of radio stations, according to local theatre operators.

Biggest yelp is against KFWB. Warner Brothers station, which stages a free-for-all for around 1,000 spectators on Sunday nights at its 'High Jinks' and a similar amount for its new minstrel hour Thursdays.

Theatre men claim it's a throat cutting process for Warners, inasmuch as the site taking cash customers out of their own theatres and away from their own pictures.

Ten other local stations, theatre men's check shows, pay host to between 300 and 500 apiece per night, all of whom might occasionally do business at the box office.

MANY IN CALIF.-ARIZ. CLOSED AND REOPENED

Los Angeles, May 30. Houses in the Southern California and Arizona territory closed: Fox, Anaheim; Alcazar, Bell; State, Tempe, Ariz., for the summer; Royal, Morenci, Ariz., for the summer; Palm Springs, Palm Springs, Calif., for the summer; Grand, Miami, Ariz., closes June 12; Bard's Eighth Street, Los Angeles, closed when Lou Bard's lease was up. To be reopened by Lawrence Cohen, operating the nearby Rialto.

Theatre reopened: Harry Hicks, former owner, reopened the Gem, L. A.; Ojai, Ojai, Calif. by S. Dumoulin; Granada, Inglewood, after repairs following a fire; Graham, Graham, by L. McConnell, owner of the property; Willowbrook, Willowbrook, Calif., unshuttered after several years, with talker equipment installed by R. L. Strawick, new operator; former Gloria, L. A., renamed Green Meadows and opened by A. J. Woods; Watts theatre, Watts, formerly known as the Yeager, opened by Asher and Grigsby, who installed W. E. equipment; Rex, Los Angeles, by Paul Fine.

Changes in operation: Stanley, Long Beach, from R. H. Cohen to Dave Redtor; Tivoli, L. A., from Gore Brothers to Ben Bernstein; La Mesa, at La Mesa, Calif., to Janet Malbon; Rampart, L. A., from Robert Armour to R. D. Whitson, after a week's management by Feldstein and Deltrich.

New houses: Aldrome, El Centro, opened by Herb Norris, former Fox-West Coast manager there.

Alibis

Pittsburgh, May 30. An indie manager was taking in one of the Pirates' home baseball games at Forbes Field. About the fifth inning, a friend rushed up and told him his theatre was on fire.

"Well, I got an alibi, ain't I?" was the retort elegant.

L. A. Theatre Ads So Hot Hays Mob Burning Up Wires

Hollywood, May 30. Torrid sex lines and horizontal love scenes in downtown theatre advertisements have aroused the wrath of the local Hays' office.

Both Warners and Fox-West Coast got the morals slap. Kick was aimed at 'Lesty Lynton' (Metro), 'Trial of Vivienne Ware' (Fox), and 'Strange Love of Molly Louvain' (WB).

Local Hayettes wired New York headquarters where it was found that the sex blurbs were not taken from the press sheets of the producer-distributors but are of home brew.

Fitzpatrick Quits Polo Nags for Publix Berth

Hollywood, May 30. Kenneth Fitzpatrick has been appointed manager of Paramount-Public coat real estate department. He succeeds Percy Kent, brother of Sidney Kent, resigned.

Fitzpatrick, formerly of Fitzpatrick and McElroy, has been out here for the past six months playing polo on the Midwick Country Club's first team.

Publix Shuttters Two in Detroit-Film Shortage

Detroit, May 30. Publix is closing the Paramount and United Artists, here, both first run straight picture houses. Closing leaves two Publix first runs open out of a total of seven. The other five closed down over a period of a year and a half. The Paramount went dark Sunday (29). The U. A. closes at the end of the run of 'As You Desire Me' in about two weeks.

Picture shortage blamed. The U. A. is expected to reopen in September with the Paramount indef. The entire staffs of both theatres are being let out with the exception of the managers. Roy Kalver of the Par goes to the Riviera as manager. Bernie Cobb is unlisted as 'ct.'

PRICE-CUTTING HOUSE, REFUSED FILMS, SUES

Chicago, May 30. Five local exchanges and their respective managers were hauled into court last week on the plea for injunction by the Rivoli Theatre company, operating the northside grind spot. Theatre charged that the exchanges planned to refuse to deliver product already contracted for when the house slashed admish from 30c to 15c.

Exchanges mentioned are Fox, Warners, Metro-Goldwyn, Paramount and Universal. Distributors admitted being ready to hold up the prints, but made the defense that the theatre in cutting in prices refused to shift down on the protection, and that as the result the theatre, at 15c, was running ahead of houses charging much more. Spots in subsequent weeks of release were being forced to alter prices also or be forced out of biz.

Court ruled that the exchanges should continue to serve the house until Wednesday (31) when the case will be taken up for actual hearing.

Loew and RKO Close 1 Each in Columbus; Pooling on Losses

Columbus, May 30. RKO Majestic, town's first and only 25c first run house, is expected to close for an indefinite period within the next 10 days. This will bring local film to lowest position in years with only three first run houses operating when the Broad (Loew) closes on June 1.

Understood that the closing of the Majestic is the result of an agreement between Loew and RKO officials to pool their interests and charges for the two closed houses. In order to take care of the product already contracted for these theatres the RKO Palace and Loew's Ohio are expected to go split week at least through the summer months.

While no announcements have been made by house managers here, the exchanges aren't selling ahead.

F-WC Closes Two Coast Deluxers to Center Biz

Los Angeles, May 30. Fox-West Coast is closing its deluxe California theatre, San Diego, and the Paramount, San Francisco, to concentrate what business there is.

Closing the Paramount is a build-up for the theatre, San Francisco, which has the coast's heaviest nut. San Diego dates of Fanchon & Marco will go to the Fox theatre there.

Clamping Down on Cancellations Sounds Warning On Over Buying

The Cycle

Bronx, N. Y., May 30. Skouras, seeking a manager for its Park Plaza theatre, got an application from Sam Greenberg.

Greenberg built and operated the playhouse before the depression took his theatrical and other holdings.

Accounts which overbuy on film this year will likely find themselves in a jam before the 1932-'33 distribution year ends with freedom of cancellation being drastically curtailed by the distributing companies.

Cancellation of product at the tail end of the season, an old practice, is being materially cut down, and if the distributor bosses have their way it will be eliminated entirely in future. This includes the batches of pictures cancelled by the exhibitor over and above the singleton allowed every picture distrib as a lift from contract for roadshowing, as well as the usual 5% of the program which remains as custom.

Last year, on the 1931-'32 program, one of the major firms had \$1,900,000 worth of product cancelled out. Distributors annually take cancellations in trying to meet accounts favorably. These have either included features, shorts or newsreels and sometimes a little of each. It became a practice among sales organizations at the finish of each season largely on the theory that if cancellations were allowed over and above the customary 5%, the account would sign for the coming season's lineup in toto.

Warning Signal

But even the 'dogs' have to fight for returns in the face of present conditions, while the big hit films are not pulling the rentals they would normally obtain. Hence, the condition is forcing the distributors to a hard-boiled attitude on cancellations, and, at the same time in their belief, giving the account a danger signal on buying.

Without benefit of so much cancellation exhibits may be induced to try to squeeze more out of his signed-for product. This, coupled with less overbuying, can lead to a widening outlet on product since pictures are frequently bought but never played, or else shuffed out of the way in minimum playing time, thereby reducing the distrib's possibilities in that particular situation.

DOUBLING IN BARTONE

Buffalo, May 30. Bob Jackson, hired out by the Lafayette (independent first run house) as assistant manager, was this week put behind the footlights to accompany the organ numbers, when it was discovered he had a fine bartitone voice. Jackson is still doubling as asst. manager.

VERY HAPPY TO BE BACK IN NEW YORK

APPEARING THIS WEEK

(May 27)

PARAMOUNT, NEW YORK

RETURNING TO PARAMOUNT STUDIOS IMMEDIATELY

TO START PRODUCTION OF

"NUMBER 55"

GEORGE RAFT

Exclusive Management NAT GOLDSTONE



No Shopping, No Golf, Only Work For Patricia Bowman, Dance Diva

Dancers who think it would be simply elegant to be premiere ballerina at the Roxy had better investigate Patricia Bowman's schedule before they set about realizing a cherished dream.

Miss Bowman's life, for the last four years, has revolved about the Cathedral Cinema. Nothing happens that is not directly influenced by her job.

With the exception of a two-hour dinner recess, every moment of her days is spent at the Roxy, limbering up, rehearsing, attending fittings and costume try-outs.

Each costume must be studied for its application to a dance routine. Next week's show must be groomed and polished off while the current assignment enlivens the Roxy stage four times a day. When a ballet calls for props—a large hoop one week, an Irisescent balloon the next—the accessories must be subdued by constant rehearsal, so that Miss Bowman may appear graceful and at ease all the time she is working that the prop may go dancing off into the orchestra pit.

Reporting for performances at 11 a. m. and for two 9 o'clock stage rehearsals, leaves a girl very little

time to do the shops. Miss Bowman just has to wear old clothes, or commission friends to pick up frocks according to her descriptions of size and preference.

The social side of life is minimized for a ballerina at the Roxy. No one wants to go dancing after a day dedicated to ballet leaps, jumps and intricate beats. Late supper is precluded by a diet that stipulates nothing more than a nocturnal dish of ice cream. Golf—a sport that Miss Bowman loves—is taboo because walking utilizes an entirely different set of muscles than those brought into play by dancing. Swimming, too, has a stiffening effect. Tennis is acceptable, save for the danger of contracting a severe case of sunburn. Even if these sports were recommended, whenever would a girl find time to rush over to country clothes and dash out for a breath of air and sunshine?

Vexatious Vacsans

Vacation, perhaps? The Roxy grants a two weeks' leave of absence along about midsummer, but Miss Bowman dreads these recesses. Four years have gone by without visiting a severe accident or serious illness upon the Roxy danseuse. Strenuous activity keeps her in excellent condition. But just let her leave for Atlantic City or a cruise to Nova Scotia, and she comes down with the grippe, is sent to bed with a cruel case of sunburn, or sprains her ankle. She'd much rather stay right at the Roxy and relax on the roof garden.

Breaking in toe shoes is a painful task. Miss Bowman wears out two pairs a week. Slippers that have been broken in for painful 15-minute periods once or twice a day seem like old friends, according to the dancer. She can't get herself to throw them away. As a result, her dressing room contains two large trunks crammed with slippers that leak out and scatter underneath the make-up table. Each look at them reproaches her for

A Sure Thing

Chicago, May 30.

One of the principal members of the unemployed actors around town was sent out on a radio audition that would have netted him a cinch job.

Two days later he still hadn't shown up for the job. Asked why, he explained: "I'm out selling tickets for an unemployment fund for actors. You can't expect me to turn down ready money?"

hoarding her wardrobe, but she can't muster the amount necessary to bundling them off to the old clothes man.

When she rehearses, Miss Bowman is constantly aware of the danger of developing dancer's legs. Here are slim and shapely because Fokine once warned her that overdeveloped muscles are the result of bad training. If you execute one exercise that contracts the muscles, you must immediately follow it with a high kick stretch that will have a reactionary effect. It's a small enough device for protecting your appearance but, if it's on your mind all the time—as it should be—it complicates rehearsal activity.

Makeup Niceties

Applying make-up whose hues will carry to the last rows of the Roxy without scaring the occupants of front seats is in itself a major accomplishment. Miss Bowman economizes on rouge superimposed over a light grease foundation and concentrates on heavy, painstaking application of three shades of eye-shadow, plus elongating dabs of white, and heavy eyelash beading. The tout ensemble is a masterpiece that takes a good half hour to perfect.

Fortunately, Miss Bowman does not have to create her own routines. They come to her fully outlined by the ballet mistress. But in order to execute them, she must have a thorough knowledge of all types of dancing: ballet, musical comedy, buck and soft shoe, character (eccentric and all national folk dances) and modern plasticque. That takes a bit of doing, as any dancer will tell you.

Orph's Split In Davenport

Davenport, Ia., May 30.

The RKO Orpheum will play vaudeville Saturday-Monday only hereafter, with feature films the remaining four days of the week. It is the first time in a quarter of a century the city has been on a half-week schedule.

PUBLIX'S 2-DAY VAUDE

At Freehold Strand—Other Jersey Towns May Follow

Publix will use vaude two days a week (Fridays and Saturdays) at that circuit's Strand, Freehold, N. J., booked by Jack Linder. It's the first independent booking for Publix since Faily Markus retired from the business.

Linder's first show of four acts went in Friday (27). Other towns may follow for the summer, including Asbury Park and Long Branch, which tried vaude for a time earlier in the season.

B&K May Shift Chi

Deluxers Back to

Own Productions

Chicago, May 30.

Return of the Oriental to local stage units, with Paul Ocard coming back here for the staging job and partial revival of the B&K production department, is under way here. Status of the Fanchon & Marco units, which have four weeks in town starting out of the Chicago theatre, is unknown.

Possibility is that the Chicago theatre will revert to its former policy of special stage productions, to be built here, with this routine flexible when and if the Publix units are set again. With the Paradise, now playing F&M units, folding for the summer June 9, it leaves the Coast made units with but the Uptown and Tivoli in the neighborhoods. Special attraction policy will also be concerned in these deluxers.

It is B&K's plan to stabilize the programs. Where the picture is weak the circuit intends to bolster up the stage regardless of what units may be playing.

Policy, when worked out, will practically bring back the same set-up on local production that B&K had a few years ago and which was originally installed by A. J. Balaban. Talk is still ripe of the latter returning to the organization next fall. Meanwhile he's still in Europe.

SINGLE 2
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, complete hot water, large closets.
Tel. PEarsaville 5-3000
THE NEW HOTEL EDISON
47th ST. JUST W. OF B'WAY, N.Y.

Hello America!!

THE

'LONDON PAVILION' Is Going Vaudeville Again

The London Press says:

"...it was significant, by the way, that the 'Pavilion' audience should particularly enthuse over the fine juggling of Felovis. That was the real spirit...."

"THE STAGE."

"...we marvel at Felovis... seems more than human..."

"DAILY SKETCH."

"...superb juggling by Felovis..."

"EVENING NEWS."

"...you can admire the extraordinary skill of Felovis, the juggler..."

"STAR."

"...Felovis, not incredibly described as 'the World's greatest juggler'..."

"MORNING POST."

"...the world's greatest juggler..."

"DAILY TELEGRAPH."

"...Felovis is billed as 'the world's greatest juggler.' Many of them say that, but this time it rang true..."

"THE ERA."

"...the most expert international juggler... astonished with the ease with which he performed..."

"VARIETY NEWS."



NOW
(Week May 27)



BOOKED SOLID R-K-O REPRESENTATIVES

R-K-O JACK CURTIS LARTIGUE & FISCHER LOEW-INDEPENDENT
NEW YORK CITY 39 Avenue des Champs Elysees PARIS AL GROSSMAN
NEW YORK CITY

AND OTHERS TOO HUMEROUS
TO MENTION

BOB HOPE PALACE NEW YORK CITY

Material by AL BOASBERG

Direction LEE STEWART

Whether Vaude Wants 'Em or No Film Names Try

Hollywood, May 30. News that Roscoe Arbuckle and Jack Mulhall were both booked into the Palace, New York, has started a rush of male picture names for vaude. In the past week seven of them have played local tryout houses breaking in vaude acts.

Lloyd Hughes is currently at the State, Long Beach, and is the only one showing an act wherein no mention of his being a picture name is made. Hughes' act is straight singing with Nat Young at the piano.

Robert Bosworth, Montague Love, Owen Moore, James Kirkwood, Lionel Palmore and Ben Turpin are also breaking in. Both the Bosworth and Moore acts use a reel of pictures. Bosworth has clips of the first picture produced in Hollywood and his act is written around the evolution of pictures. Moore's spoof is a cross-fire between himself on screen and stage.

Picture Stuff
Love, Bosworth, Kirkwood and Turpin are doing the usual personal appearance routines, with most of them depending on picture incidents for their chatter.

Agents have a tough time with the picture names on break-in salaries. The picture mob can't figure why they should go out and play a date for small dough. Few of the local houses pay more than \$150 for picture players, no matter how big the name, and the agents have to spend too much time selling them to make handling them profitable on these engagements.

State, Long Beach, and the Garfield, Alhambra, both indie vaude houses, get most of these picture acts.

BECK AGENTS ALL O.K. TO BLOOM, BECK BOOKER

With the late changes in the vaude bookers of the RKO offices, New York, it is noted by the agents that the names of Joe Sullivan, Henry Bellitt and Alex Warner no longer appear on the books as act reps for the bills placed by Arthur Will or Bill Howard. Each of the trio of agents was given an RKO agency franchise following the recent advent of Martin Beck with George Godfrey into the RKO booking office.

Whatever the influence applied to the newest appointee, RKO agents on the list, the restriction does not appear to apply to the Phil Bloom booking book. Bloom is booking acts from any or all of the three agencies.

Bloom is also a Beck appointment for RKO, having previously bought talent in New York for the Fanchon & Marco units.

Dancer Tells Judge Where He Can Go; No Fine

San Francisco, May 30. Faith Davis, dancer, has been fined \$100 for dancing on the court steps following the case, Judge didn't miss Davis, saying he admired frankness.

Charges Agin' Santrey

Henry Santrey is up on charges at the V. M. A. for failure to pay off his company for the week of May 7 at the RKO Palace, New York. Other charges against him have been filed at the musicians and stagehands unions.

Complaint for the players was filed by George Tappan.

One-Week Repeat

Detroit, May 30. The Mills Bros. have been booked into the Fisher theatre week June 4.

Playing the Michigan theatre last week leaves open the week interval between local dates.

All Personality

Los Angeles, May 30. Agent submitting a master of ceremonies to a local theatre was asked if the m. c. were a band leader. 'Naw,' replied the agent, 'but it ain't hard for a band to lead him.

BECK'S LEGIT GESTURE

Tells London He Will Produce a Revue on Broadway.

London, May 30. Martin Beck is here telling people he intends to do a revue in New York when he returns, the numbers for which will be staged by Albertina Rasch.

He's looking for people here and in Berlin, he says, and has already spoken to the Houston Sisters and Barrette.

BECK RUSHING BACK OVER GODFREY

Martin Beck is rushing back from Europe because of the reported contemplated dismissal of George Godfrey as head vaudeville booker for RKO. Godfrey, it is understood, was to have received his two week notice last Saturday (28), but between cables and trans-Atlantic phone calls Beck persuaded the theatre heads to defer final action until his return.

Beck sailed yesterday (Monday) from the other side although not due to have hopped a boat until June 14. Beck has been abreast with S. L. Rothafel (Rox) in search of talent.

Report is that Beck has also asked the RKO theatre operating department to delay the let out of Asher Levy who was given charge of the Chicago office and division by H. B. Franklin.

Coast Musicians O. K. Crosby's Week at Par

Los Angeles, May 30. Bing Crosby has been booked into the local Paramount theatre week of July 14. Singer is expected here in three weeks to start work on "The Big Broadcast" at Paramount.

Affair between Crosby and the Ambassador now being straightened out, Crosby can accept any local personal appearance he chooses. However, his ban from working locally by the musicians' union after he allegedly ran out. Cash settlement was made to the hotel recently by Roger Marchetti, Crosby's attorney and former manager.

Linder Sues Gerstin

Suit has been filed by Jack Linder against Frank Gerstin, Long Island exhibitor, for \$1,000, representing estimated income from an unexpired contract in booking the Queensboro, Elmhurst, L. I. House was ordered closed by Gerstin three weeks ago.

Linder contends he had a 10-week contract on a percentage basis, furnishing a vaudeville show Saturdays and Sundays. Basis of percentage is asserted to have been a 50-50 split. At the time of closing the contract had four weeks to go, according to Linder.

RKO Vaude at 30c Top

Nashville, Tenn., May 30. Vaudeville in Nashville returned to the price level of 15 years ago, at 10, 20 and 30c. at the Princess. It is Nashville's lone vaude house.

'Mickey' Unit Changes

Hollywood, May 30. Joe Christy and company out of Fanchon & Marco 'Mickey and Minnie' unit at the Pantages. Replaced by Eddie Borden, who is also subbing for Monroe Bros. on the same bill, due to Eddie Monroe's broken arm. Borden assisted by Ernie Young and Dorothy Brown.

PALACE IN THE BOX \$18,300 ON 4-A-DAY

RKO's Palace, New York, went into the bucket and last week, its second in the grand policy, dropping around \$7,600 on about a \$16,800 gross with a \$9,500 stage bill. It brings the Palace's losses to \$18,300 for the first and second weeks of its four-a-day policy.

Current stage show, with Jeanne Aubert headlining, rates around \$8,500 in salaries, as against the \$14,500 opening bill. Simple Tucker is in next week (31) at \$3,000.

Only 3½ Weeks of RKO Vaude Left in N. Y. with Hipp Dropping Acts

RKO will drop the vaudeville at the Hippodrome, New York, June 10, sending the big 6th avenue house to straight pictures. It reduces RKO's New York time to three and a half weeks, and the total New York vaudeville time to less than 16, including independent. Loew has five weeks left.

The Hipp is leased by RKO from the Fred French realty company on 60-day cancellable basis. Under the change the Hipp will play a straight film policy for the first time.

LOEW POSTPONES ON 'RITA' AS TAB EFFORT

Loew's has decided to postpone its production of Ziegfeld's 'Rio Rita' as a tab despite a \$5,000 investment.

Condensed version of the musical comedy was due to go into rehearsal and be seen out this summer. Some 38 weeks had been laid out for the show, between Loew's own houses and the other circuits, but this is now off until fall. Expectations are that the Loew production department will resume its 'Rita' intent at that time. Decision does not affect Fanchon and Marco's 'Desert Song' which also has been booked for summer playing by some of the chains.

Proposition of the circuits to buy the Joe DeMott-Anatole Friedland Fifty Million Frencheman tab is understood to be cold. Circuit report look at it last week in Jersey City. A deal was on with RKO for a tryout but this dwindled away.

Wilson and Ingletons Injured While Westbound

Los Angeles, May 30. While enroute here to open an RKO route, George P. Wilson, Emmet J. Ingletson and their wives were seriously injured in an auto accident at Albuquerque, N. M., last Wednesday (25).

Acts of both Wilson and Ingletson were to open at the State, Long Beach, Saturday (28).

'Rhapsody' in Tab Form Gets 4 Publix Weeks

Publix will provide four weeks for a condensed version of Law Leslie's colored musical, 'Rhapsody in Black,' which closed in Chicago Saturday (28). Show has Ethel Waters.

First date for Publix will be Paramount, New York, Friday (3). Bookings following June 10.

Two other weeks will be Detroit and Chicago, dates of which have not yet been designated. Booked by the William Morris office.

DANCE TEAM'S NIBBLE

Publix wants Hope Minor and Edna Beut, dance team, current at St. Moritz hotel, for a week at the N. Y. Paramount and possibly to follow by Brooklyn. Team can't go out of town owing to roof work.

If getting together with the circuit, dancers may go into the Paramount June 3.

LOPEZ AND B & K

Vincent Lopez band may play eight weeks of vaude for Publix-B & K in Chicago during mid-summer. Negotiations for the booking are now underway.

Palace 4-a-Day Floppo Inspiring Legit Revue Reports; Its Effect On Radio City Being Considered

The Vaude Spirit

Last week all acts playing under contract for RKO received a wire saying they must cut 25% off of their salaries. Artists read the wire to mean that the must in it was emphasized. Messages were signed by George Godfrey.

First reply to the must edict received by Godfrey was from an act playing in an RKO New York house. Answer contained one word—Nuts.

\$268,000 3-Way

Contract for Olsen-Johnson

Seattle, May 30.

Olsen and Johnson, veteran vaude comics, have a blanket proposition before them involving \$268,000 for radio, vaudeville and picture appearances. Proposed agreement covers one year and has been submitted by the RCA theatrical family of RKO, Radio Pictures and NBC.

Deal is virtually closed for the pair to broadcast on the Fleischman hour with Rudy Valle, for 10 weeks, then pick up a vaude route of 25 weeks after which they would be due in Hollywood April 1, 1933, to make three pictures for Radio.

Olsen and Johnson have been partners for 17 years with this contract the biggest of its kind to date. A similar proposition was offered Ruth Etting some time ago, but never materialized.

John Schultz, of the Weeden-Schultz agency, left New York Friday (27) with the proposed three-way contract to meet Olsen and Johnson in San Francisco. Team is currently playing for RKO out there.

LOEW'S 9 WEEKS

Presentation, Route Cut with 3 Dropped Out

Loew's Metropolitan picture house stage will be down to one week—the Capitol—when the Paradise, Palace in its new fold drops its straight pictures for the summer. They post their notices June 4.

Baltimore, which follows J.C. on the Loew unit route, will replace the Paradise as the opening date in the event of a holdover at the Capitol on Broadway.

The unit route, including the Public houses played by the Loew shows, will stand in nine weeks after the three drop-outs.

Pearce, F.M. Agent, Accused of Chiseling

Artie Pearce, franchised Fanchon & Marco and indie agent, is wanted by New York district attorney's office on a charge of mulcting around \$200 from Loret and Bert, Belgian vaudeville act.

Turn accuses Pearce of taking the money in installments since Jan. 1 on promise of securing an F. M. route. His story is that he had to give the money to one of the bookers, the act avers.

STAGE SUCCOR

Canton, O., May 30.

Warner Palace's new stage show policy, starting Saturday (28), broke a long standing agreement with Loew's across the street. Manager George Riestler has Gene and Glenn, NBC team, from WTAM for the first four days.

For more than two years Palace and Loew's, by agreement, dropped stage shows and went straight pictures. Both have been drawing poorly for several months at 40c top.

It is believed Loew's may also switch to stage shows.

If the New York Palace's four-a-day policy doesn't start to show something pretty soon—it's another \$18,000 in the box on the first fortnight of the new schedule—the effects of the failure may reach over to 6th avenue and Radio City.

Theoretical proposition now being mulled over for the former and last of the two-a-dayers is a scheme to produce legit revues for the spot at a \$3 top and pray that two such shows will be enough to send the house through a season. This matter, as it stands at present, is just an idea and would not take effect until next fall at the earliest. No producer has been approached to put on such a show, although a couple of well known names are being considered to whom bids may be offered. RKO would stand the production expense alone or ask the producer to come in on a sharing arrangement.

The results on 8th avenue, if the Palace were to become a revue spot, could likely see the closing of the Hippodrome and the start of that policy (eight acts and a picture) to the smaller of the two theatres being erected in Radio City. The belief that the dropping of vaude June 10. This future house is one which will have a 3,000 capacity and has been designated, to date, as the straight picture emporium. Theatre, and the stage which is being equipped by the Rockefeller end of the construction enterprise, and will be adaptable to vaudeville at any time.

Discussing Switches

A spin to the student lunch for the Radio City Roxy, under which name this smaller house will probably be known, is believed to be the source of film product. RKO, in the belief that its own studio will not be able to supply sufficient pictures for the site, is already looking around for outside screen fare with which to round out a 52 week schedule. Hence, the anticipated difficulty in obtaining suitable features for the house furthers the vaude idea for the theatres.

A switch to vaudeville would not in any way affect the 6,800-seat music hall over which S. L. Rothafel will have direct charge, and in which he plans but one bill a month. There will be no screen fare for this theatre. Performances at the music hall are being planned on a twice daily basis headlining big names backed by an augmented chorus of talent, and a small orchestra in the pit.

Original plans called for Rothafel to also supervise the straight film house in Radio City, but if the Hippodrome policy were to go in there it would likely relieve him of looking after two houses and permit him to concentrate on the big house. None of these plans are definite at the moment, but RKO heads are starting to give this Radio City proposition some thought along these lines.

Stones-Par Cold

The entire Fred Stone family of five, including Fred, Dorothy and Paula, are cold for Publix as a presentation act.

Through Lyons & Lyons they asked \$10,000. Publix interested at about half.

Eton Boys On Own

Eton Boys, from CBS, will open for RKO shortly. Boys played with Jack Denny's band at the Palace two weeks ago.

"Variety" FOR SUMMER

Place a subscription for 'Variety' over the summer. From now until Labor Day + + + \$1.50 Mail remittance with name and summer address.

MAIN EASTERN INDIE SPOTS CUT ACT PRICES

Independent operators are cutting their allowances to bookers on vaude bills, in many towns chopping the budget in half. This follows arrival of warmer weather. Against it, a whole season's attempt to reduce overhead through scale cuts by musicians and stagehands has been mostly unsuccessful.

Largest of the eastern indie spots are not exempt from the general vaude reducing process. Among the houses ordering slices for their stages is the Paramount, Newark, operated by the Adams Bros. under a partnership arrangement with Public-Skouras. Another important eastern first run, the St. George, at St. George, S. I., has also trimmed down the cost of its shows. This house also has stagehands and musicians on a week to week basis. At one time the St. George spent as high as \$2,500 to \$3,000 for acts. The Par, Newark, has gone as high as \$2,200 recently.

Golub's Shift

Hollywood, May 30. Harry Golub has resigned as manager of the Orpheum, Salt Lake City. Quit to assume position of Utah manager for CBS.

JIMMY MYRTLE CONLIN and GLASS Enroute RKO

Direction, TOM J. FITZPATRICK
Palace Theatre Bldg.,
New York City

HERB TIMBERG

EDGAR BERGEN "THE OPERATION"

Week May 28
RKO Palace, Rochester, N. Y.
Dir.: WEBER-SIMON AGENCY

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

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WEEK MAY 28, LOEW'S STATE, NEW YORK

(NEW ACT)

Dir. WILLIAM MORRIS AGENCY (Inc.)

AUTUMN PLANS

Palace, Morristown, and Park, Caldwell, Order 5-Act Split

Independent vaude bookers are already digging for houses next fall. Mike Rapt, brother of Harry Rapt, of Metro, interested with others in the Palace, Morristown, N. J., is among the exhibitors who have already determined on autumn vaude. Rapt has given an order to Jack Linder to book the house starting Labor Day. He wants five acts on a split.

Another theatre set for the same date is the Park, Caldwell, N. J., operated by the Esposito interests. It will also play five turns on a split under plans.

Among important indies closing within the next two weeks but re-opening in September are the Embassy, Portchester, N. Y., and the Rialto, Poughkeepsie.

Pantages, K.C., Fades Out Owing Salaries, Commish

Chicago, May 30. Unable to pay off two acts and owing the local William Morris office \$145 for two weeks' commission, the Pantages, Kansas City, folded last week only to be reopened the next day under new management with straight pictures. Morris office, which had been booking the house for the past couple of months, got leery of the situation when the commissions fell behind and stopped booking the house two weeks ago. Last bill, composed of Born and Lawrence, Harry Van Fossen, The McQuarries and Dorothy Lang Co., was booked by the Bentley agency in St. Louis. All the acts had money coming and are still trying to collect.

Theatre had been operated by the Topaz Amusement Co., backed by local money men, with L. M. Gorman the manager. Contending that the house didn't have the legal right to hold back its commissions from the actors, the Morris office is investigating the concern. Information given by the Kansas City desk of Credit Men revealed that there is already pending \$5,000 in claims against the theatre with assets disclosed at just \$500.

A. H. Mack took over the house, while assuming no obligations.

Bernard, in Chi on RKO Coast Book, Hindered By Kedzie's New Fade

Chicago, May 30.

With the Kedzie, RKO vaude showing spot, folding last night (Sunday), the local booking office of that circuit is again left without a preview house in town. Kedzie has been an in-and-out the past year and this time the Kedzie Amusement Co., owner of the property, did it itself after a vain try to keep the house going. Outfit also operates the Kedzie Annex, straight pictures.

Situation is embarrassing for RKO which, after sending Bern Bernard here from the Coast to book the five vaude bills for the five weeks on the slope, discovered that while there were plenty of acts laying around there was no place to see them.

Lincoln May Return

It was necessary for Bernard to cover the Congress preview last week, booked by the William Morris office, and up to now considered opposition to the Kedzie. The RKO booking office is doing a lot of scrambling trying to pick up another showing outlet or two, with mention of the northside Lincoln as a prospect. That house, however, appears to be unwilling to burden itself with the added expense of providing for musicians and stagehands.

Bernard was ordered here by RKO on the theory of being better able to book the Coast houses from Chicago while he could see what he was getting. Although there are more than 100 acts around this territory, RKO is handicapped in being unable to spot them anywhere for a couple of days.

Originally slated to stay here for a month or more, Bernard may blow back in a couple of weeks unless RKO gobs off some showing spots in a hurry. It probably will also be necessary for the booker to hop out of town from this point to look at acts.

Only 2 Chi Burleys As Haymarket Quits

Chicago, May 30.

Haymarket, westside burlesque spot, folded suddenly last week. Warren Irons had been operating the house with burlesque stock for years, and it's scheduled to try again in the fall.

Leaves only two burly arenas in the entire burg, a new low. Remaining are the State-Congress and the Academy.

Star and Garter, L. A.

Los Angeles, May 24.

Los Angeles has gone burlesque dusty during the past three months, one to former left and three picture houses having gone over to the drag-in policy.

Star and Garter, formerly Gore Bros' Moon, is the most recent to join the parade. Like the others, it offers a honky-tonk brand of burlesque with raw dialog and little else. Comics, sets and dances are poor and the strippers work like amateurs under wraps.

Operators are Harry Seber and Fred Wolf. Former has been running blow-off store shows for years and has been introduced to local copiers now and then. Pair also operate the Burbank, colored burlesque house on the other side of Main street. Both houses advertise a double midnight show on Saturday. That means both casts will dash across the car tracks from one theatre to another after midnight for the same money.

Hermie Rose and Eddie Marr are the comics. Latter looks and works like a oldtimer, while Rose depends on dirty gags. Jerry Whitney is the straight man. Jean Oliver, Lavona Laverne and Frances Connors are the strippers. Each have the same grind routine which after the second time means nothing.

Eddie Marr stages, with Frances Connors handling the dances. Line of 15 girls are of the hefty type with about two lookers out of the bunch.

House seats 800. Trick price scale is advertised at 10c and 20c, but that's only for the balcony. Orchestra brings 50c and \$1.

Burlesque on the coast has 'always been pretty bad, but the Star and Garter offers about the worst. Business not so hot Monday, three days after the opening, with plenty of paper in the b.o. and the girl at the window not hiding it.

Depresh Logic

One showgirl who left a \$1,000 bill hanging in a smart midtown hotel explains why and how such sizable hostility fees can be rolled up with little protest from the management. Reasons are (1) that biz is bad anyway and (2), as with the case of this girl, there's a chance of collecting later.

If they ousted her sooner it might place a different complexion on the situation than when she was the one to walk out.

B. & K. NABE NOTICES

Chicago, May 30.

Notice issued last week to the musicians at the two big Public-B&K deluxe neighborhoods, the Uptown and Tivoli. It's a four-week announcement term by Public to be largely protective, just in case.

Paradise, third Public neighborhood stage show, has been working on a notice for some time, and will go dark June 8. Uptown and Tivoli, if dropping stage shows, will likely go double feature.

All three spots are now playing Fanchon and Marco units.

Middletown: Vaude Dropped

The Capital, Middletown, N. Y., independent, dropped vaudeville Saturday (28), for the summer, following recent labor troubles. Arrival of hot weather also figures.

House had been using four acts on a half week.

RKO VAUDEVILLE INTACT 82

(Week May 28), Oakland, Calif.

GLORY E. LEE

AND HARRIS TWINS

Two Acts—Only Double-Perch Act (Direction of Sam Shannon)

VIC OLIVER

Europe's Gift to America with MARGOT GRANGLER (Direction of Phil Olsen)

CASS, MACK and OWEN

"On the Up and Up" (Direction of Sam Tishman)

NAN HALPERIN

Tells You About Women Here, There and Everywhere (Direction of Jack Welner)

RKO VAUDEVILLE INTACT 71

(Week May 28), Grand, Neb.

THE ORANTOS

"Heads Up" World's Only Double-Perch Act (Direction of Jack Wainor)

MASTERS AND GRAYCE

In "GESS WHOTIS" (Dir. Jess Freedman, Chas. Morrison)

"LIVING JEWELRY"

An Artistic Idea From Paris 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 May 28), Kansas City

VERNON RATHBURN

"The Prince of Rhythm" AND HIS SAX-O-ZETTE (Dir. Harry Ward—Max Gordon)

EDITH BOW

With Her "MAN TROUBLE" Songs by Jess Parrel (Direction of Les Stewart)

THE ELECTRIC TRIO

Wes and Lisa Adams Bernice Merahan (Direction of Harry Fitzgerald)

DOCTOR ROCKWELL

QUACK-QUACK-QUACK (Direction of Harry Fitzgerald)

REPORT OLD COLUMBIA MEN IN ON NEW WHEEL

Reported here that Sam Scribner & J. Herbert Mack, guiding hands of the original Columbia burlesque wheel, are working for a rebirth of the burley circuit this coming fall. Also mentioned is Gus Hill.

If so, it will be an almost exact reproduction of the former Columbia policy. Strippling will be flatty out. Understood that the money men in the deal are Mack, former vice-president of the Columbia circuit, and Hill.

Hill recently sent out circulars for opinions from other showmen for the coming season, with the nature of his motive not stated.

RKO VAUDEVILLE INTACT 88

(Week May 28), Seattle, Wash.

THE GENIAL ROTUND

LARRY RICH

with CHERI "Miss Part of Paris" TOMMY LONG "The Elongated Jester Comedy" AL HODGES "Oktober Ambassador" ENGLAND ONG The Chelsea Helen Kane JOE BELL "The Yolk with a Heart" GILBERT LAWRENCE and His Snake Hips

AND THE RICH RHYTHM BAND

(Direction of Blondevil & Mack)

RKO VAUDEVILLE INTACT 87

(Week May 28), Tacoma, Wash.

THREE BREDWINS

Athletic Comics (Direction of Hugo Morris)

GERALDINE and JOE

International Kiddle Stars (Direction Weeden-Schultz)

NAYAN PEARCE and JAY VELIE

In "RED RHAPSODY" Boyd Davis, Musical Director (Direction of Ed Walker)

AMERICA'S EGOTIST

Harry J. Conley

In Person (Direction of Curtis & Allen)

RKO VAUDEVILLE INTACT 86

(Week May 28), Portland, Ore.

THE DARK CLOUD of JOY

BILL ROBINSON

IN "HOT FROM HARLEM" WITH JOHN MASON PUTNEY DANDRIDGE MYRA JOHNSON NAOMI PRICE FERDIE LEWIS JELI SMITH JACKIE YOUNG and "THE BROWN BUDDIES" Chorus of Eighteen (Direction of Marty Fortkins)

RKO VAUDEVILLE INTACT 85

(Week May 28), San Francisco

ROSETTE and LUTTMAN

In "Dance Stories" With GRACE & BEATRICE WYLLIE (Dir. of Max Tishman, Flunkett office)

DEVITO and DENNY

WITH DOT STEVENS in "Lady Harrower's Reception" (Direction of Chas. Wilshin)

LITA GREY CHAPLIN

"The Charming Chatterbox" Personnel Mgt. Nicholas Gyory (Booked by Weber-Simon)

NEW ACTS

SAMMY COHEN

Comedy
19 Mins.; One
Palace
Cohen is a Hebe comic but quite different from the run, and he does very little upon gags and pulls none of those private Yiddish gags that leave the gentle half of the audience wondering what the point is. He is a pantomimist of exceptional mobility. His professional failure is a matter of finding and developing ever-improving material. Right now it's okay. He can make it better. He has the good sense never to overdo any one thing.

With Cohen, but introduced late, is handsome brunette mentioned Mrs. Cohen. She has a punchy song delivery and helps the act get away to a good finish. *Land.*

BELETT AND LAMB & Co. (3)

"Joe's Place" (Skit)
15 Mins.; One and Full (Special)
Palace

And Company is added to the vaude team. Belelt, Lamb and Gil Lamb to carry out the farcical possibilities of an inebriate suspected of being a fake in a speakeasy. The act transfers itself into an insanity as a degenerate. Plot is a thread so thin that it ultimately disappears, leaving the act to depend upon the acrobatic comedy of the principals.

Belelt especially wins laughs by his long-legged table jumping and grotesque posturings. All of this strikes the eye funny. He does not do so in the verbal but in the thought with better direction than this act evidently had, he might develop as a farceur.

Individual laughs are apayed by ungraceful moments. That's always a dangerous combination. Yet on the laughs that are present, and the fast work of the team, act can please ordinary vaudeville audiences. Two girls and a male stooge for the plot and principals. *Land.*

JEANNE AUBERT

Soprano
11 Mins.; Two
Palace

Stately blonde beauty from la France, just out of "Laugh Parade," the Palace expects you to know her but they undoubtedly regard to like her. She has American precedents in opera and in the recent Ed Wynn show, and an Italian husband of the Morris meat-packing clan.

Unaccompanied and practically unheralded, Miss Aubert turned on her golden voice and blonde perfection in a strong, clear, and she skipped gracefully over any barriers of public indifference. She got it and she sang it. Two encores confirm the record.

Her numbers, as expected, were of light semi-popular choice. *Land.*

SIBYLVA BOWMAN

Imitations
14 Mins.; One
Hippodrome, N. Y.

Gingery brunette with a nice personality and enough skill at mimicry to project her imitations, the most popular being a gas on Dietrich and Gabe.

Her facial impersonations are clever in this, and she catches the mannerisms with the accuracy of an actor, with the Dietrich a bit raw as to costuming for a famendous audience, and a typically continental around the barriers.

One seemed shocked here, and it got her back for an unforced encore. A couple of the imitations then shone through, and when a neat dance. Snappy, modish act that should get over almost anywhere.

MILLS AND ROBINSON

Talk, Dance
19 Mins.; One
Joe's Orpheum

Crossfire which this mixed couple use almost anywhere the act hasn't an amusing leg stand on and the majority of it dies.

Miss Robinson is a cute redhead with a knowledge of dancing, which alone saves the act. Boy doesn't give much support, overdoing everything and working in an unnatural style. Also has a poor singing voice and should forget it.

Miss Robinson has two snappy dance numbers toward the finish of the turn, the second an imitation of Tom Patricola, which she announced as having done in "Scandal."

As it stands now her dance work is all right. They need new material.

LITTLE JACK LITTLE

Crooner-Plaint
12 Mins.; Two
Palace

Using a public address system for amplification, Little is safe. Talking directly as he did when first appearing, he cannot be heard. So acoustically, he is safe. He is a sensitive miki that he can't pitch his voice for an auditorium. Little's short story technique, however, was lost. It didn't matter one way or the other.

Soft, sultry, a subterranean tenor. Little is also a nimble-digited pianist. Alternating between voice and fingers he gives out agreeable diversion for any man's theatre or money. Assuming first of all that there's a public addressgraph.

Little is big on the air. It's as a protégé of CBS that he's presented at the Palace. On fourth in the 10-act pop policy he scored easily and nicely. *Land.*

FLORENCE RICHARDSON

and
NBC BOYS (15)
Band
19 Mins.; Full (Special)
Palace

Florence Richardson, violinist-conductor, whose professional career is well known, is the manager, dates from the Central Park Casino, was at one time in vaude with a girl orchestra. She now has a 15-piece band, and several members of whom double for specialties, as well as a girl dancer, Melissa McLaughlin. It's an act of a showmanship, ought to get by okay in medium time houses.

Not to be too brief but on the violin. She never attempts to make that violin count very much. Her present play for attention coming from an accompaniment to one of the two vocal solos by a pianist from the band.

Miss Richardson dresses for an Impression, appearing in an outfit, including pants legs, that has a tendency to accentuate the picture she cuts. Also wearing a tam, it's what someone might wear to an art gallery.

The band itself, starting out with "Mandolin" and vocal doubling, is strong. The vocal contribution by the banjoist, is a dance song, drew the best response; a Saturday afternoon show caught.

Pianist, who plays a couple solos, only fair. Miss Molloy, a little better, does a frankish-type of music, but the unusual aspects of which seem to be the girl's long legs and her ability to contort them.

Production is not staged particularly for the eye. Its lighting, for example, is not a contribution. A "Parade of the Holidays," reflected in fitting numbers, closes. In connection with this suggestion of the holidays, in case the musical notes don't identify, come from set pieces revealing the backstage. Except for that signifying Christmas, they're pretty cheese-looking, especially the one of a band leader set of Washington's Birthday.

Closed a six-act bill at this house, doing fairly. *Char.*

BILLY BARNES and Company (3)

Comedy Skit
15 Mins.; Two and Three (Special)
Grand Opera House

This house is not the most proper place to stage an act. While the stuff as shown and heard may not be altogether original, from a customer's point of view, the suggestion of helpers with some speeding up of the continuity and a change or two in the music, makes the act of the kind of enthusiastic response. Was No. 2 on a four-act layout and over.

Two men and a girl, the girl big mistake is in the attempt of the girl to sing and dance between from start to closing has to do with a goody dandy's attempt to gag with cops. Latter are shown as naturally dumb through which may or may not be a virtue of this place.

The opening shows a special setting of side lamp and a centre traffic beacon. The trunk tries to get by traffic but the lights keep changing on it.

When the lights fade, the brunet comes out for her number down the street, the stage shifts to another street.

Miss Robinson has two snappy dance numbers toward the finish of the turn, the second an imitation of Tom Patricola, which she announced as having done in "Scandal."

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PALACE

Pretty dream of actors, agents and others that the Palace policy of 10 acts might be universally adopted for this fall for they cities seems unlikely to materialize for mathematical reasons. Those grosses, laden with debt, obscuring everything else right now.

It can be freely conceded on the simple question of stability that the current show packs a lot. Stage waits of which there were several, and the show is not unambiguously leaving a reasonably well-knit and diversified bill. But if they won't buy it, praise be to their deity, it's all over.

Less money was spent and less time was consumed in the running on this week's lineup. Both economically wise. Added screen shorts will presumably fill in the interludes.

Bob Hope and his stooges measure as two acts in the total of ten. He's a Palace repeat, as was Lew Pollock. Hope has the style of the interludes. His comedy is pretended, but his timing is excellent throughout. Facile, deft, never smartly, but he is one of the most funny men to emerge in the last season or two. He was of great value to the bill.

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CHRISTY AND NATARO

Comedy Acrobatics
12 Mins.; One
Audubon

This one looks familiar, but name of Christy and Nataro are not recorded in Variety's New Acts files. The act is a familiar one, and it is probably the same as formerly done by Christy and Nelson, at one time in vaude.

Turn is in nature of a couple hit and miss acrobats rehearsing for a show. The act is a familiar one, and it is probably the same as formerly done by Christy and Nelson, at one time in vaude.

Routine could stand tightening, especially the act. While the stuff as shown and heard may not be altogether original, from a customer's point of view, the suggestion of helpers with some speeding up of the continuity and a change or two in the music, makes the act of the kind of enthusiastic response. Was No. 2 on a four-act layout and over.

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and Lamb (New Acts), an act with his laughs separated by awkward chams. Principals have unique acrobatic style, but defaults when wrestling situations. Act's continuity is a bumpy road, inexpertly paved.

Stately blonde beauty from la France, just out of "Laugh Parade," the Palace expects you to know her but they undoubtedly regard to like her. She has American precedents in opera and in the recent Ed Wynn show, and an Italian husband of the Morris meat-packing clan.

Unaccompanied and practically unheralded, Miss Aubert turned on her golden voice and blonde perfection in a strong, clear, and she skipped gracefully over any barriers of public indifference. She got it and she sang it. Two encores confirm the record.

Her numbers, as expected, were of light semi-popular choice. *Land.*

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ACADEMY

Whoever thought up the idea of wiring vaude stages for amplification, it was a good idea. It was a theatre patrons and actors a favor. And maybe he was. Everywhere the Academy, where the management is or busy to better with the stuff after his there.

Now that we have now good performers and bad have had to struggle in this theatre against the supernatural forces of the stage, the most distasteful quality there is by ground noise and static, and in other ways the Academy is a good idea.

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Nitmark Ball Club Gives 'Variety' a 21-4 Tossin' Around

Witmark's tunesmiths scuttled 'Variety's' typewriter pushers and copy carriers by a score of 21-4 in a sundown ball game from New York's Vimy Ridge, otherwise known as The Meadows in Central Park. The disaster took place Tuesday (30) and probably has appalled the reportorial mugs of all further idea of themselves as knights of the diamond.

The carnage was tremendous and started early. With Witmark at bat and one down in the first inning a group of colored athletes, who evidently reached Harlem by way of the "V" index, were so engrossed in the ball game that they unfurled a carpet behind second base and proceeded to indulge in that good old pastime known as cricket. That didn't help 'Variety's' center fielder, who, besides being apt to have one of his legs bowled off, also found himself immediately behind the pitcher who was pitching and ducking his way through a neighboring game.

By that time there were two down, on a strike out, followed by a single, a pass and an error flitting the bases. At which point someone, with vengeance in his heart, lifted a short fly to Snodgrass Hoffmann right field. Gallowing in hot pursuit, up hill and down dale, and detouring around a boulder or two, Nevermuff Hoff wound up by stumbling over four bars of "Was That the Human Thing to Do," stuck his glove in the air for a spectacular catch—and three runs came in. Two more scores bounced over the Manhattan Rockies before the first half of the inning was over and 'Variety' went to bat five shows behind and it wasn't Sunday.

Batting 000

Having found out that anything on the ground was good for two bases, 'Variety's' mainstay got the idea of making it tough for the opposition by walking up to the plate, taking their strikes and sitting down again, if there had been any place to sit. The strike out sequence was produced by Sammy Smith who was slugging 'em for Montreal when 'Variety's' first baseman was just an idea. That infielder now has two children of his own, evolving the problem of what was holding Sammy upright in the box? The

Mr. Williams' Five

Los Angeles, May 30.

Ivory Williams, colored actor who worked 12 weeks in Metro's 'Tarzan,' saved his money and now is in business for himself.

Williams has opened a combination oil station-ice station-southern barbecue. Announces his policy will be to give a quart of oil after a customer's purchases amount to five, not stating five of what.

BOTTLE TOSSER MISSES; BEANS SOCIETY MATRON

Topeka, May 30.

A reward is offered for a pop bottle thrower who missed a grapple at the Kansas Free Fair Stadium. The pop bottle fractured the skull of Mrs. Hatt Smith, daughter of one of the Shawnee County commissioners and she now lies in serious condition at a local hospital. The bottle tosser was angered when Doc Reynolds, a wrestler, became peeved at a decision of Joe Carpenter, referee, giving Jean Cullet a fall. 'Doc' slugged Joe, putting the referee in dreamland. Mrs. Smith, in one of the boxes at the ringside, fell from her chair as the bottle struck her. She is of the social set of Topeka and a member of the Hunt club. County and wreath promoters have totaled \$200 reward for information as to the identity of the bottle tosser.

solution decided upon was that it was being done by mirrors.

Somewhere along in the seven innings 'Variety' managed to pick up four runs. Meanwhile, the paper's pitcher (they dug up two) continued to pass out brass rings. Highlights of the game could be notated as a feet first plunge into Little Gibraltar, which served as third base, by Buddy Morley, who thereby risked two grace notes and his week-end golf, the agility of 'Variety' infielders to dodge a baseball and the venerable Smith person who, despite the nasty attire in which he arrived, at the end of the third inning could have put on cork and gone right into 'Old Man Spinnery.'

The sad news:

Witmark.... 5 1 0 8 2 4 6-21
Variety..... 0 1 0 0 0 3 0-0

WALKER AND UZIE JUST TWO INDIANS

By JACK PULASKI

Indoor boxing season at the Garden came to a close last Thursday (25). What was hoped to be a flaccid fight had Jersey's bull dog, Mickey Walker, in a mauling match with Paolino Uzcudun. Mickey won, but he looked lucky. Both judges and referee, Willie Lewis, voted for him. Later, at the Tavern, Walker conceded he had not put up such a good fight.

Did the fans put up a squawk? They did, and the semi-final, which went on last, never was announced. The decision, however, did not warrant the razzing. The boys apparently forgot that the early rounds were Mickey's.

Attendance was far under expectations, but no lift in prices. Ringside fairly good, arena weak, and the ends almost bare. Only the cheap seats on top, were filled.

The bout proceeded methodically until the bell ended the eighth round. Then there was plenty of color, literally and otherwise. Uzie dropped his arms and Mickey kept socking. A right opened up Paolino's already puffed left eye. The out bed freely during the ninth round, and there wasn't all. Walker's head and eyes were slashed, and the crimson stream that covered the bodies of both fighters made them look like a couple of Indians in the paint. Same applied to the final round.

Walker, at 170 pounds, and Paolino, at 197, provided a handicap that told on the former writer and middleweight champ late in the fight. But the build of the scrappers did not indicate such a difference in poundage, both being of the rugged type.

Uzie's Right

The Gong was uninteresting until Uzie started tossing his overhand right in the fifth round. From then on the wild watling was often thrown, sometimes landing on the face, but more often on the neck and shoulders. From a gallery aimed the blows may all have seemed good. One right tilted Mickey in the ninth, but he tore in regardless. Walker also won on the receiving end of several likely left hooks, but there is little doubt he delivered as well as he took it and earned a shade in the 10 rounds.

Garden's new bowl, across the Queensboro bridge, is nearly complete. It will open with a Jack Curley wrestling show Thursday (30) next week. Stranger Lewis and Dick Shikat will top the card. The Milk Fund will participate.

First outdoor fight show in the bowl. The Schmeling-Sharkey heavyweight title fight. It is carded for June 21. Tickets have been on sale for the past two weeks. Agencies do not expect the customers to pay heavy money except for seats close to the ring. The top is \$23. Milk Fund may also participate to stimulate interest.

Florida Chumps L. A.

Hollywood, May 30.

Still another racket worked on picture people is done from a distance—Miami, Fla. Clipping bureau there has been sending letters to Hollywood resident saying their names have been mentioned in newspapers and for 25c the clipping will be forwarded.

John Miles at Radio received one of the letters and was trying to find out who was writing about him in Florida, sent on the two bits. The clipping was about the recent birth of his son, and was from a Los Angeles paper.

Report Schenck Favorable

To Kyne for A. C. Track

Kansas City, May 29.

Retirement of Wirt G. Bowman as president of the Agua Caliente Jockey Club, in all probability means William B. Kyne, general manager of Riverside Park, this city, will be named to operate the Mexican track, from reports.

When Mr. Bowman relinquished his stock and stepped out, Joseph M. Schenck, Baron Long and J. N. Crofton acquired the stock and it is understood they are favorable to Kyne's appointment. It is said Schenck made Kyne an offer when the latter was conducting the recent meet at Tanforn.

Schenck has been associated with the Agua Caliente organization since the Mexican resort opened a few years ago.

Reno's Midnite Bout

Reno, May 30.

Hanging up a \$30,000 purse for a 25-round go, the McKay Syndicate, James McKay, William Graham, Jack Dempsey and Leonard Sacks, believe they have a remedy for the depression in Reno. They hope to attract a large crowd of fans to see Max Baer and King Levinsky mix it here July 4.

Depending on a holiday crowd from California, the promoters found themselves in a tough spot to fix the time of the fight. July 4 is Monday and the crowd, with a two-day holiday to enjoy, will not be able to leave the Coast until Saturday afternoon. The fight cannot be held on Sunday, and if Monday afternoon is picked the fans will be on their way back home to go to work Tuesday morning. So it has been tentatively decided to start the battle at one minute after midnight Monday morning and thus give every one a break.

A midnight fight will be a novelty, says Sacks, who is handling the details, and he thinks the fans will go for it strong at about \$20 top. The promoters expect the battle to gross better than \$125,000.

L. A.'s Tough Private Courses Fold Because Duffers No Hagens

Los Angeles, May 30.

Private golf courses, which until recently numbered 40 within a radius of 15 miles of Los Angeles, have taken a bad lacing in the past few months. With memberships dropping off, a number were forced to become public pastures, while others closed the clubhouse and let the grass grow.

Lakebide, Hillcrest, Los Angeles, Wilshire and Rancho are about the only local courses which can talk about their financial condition without getting red. Rancho is subsidized by the Ambassador hotel. Lakebide is an actors' club, with 30% of its membership drawn from pictures.

L. A. Rates Top

Los Angeles Country Club is the most exclusive course in this section of California. The Hills Country club, the Pasadena millionaire play spot, which recently waived admission fees and reduced dues. L. A. is so exclusive that actors are barred from membership and frowned on as guests. Wilshire is almost as snooty, but lets down the bars now and then.

Hillcrest took in 100 members of the Los Angeles Country club, and is a popular spot for picture executives. Rancho was at one time the actors' club, but was aced out by Lakebide and Hillcrest. Despite their recent financial condition membership that originally sold for \$1,750 can now be bought for less than \$300.

El Caballero, Fox Hills, Whittier Park and Glendale have fallen in the past two months. El Caballero, when it opened three years ago, was rated by professionals as one of the best courses in the country. Few people got to appreciate it for its birth came as expensive golf began to fold.

Hollywood Weakens

Hollywood Country club, the first ace club to be opened here, felt the strain too much and is now getting ready to turn the fairways into pastures.

One of the main troubles with Los Angeles courses, outside of the financial condition that made golfers think twice before they bought high-priced memberships, is that most of them were built for professionals. Little thought was given the golfer playing 95 or over. Courses were designed and constructed to penalize the duffer, who after playing them several times looked for an easier place to get his exercise.

Practically all the public courses in the country are so designed to let the 95 boys think they are Hagens and send them home with ambitions for course records. Not so with the private clubs, where, unless the player can put his ball exactly where he wants it, he has little chance of getting on speaking terms with any number near par.

NEW YORK THEATRES

RIKO
Broadway and 47th St.
They Went Places and Did Things

MAYFAIR
Broadway and 47th St.
They Went Places and Did Things

"NIGHT WORLD"
A Universal Picture with
LEW AYRES
MAE CLARKE
BORIS KARLOFF

PALACE
Broadway and 47th St.
Continues, 11 A.M. to 1:30 P.M.
LITTLE JACK LITTLE
BOB HOPE
and 7 Other Acts
Even. Mat. Sun. Hol. Mon. to Fri.
25c-75c-1

86th ST.
Broadway and 86th St.
Continues, 11 A.M. to 1:30 P.M.
GEORGE BANOCROFT
THE WORLD AND FLESH
with MIRIAM HOPKINS

81st ST.
Broadway and 81st St.
Continues, 11 A.M. to 1:30 P.M.
GEORGE BANOCROFT
THE WORLD AND FLESH
with MIRIAM HOPKINS

LAST 7 WEEKS
LESLIE HOWARD
PHILIP BARRY'S New Comedy
THE ANIMAL KINGDOM
"The season's most gratifying adventure."
—The New York Times
Staged by Gilbert Miller
EMPIRE THEATRE, 49th St.
Even. 8:40. Mat. Wed. and Sat., 2:30.

LOEW'S GATE
Broadway and 47th St.
Continues, 11 A.M. to 1:30 P.M.
"THE MOUTHPIECE"
Warren William—Sally Fox
Vaudeville: Skaggs and G. Fox
Richardson, a Sullivan
Clifton & Thomas—Galt

ROXY
Broadway and 47th St.
Continues, 11 A.M. to 1:30 P.M.
"MAN ABOUT TOWN"
With WARNER BAXTER
On the Stage: "NEW RHYTHM"
with BOB HOPE and MIRIAM HOPKINS
drawing the Roxy Theatre Symphony
Orchestra

"NIGHT COURT"
Broadway and 47th St.
Continues, 11 A.M. to 1:30 P.M.
With Walter Huston, Phillips
Hornum, Anita Page, Lewis
Stone
On Stage: "Hell's Belles"
Burr Oak

Paris Leader a Suicide
Paris, May 21.
Current slump clung to the suicide of Pierre Sechini, 55, former violinist, and until recently a social director at the Gaumont Palace.
After losing his job in the recent reorganization he could find no other work.



Who Lives at The Park Central?

A MONG guests at The Park Central are prominent leaders in every phase of human endeavor. Stars of the screen, musical comedy, vaudeville and drama, select it because of its quiet serenity, excellent service and proximity to all theatres and railroad terminals.

Radio outlets....Electric refrigeration....Period salons and roof tops 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 Stogie

By Claude Binyon

Los Angeles, Friday.
The moving picture business must be as crazy as the vaudeville business. I read in the paper today that Tiltle had a test made of her self out at the studio where Moe Bowers is working and that they think she is the biggest female comedy find of the year. She is going to work in the picture with Mr. Bowers.
How can they put such silly ideas in the head of a girl who is just a good look and has a little talent at home? Not only do they grab her out of the act that I'm going to have but she'll probably forget how to make a beef stew before she finds out she can't get any place in pictures.
She called me again today but I wouldn't talk to her. I'll do my act all by myself and then when she gets broke I'll give her a good talking and let her be my stogie, maybe.

Los Angeles, Saturday.
Tiltle didn't call today, so I didn't tell her I wouldn't talk to her. But I don't care.

I read some more of my riddles and conundrums and recipes book and wrote down some funny ones. I'm going to use in my act. After that I practiced on my banjo and almost got clear through "Carolina's Calling Me" without a bad note.

Probably by Monday I can go down to the booking office and tell them they can have me.

Los Angeles, Sunday.
It's getting pretty lonesome just sitting in my room and waiting and then going out to eat, but that's the way you get to be a success.
Oranges are so cheap here I bought two dozen big ones for a quarter and ate seven of them tonight after I came back to my room from dinner. They gave me the cramps but I understand they're healthy.
Tiltle didn't call today, either.

Los Angeles, Monday.
Mr. Bernard at the RKO office may be a nice young fellow but I don't think he knows my business. I went in to see him today and told him that Moe Bowers had bust up the act and I was ready to do an act of my own.

Mr. Bernard said he wasn't in the market for stogies right now on account of how vaudeville was already flooded with them.

I'm not a stogie any more, I said to him. "I am an actor and I'm playing the banjo with funny riddles and conundrums."

He asked me who wrote the act for me and I said it a man had to go to somebody to tell him to own act and wasn't fit to be on the stage. I said I did it all myself because I wasn't going to use any good stuff. I don't think there's any use of me telling him that. I got some of it out of the book.

Mr. Bernard said he was sorry but he had to see a man about a dog, so would I come back tomorrow. I told him I would.

He should pay more attention to his business and quit fooling around with animals.

I got a letter from Mom today and she asked me how I liked vaudeville, and everybody back home is proud of me and Tiltle.
They may be proud of me but they ought to be ashamed of Tiltle.

Los Angeles, Tuesday.
Mr. Bernard sure wastes a lot of his time. When I went to see him today he wasn't in and I waited four hours.
I could have spent that time practicing.

There was a little piece in the paper today about Tiltle, that she was doing great in the picture.
Anybody who believes the newspapers would eat a horse fly.

Los Angeles, Wednesday.
I still haven't seen Bernard. When I finally got tired of waiting in the office he said why don't I write him a letter.
"Who does he think he is?" is what I should have said to her.

Los Angeles, Thursday.
That RKO office makes me sick. Tomorrow is the last day I'll ever wait in there, just waiting for time. After I got tired of sitting in the office I walked through a door and

all at once I was in the theatre without paying, so I sat down and watched the show. It was pretty bad, and then I sat with a good act waiting outside the door.
This is enough to make anybody mad.

Los Angeles, Friday.
Today I happened to look at myself in the mirror and I noticed that I'm still wearing the purple suit that Mr. Bowers bought me with the tomato stains on it. It just struck me that maybe that was why nobody would pay any attention to me so I went out and bought a good looking brown suit for fifteen dollars and a pair of overcoat thrown in free. I asked the man what can you do with an overcoat in California and he laughed and said you can freeze to death in it.
The suit makes me a lot classier but Mr. Bernard wasn't in the RKO office so I couldn't show it to him.

If something doesn't happen soon I don't know what I'll do.

My tell me that forever.
Tiltle is responsible for all this.

Yaah, Smarty, Smarty! Whiteman Had a Party

Los Angeles, May 30.
Paul Whiteman paid \$221 for damages in addition to his \$350 a month rent during five months occupancy of a bungalow at 4441 Hollywood land two years ago. Now the owners, Robert C. Kerr and Josephine P. Kerr, have drawn up a detailed bill of damages and are suing Whiteman for \$403 more.

Items are: Garage damaged, \$24; tile roof mutilated, \$17; awnings damaged, \$27; hardwood floor damaged by installation of a miniature bar and the spilling of alcoholic and intoxicating liquors, \$50; using screw-driver to open mahogany chiffonier, \$10; cigarette burns on two chiffoniers, \$5; lamp cords damaged, \$2; camp of "pansies" girl missing, \$12; padlock and hasp pulled on phon closet, \$5; kitchen door screen pulled out, \$5; spilling of liquor on rug, \$200; nine napkins and seven dollies missing, \$15; repeating rifle missing, \$30; destruction of gladiolus bed, \$14; washing machine damaged, \$7; holes burned in development, \$75; burns on piano, liquor spilled inside and out, \$142.

Chi to Coast in 24 Hrs.

Chicago, May 30.
One-day air travel service between here and Los Angeles is now being added to a revised schedule by the American Airways, Inc. It starts June 15.
Westbound, passengers may leave here at 8:45 a.m., arriving in Los Angeles a little less than 24 hours later, with stopovers in Memphis, El Paso and Phoenix and San Diego.

BIRTHS

Mr. and Mrs. Martin J. Mullen, son, May 23. Father is divisional director in the northwest for Paramount-Pais.
Celeste Hoyt DeMille and Francis Edgar Calvin, son, May 24, at the Good Samaritan Hospital, Los Angeles. Mother is the daughter of Cecil B. De Mille.

Mr. and Mrs. Milton Bren, son, at St. Vincent's hospital, Los Angeles, May 14. Father is a picture agent.
Mr. and Mrs. Henry Tobias, a girl, New York City. Father is songwriter and orchestra leader.

MARRIAGES

Margaret Lac, publicity director of Strand, New Orleans, and Joe Gordon, manager of Globe there, secretly on May 10.

Harold Flavin, Mayfair Pictures, and Helen McCormick, private sec. to George W. Weeks, head of that producing company, May 30 in New York.
Ernest Pascal, picture writer, and Barbara Herriman, non-pro, May 23, in Los Angeles.
Forest G. Willis, singer- pianist, who "commercialized" over WGY, Schenectady, and Eva McGuire, non-pro, at New Haven, May 14.

Wet Seats

West Side Asthma and Riding Club will participate in a miniature beer parade.

To avoid any civic interference the club members will sit on the curb and let the spectators march by and look at them.
—From Variety's Hollywood Bulletin.

Low Socks Jerry, Bringing on a Cry Finish to a Crack

That block along the Stem mainly known to the show bunch because it includes the entrance to Lindy's restaurant, saw some excitement last week when Lew Brown, author and lyricist, and took a slap at Jerry Wald, radio columnist for the New York 'Graphic'. It was something of a tempest for a minute or two but wound up by Brown and Wald crying on each other's shoulders, and they were all square going to the 19th.

It started on a morning when Lew, perusing the 'Graphic' and munching his breakfast, came across a crack in Wald's stuff about himself. And Lew began reading his breakfast and eating the 'Graphic'. He rushed out of the house, leaving his wife a week's royalty from 'Hot Chix' for spending money. He looked for his new public enemy. It was one author in search of a character.

Brown sometimes eats in the Tavern and slugs in front of Lindy's, for that's where he found Wald. 'What's the idea?' queried Lew. 'I was only kidding,' replied Jerry. 'Gee, Lew, I needed a name to fill a paragraph and you were the first one I thought of.'

The Sock
Lew then told Wald to put up his hands, warning him that he was going to 't him have it. Brown had come down to investigate and he was going to be according to Marquis of Seabury or nothing. Jerry still didn't believe it, but Lew let go and the radio recounter felt safe. If of Lindy's unpaid checks with a brown taste in his mouth.

This was all done without the aid of DeSlyva or Henderson or Bobby Crawford which may cause a shakeup in the firm. Lew then went to his office to repent and Jerry to his typewriter to retract. Wald felt worse than Brown about the whole thing. Not only had the quip on Lew been a myth but he had spelled Lew's name wrong. Lew as Lou in print is no laughing matter to a Brown.

With this in mind, Jerry was summoned to Brown's office where a reconciliation worthy of a Brown and Henderson second act finale took place. Jerry apologized to Lew, Lew apologized to Jerry, and without the aid of Tony Wons' all was well. However, Wald was punished that night by being made to attend the opening of 'Heigh Ho, Everybody.'

Brown took a long motor ride to calm down, forget and forgive. With this in mind, Jerry was the one who wrote 'Life Is a Bowl of Cherries.'

Ren0 G. O. P. on Fence As Democrats Go Wet

Ren0, May 30.
Nevada's political dictators have straightened out all their difficulties and are all set to take part in the national convention. The Republicans with Mayor Roberts, Governor Baltzar, George Wingfield, Senator Odell and half a dozen others who will go to Chicago have not decided yet whether they are politically dry or wet and will shape their course after they talk it over with the representatives of other states. They are going instructed for President Hoover whether the platform is wet, dry, moist or missing. The Democrats, however, decided that they are wet and will vote accordingly. They took a pot shot at the Republicans for dodging the issue.

IF THE GAGS ARE NOT AS HOT AS THE WEATHER, POGIVE ME, POGIVE ME

(By special permission of the copyright owner, Ben Bernie)

'Sir' Walter Winchell
Walter Winchell has returned. The Broadway playboys have had their vacation and will kindly send their wives and return to their sweethearts so W. V. will have material.

Which reminds that the other night we were all gathered at a restaurant when Winchell detected the odor of smoke. Alarm was rung and the engines arrived, the firemen finding a short circuit (over W.R.K.O.). During the investigation we all gathered on the street until a cop ordered us to move, whereupon Winchell told him, 'You can't chase us, we started it.'

Don't Write—Telegraph
Opening night of 'Heigh Ho, Everybody,' Leo Michel sent the following w1 to one of the authors, Jack McGowan, 'If you supply Harry Rosenthals with enough Corona cigars, it will at least smell like a success.'

Preparedness
All by himself, Louis Shurr went to Atlantic Beach last Sunday. Having the ocean and sun at his exclusive disposal he tried on three bathing suits and robes. It was his own private dress rehearsal for the opening next Saturday.
He looks like a hit.

Smart Actor
Harry Hershfield, Friars club secretary, made a motion to raise the dues of the organization to \$300. One actor squawked, arguing that he objected to owing that much.

Perfect Hostess
Blossom Seelye relates the story of the Bronx hostess who wanted to top all her neighbors bridge parties when she gave one herself. Caviar was the headliner.
Very proud of the imported dish Mrs. Rosenberg personally supervised the serving. 'Have a sandwich, Mrs. Seelye, I told one of her guests. 'I just had one,' the lady replied. The hostess hesitated and said, 'You had two, but take another one.'

Yoww
Ben Bernie popped into Moore's between one-nighters. Walter asked him if he had a profitable trip and Ben said, 'Great have you got change of a write-up?'
He then ordered a hamburger wrapped in cellophane and left for Tropicana. Yoww, yoww!

New Thrill
Standard acts playing the Palace under the new policy are beginning to realize what catinical really tastes like.

Suggestion
They were discussing the fate of hit shows on the road when one manager pointed out the fact that 'Grand Hotel,' in the flesh, played to less than two grand on its New Haven week.
Other manager suggested that on that week they should have closed up three floors.

Only Way He Could Do It
A drunk was staggering along a hotel floor looking for someone to tell his bow tie. Due to his condition they all ignored him except one elderly gentleman.
'I'll do it for you but you must go to your room and tie it down,' said the old man. The drunk refused but after considerable effort the man forced him to recline and then flexed his tie. Bewildered the fellow asked, 'What's the idea of making me tie it down?' and the good samaritan answered, 'That's the only way I can do it, I'm an undertaker.'

Well, Didn't He?
A young divorcee was discussing her old husband with her new one. It seemed to disgust her number two so she asked him, 'Why do you always get angry when I mention my ex, you should like him. Didn't he give you the best years of his life?'

Ostermania
Leo Spitznally informs things are

"I'm Telling You"

By Jack Osterman

so bad in Chicago, off color gags are only half-hot....Rian James wrote that checks this year besides his daily 'klyn' Eagle column and closed his season by breaking his hand boxing with his trainer....Coney Island theme song, 'Lullaby of the Lido,'...Seventh Ave. is welcoming Ziegfeld and Tenth Ave. is welcoming layoffs....and on Broadway, be nice to people until you make a million....after that people will be nice to you....ARE YOU READING?

MRS. B. A. ROLFE SLAPS KENNY, TAB COLUMNIST

Mrs. B. A. Rolfe, wife of the radio maestro, took a sock at Nick Kenny, the N. Y. 'Daily Mirror' radio columnist, after the opening of Buddy Rogers' band on the hotel Pennsylvania roof last week.
Mrs. Rolfe didn't like a personal item which Kenny made and evidenced his organization of Veterans of the ether chatter.

Sex Talk Doc's Troubles With Miss. City Council

Lynchburg, May 30.
City Council has given another blow to Dr. M. Seale Taylor, sex lecturer. Last February when Dr. Taylor attempted to come over from Roanoke to hold a series of sex talks, council passed an ordinance against him and he gave up the idea.

Lately he returned to Lynchburg and put on a series of mystery radio talks over WLVA without touching on sex. Organization of Veterans of Foreign Wars was formed to sponsor him after American Legion refused and permission was asked from council to let lectures go on. Council said no.
Taylor continued radio programs, bawling out council as 'autocratic,' and threatened to call in free speech men. When Cary York, which he said, already offered to give him attorneys gratis to fight city's ruling. Would do one of three things he said—fight it out in court, go beyond city limits and lecture, or leave town.

SHOW BOATS

Memorial Day Week-End Started Summer Season

Among the half dozen holiday cruises which started late last week to extend over Memorial Day, one has carved a convention of radio men. Like the other boats it booked a show, but strictly stat, even the stewardesses were off the boats.

About 25 professionals, including bandmen were aboard the boats, all under salary with few exceptions. Vacation cruises, during the summer also call for pay plus transportation.

A Hudson river line had scheduled nightly sailings, offering a girl floor show, the trip to cost \$1.50.

Beer in the Open

Mexico City, May 28.
Beer dispensaries must so open air or conduct their biz behind transparent glass windows and be so arranged that passersby may tell all at a glance within, under new city regulations.
Booths, private rooms and like accommodations are forbidden. Owners and operators of such saloons are forbidden to have bars. All service must be at tables. 'Conductors of such places are held strictly accountable for the good conduct of patrons.'

"Variety" FOR SUMMER

Place a subscription for 'Variety' over the summer. From now until Labor Day + + + \$1.50
Mail remittance with name and summer address.

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

Betty Bronson, now Mrs. Ludwig Lauerhauser, in Asheville, N. C., to set up housekeeping. Retiring from screen.

Alfred Hamilton, printer, suing Joseph Stanley, radio crooner, for \$100,000 charging alienation of affection. Hamilton says he thinks his wife is still his and can't understand how she can be Mrs. Stanley at the same time.

Eleanor Hutton Sturges suing Preston Sturges, playwright, for annulment of their marriage.

Spat, class nite joint on West 55th street, New York, raided. Pinched 11, but allowed 50 guests to blow, but they had to pay their checks first.

"Flying Colors" title of Max Gordon's new revue.

Involuntary bankruptcy petition filed against Alice Foote MacDonough, restaurateur.

Lee Shubert lets go a blast at Ed for the association's adverse stand on Sunday shows for legit.

Ashley Duke, English playwright, arrives in New York.

Walter Hampden says he's not touring "Ruy Blas" next season, as reported in the dailies, but is going to do "Cyrano" again, and then "Cagonacci". Hampden ducked Broadway this season, but will be on the main alley next year.

Bandits take \$4,700 from Academy of Music, 14th street, New York.

Alplane, picks up a television broadcast.

Avon river overflows in England, inundating Shakespeare Memorial theatre.

T. P. U. No. 1 votes to donate services of stagehands in giving shows for idle.

Central Savings Bank asks for foreclosure of a \$600,000 consolidated mortgage on Iceland, 52nd street skating rink.

Marriage last year of Helen Price, taxi dancer, to Robert S. Randolph, wealthy college student, leaks out.

Bruno's Chateau on 53rd street, and the Surf Club, on the same street, New York, raided, 50 employees being arrested. Decorations claimed worth \$100,000 stripped from both joints.

Alan Goode, actor, injured when hit by a taxi.

Harriet Lee, 1931 "Radio Queen", saves Thomas Ryan, 19, when he's caught in a motorcycle wreck.

Belle Bennett in S. Harbinger, Pa., hospital.

A. J. D. Biddle testifies that Acoustics Corp. Corp. now in receivership, didn't have the money to buy the 300 DeForest shares that the Irving Trust Co. charges Biddle and five other officers of the firm with taking personally instead of giving to the concern. Irving Trust is suing Biddle and the five for \$3,000,000.

Marie B. Swanton, formerly Mrs. Jack Curley, seeks the promoter for \$20,000 claiming the promoter had agreed to the support of a daughter as was agreed when a divorce separated them 12 years ago.

Ruwall Orchestra Corp., former operators of the Valley Valley night club, New York, suing the Irving Trust for \$200,000 on breach of contract with NBC a co defendant.

Albert Spalding, conductor, home from Europe.

Equity won't answer Lee Shubert's charges on the Sunday show question. Equity council considering the subject closed on the strength of an opposition petition signed by 400 actors when the topic was last discussed.

Thelma Campbell suing her husband, Jimmy Campbell, songwriter and music publisher, for divorce. Been separated a couple of years.

National Alliance of the theatre has drawn up petition for union heads, actors, managers, playwrights, publicists and theatre owners to sign. It was sent to each

member of Senate in protest of the proposed admissions tax.

Arthur Beckhard, producer, will not do his own show, "Metronome." It's on the market.

Broomstagers, formed by Murray Phillips, Robert Ober and Donald Gallagher, to produce plays with actors and stage hands as members of the production corporation. Four shows lined up for next season.

Abraham Hogewoning, "tulp king," threatens legal action against William S. Hart, according to testimony in Mrs. Hogewoning's habeas corpus action against Hart demanding the return of the couple's two children. Hart says he doesn't know where they are.

Actors' Fund gets \$2,645 from special matinee of "Of This I Sing."

Rex Fairbanks, a familiar figure in Broadway resorts until he went broke, a suicide by gas poisoning in England. Body claimed by his wife, from whom he has been separated. Had squandered two fortunes.

Tex Guinan back from Paris and threatening to quit N. Y. cold. Plans to open a club maybe. Says how it helped the ship news reporters make copy.

Marion Talley back home from abroad, but no one making much money over fuss over the former sensation. Talley says she's chicken farmer.

"Hot-Cha" announced for a summer try when company takes a cut. Balcony \$1-43 with lower floor down one hundred seats. One of the two legit theatres with air coolers.

University Players, summer stock of several years' standing, switches label to Theatre Unit, Inc. Opens June 27 at West Falmouth, Mass., after 13 weeks in Baltimore.

James B. Carson quits rehearsing in "Christie" because he doesn't like the changes made in his part.

Butler Davenport again operating his theatre as a free house. Had to send a small charge on to meet his depression, but it's off with one of his own plays showing.

Prof. W. L. Dana told Friends of the Soviet all about the drama in Russia last Friday. Thinks chances are better than ever here with actors given broader opportunities.

Theatre League announces it will continue its campaign for Sunday legit shows in N. Y.

Players Club announces prize essay contest for school pupils in connection with its production of "Trolius and Cressida." Top prize a trip to Washington.

Reinhold Werrenrath to conduct chorus at concerts of N. Y. orch at the Geo. Washington Stadium.

Because of recent rains Adirondack state forests again open to tourists.

French scientist announces that all persons emanate radio waves. If a man talks with antisocial wave emitters, it's the divorce court.

Jos. Schicklir married in Vienna Friday (27) to Mary Mackey, of London.

Motorcycle racing planned for Hawthorne Field, Brooklyn. Has a five lap track. Opened Sunday (29), with others to follow week-end.

Philip Sanchez found guilty of tossing a pop bottle at the garden when he didn't like the referee's decision in the Walker-Gordon discussion. Identified as a bottle toser at ball games, too.

Bernard L. M. Ernst re-elected pres of Parent Assembly of Soc. of Am. Magicians at the annual meeting last week. Sixth term.

Talbot Jennings, who authored "No More Frontier," has done it again. Calls it "This Side Idioty." Deals with the life of Shakespeare.

Anna Case won't have to wash the dishes. Clarence Mackay cuts his house staff, but most of them stick for board.

Three persons and most E-way box offices overcome by heat last Friday.

Chas. Burns, former owner of Fern Club, nitery, given 30 days for

posting in a Broadway theatre. Police record shows numerous convictions for picking pockets up to 10 years ago.

Police bothered by false tips from persons who like to hear the alarm sent out over the radio.

Stage "Grand Hotel" ended its tour in Brooklyn Sat. (28).

Benefits for Actors' Dinner Club at Lyceum Sunday night ended 29th. Getting too hot.

Oldsmobile advertising talker film showing at local salesrooms.

Estate of late Charles K. Harris passed at \$25,945, including rights to 154 songs. Value of \$200 put on 33 scenarios for pictures.

Norman Whiteside, wealthy aviation enthusiast, arrested at instance of Ethel Jane Walker, musical comedy, who is suing him for \$50,000 breach of promise. Asserted she feared he would leave the state. Out on \$3,000 bail.

Chas. Lyons, radio announcer, broadcast his trip in a racing car as one of the entrants in the Memorial Day race. Indianapolis made his qualifying trials. Unable to obtain a sponsor for a broadcast of the actual race, WJZ broadcast from the car during the trial spin Sat. (29).

Radio Commissioner orders NBC to desist experiments to synchronize WEAF and WVIC, and WJZ and WJLW. Says he'll sue if they later in Balto. Listeners complaining that efforts create too much interference on other channels.

"Animal Kingdom" to give Actors' Fund benefit next Friday afternoon (30).

Jack Curley's marathon dancers in Washington Heights punched last Friday and about 29 couples gathered in. Curley was willing to quit, but the dancers, refused, so he left. Dancers took home. Some held. Others back dancing.

Five theatres announced mats for Memorial Day (Mon.). Most people out of town or at the shore.

Luna Park opens its season with "Go to Hell for 15 cents" its slogan. New spectacle, "Spook-land," also regularly opened. Has been doing weekends only.

Elmer Rice, in Russia 24 hours, cables his wife to come on over, so she'll go and take the children.

Equity to consider Sunday drama plan at meeting today (Tues.). Figure it might try experiment for a year and see how it works.

Saul R. Rogers chairman of M. P. section in Salvation Army drive for \$1,000,000. Major Edward Bowes and A. J. McCosker of WOR his associate.

Mary Martin, who works in a Coney Island show, was fined \$10 for nude bathing. Went in early Sat. morning with another woman and a male. She was gotten away with it but the lightning betrayed her, and cop made a pinch but took the others.

Jim Tully takes the steamer back to Calif. and says he'll come with trains for life. It's the air or the water.

George Rubln, Jewish actor, died Sat. (28) in Mt. Sinai hospital after falling 10 feet from a fire escape. Not hit in the fall but it strained his heart.

Actors' Dinner Club opens its new rooms in the basement of the Loew State building tomorrow (Wed). Dinner and music will be given to accommodate all who desire to attend the premiere.

"Americana" revue all set but the casting.

Tom Powers planning to bring his "Handy Man" into N. Y. in the fall. Was on the road lately. Powers may well will tour in "Private Lives" at Newport with Eugene Levontovich. Guest starring.

Sale of Memorial Day popples a frost this year, average contribution falling below a nickel. Last year's average was double. Partly depression and partly growing belief it's a racket.

Larry Fay in a jam with the revenue office over his 1929 income tax. Warrant issued.

Canor Josef Rosenblatt instructs his lawyer to annul his day's approval of a concert supposedly to be given in his honor. First set for June 1, then switched to the Met for June 1.

Estimated that 70,000 went out of town for Memorial Day. The rest patronized Coney Island.

"Show Boat" success encourages Arthur Hammerstein to dig out "Rose Marie," premiered in 1924. May revive it, having refused to sell

the rights, in the face of many offers.

Sid Skolsky gave the N. Y. censor cuts in his Sunday column in the "News." Deletions mostly removed sympathy from the character.

Harvey Hays, 52, radio entertainer, collapsed in the Chicago studios of NBC Saturday afternoon, a few minutes before he was due to go on the air. Removed to the hospital, where trouble was diagnosed as gallstones.

Open-air performance of "Aida" at Washington June 5 will use 500 superlunary backgrounds. To be recruited from unemployed. Creator will conduct. Cast includes many noted stars.

Julio Olivera, who does a head slide down a wire-on the Barnum-Ringling show, fell from the wire during the show in Philadelphia Sat. (28), landing on the hippodrome track. Physicians describe his condition as serious.

About 32,000 driving licenses issued to ref. N. Y. State owners. State totals are 632,715 private drivers and 213,288 chauffeurs. Higher than last year.

"Times" reports that a ticket broker on the Square is making book on the shows announced for summer production. Offers an average of 5-1 that the show will not come-in as announced. Just a side line with regular customers.

E. E. Clive, Boston producer, plans to invade the B-way sector next season with some mystery plays.

Coast

Oliver Hatch, story agent and wife of Hubert Voight, is being sought by cops. Don't show up after a speeding ticket.

Doreen Reed, dancer, jailed by Los Angeles police for kidnapping Evelyn Stone, four-year-old San Francisco girl. Reed has a happy ending, as Fred Stone (not the stage comedian), the child's father is talking of marrying the dancer and dropping the charges.

Marilyn Miller in Hollywood hospital with an infected tooth.

Kallah Pasha, 54-year-old wrestler, found insane and committed to the Mendocino hospital.

Gary Cooper sued for \$700, two months' salary, for a house it is alleged he agreed to take and then changed his mind.

Vivienne Segler, actress and musician, lost her \$100,000 slander suit against Mrs. John Francis Dillon, who she had to pay court costs. Miss Segler formerly lost a 100-grand suit against Maurice Costello for breach of promise.

Damage suit for \$150,000 by Edith Hightower, who was bitten by a dog, against the Wright Bros., has been settled out of court.

Breach of promise suit for \$125,000 against Leslie Fenton has been dropped by Julie Carter.

Maxine Drum, dancer, will be married July 2 to Robert L. Wickensham, artist.

Mae Yorke, San Francisco dancing teacher, shot and critically wounded by a jealous suitor, Joseph Gillian.

Helen Starr Brock, actress, suing her former husband, Louis Brock. Radio shorts producer, for \$725 per month to support their seven-year-old daughter.

Mr. and Mrs. Stuart Erwin (June Collyer) expect the stock in September.

John Breeden, his wife and daughter, going to Honolulu.

Mrs. Frank Borzage named in a \$100,000 suit in Honolulu by a private detective. Wants the man for finding her jewels lost on Walkiki beach.

Lee Mills, dancer, has asked for a divorce from Edward F. Mills.

Jack Chertok, head of Metro's music department, filed divorce complaint against Pearl White Chertok, actress.

Wirt Bowman has resigned as president of the board of directors of the Agua Caliente Co. Joseph Schenck, James Croft and Aaron Long have gained control of the resort by buying stock held by Gen. Abelardo Rodriguez.

Lease of Joseph M. Smoot, who is to build a Los Angeles race track, calls for an annual rental of \$37,000 to Anita M. Baldwin, owner of the 297 acres. In addition, the track will stand. He also must pay 5% of the gross. Improvement will

cost \$900,000 and must start by Sept. 15 and be finished by June 1, 1933.

Because a hot water boiler burned his heel while in the Bellevue hospital, Ethel Godinez, singer and dancer, received \$1,500 cash and her \$300 doctor bill paid. Her suit was for \$40,000.

Reports in Hollywood are that Shri Meher Baba, Indian mystic who has not appeared in seven years, will try to crash talks.

Raymond Falge, musical director of KJHI, and Catherine Hoffman, soprano, have filed intentions to wed.

Lillian Roth, actress, was granted a divorce from Mike Crich from William M. C. Scott of Atlanta. Couple were married in April, 1931. She charged incompatibility.

Joan Crawford suffered an injured ankle in a fall at Catalina Island, where she is on location for "Rain."

Emmett J. Flynn, director, was sent to the county jail for three days because he got several grand jurors his \$50 weekly alimony payments.

Marjorie Sonnenborn, actress, was awarded a one month alimony from Stephen Sonnenborn, art director. They were separated 33 days after their marriage.

Helen Lee Worthing, once of the "Follies," was granted a divorce from her Negro physician husband, Dr. Eugene C. Nelson. She gets \$300 per month alimony for four years.

Jack Dempsey denies any attachment between Lisa Beaudry and himself, or that he had stolen her from Teddy Hayes, his former trainer, with whom she has split. Dempsey said he was not broken off with one actress, Estelle Taylor, so why pick another? Hayes and Miss Beaudry have been friends for some time.

Henry Clive, artist, and Helele Clive, actress, are reconciled after a two-year separation.

A \$1,000 watch which Howard Hays, actor, lost in 1929, was found in possession of a Los Angeles Jeweler.

Alleging that she tripped on a faulty platform in a San Francisco theatre in 1929, Marie Mack, dancer, is suing Fox-West Coast for \$21,395.

Marian Young Read, who sued Claire Windsor for \$100,000, for alienating the affections of her husband, Alfred C. Read, Jr., has been reconciled to him.

Saying he was western representative for the 1929 "Evacuation Treasure Syndicate," being formed at Pittsburgh, Pa., to recover buried treasure, H. C. Nelson collected \$4,000 from Gretchen Tremaine of Hollywood. Result-Nelson was arrested for grand theft and violating the corporate securities act.

Ivy Livingston, actress and sister of Margaret, was granted a divorce from James Battersby, oil man.

Ann Freshman, New York actress, filed suit for divorce from F. B. Goldsborough.

Grace De Rue, stage player, has been granted a divorce from Joseph J. Winterhalt. Hector J. Chirilligione, film technician and Miss De Rue's former husband, has a \$100,000 lien against her estate at Winterhalt.

William S. Hart denies he is hiding the two children of his niece, Mrs. Beatrice Hogewoning, as charged by her husband.

Mid-West

Charging desertion, Vivian K. Burney, cabaret entertainer, got herself a divorce in Chicago. She named Frank J. Burney in 1931 while employed at a cafe at Scranton, Pa. It only lasted two months.

Taxi dancehall spots, driven out of Chicago, are now moving to the outskirts. Police are investigating, believing that a syndicate is behind them.

Club Ambassadeur, Chi., swanky golf coast spot, raided by government men. Dan Baroni, manager, arrested and released on \$2,000 bonds along with three employees. Hearing May 31.

Uptown Theatre building, St. Louis, went under the hammer to satisfy a \$5,000 lien against it. Francis X. Schlosser, representing the Missouri State Life Insurance

(Continued on page 50)

Broadway

Dave Blum a proud papa, six beauty parlors on Beaway, George Welton now in China, Benny Stein abed with stomach trouble.

J. P. McEvoy says he's going to Europe to live.

Joane Cohen's Coast correspondence mounting.

Dorothy Hall is upstate with her mother, who is ill.

Report that Ed Hurley is p. for dry forces be true?

The Sid Burton Phellies holidayed on B'way from Buffalo.

The little Lauries have emigrated to Fire Island, poison by fiction.

Sylvia Sidney in town for a couple weeks, Came in Sunday very late.

Dick Gilbert lost his wallet of the passes, and no one has returned them.

Hal Horne, U.A. publicity chief, due home Friday (today) after six weeks on the Coast.

Sign on a clothing store at Broadway and 25th says 'Business is business' reduced.

Mike Hughes, former Publix exec, is taking life easy in West Pittsburg, Pa., the boys report.

Girl around Broadway saying everyone thinks is Joan Crawford is Dorothy Morrison of vaudeville.

Purse of 'Tol. Co.' weeping to Milt Raison on Coast by long distance. Charges reversed.

Con. Conrad and Lyman to Bermuda, over the holiday week end cruise by the S.S. Rotterdam.

Forrest Davis, by-liner on 'World's Best' growing fat.

Cannon tells him it's a Book bear ad.

Winnie Lightner collects special butter and milk for the poor. Has more than 2,000 in her collection.

Doc. Ted Wing (Frances Shields) seriously ill in Wickersham hospital, New York, following major operation.

Miss Stone called it a season of personal apps and is S. S. Pres. Hoovering (via the Canal) back to Hollywood.

George White's old offices in the 'Belwyn' building are vacant again. Carl Hemmer, who took them over, has departed.

M. C. Kobler of 'Mirror' and Walt Whitman, who took them over, has departed.

Rufe LeMaire got in town with a new lid he picked up in Chicago, and the queen of spades slipped him by George Raft.

Levin, famous concert pianist, can, and does, play current jazz tunes at house parties, for which he is in demand.

Joe Moss' penthouse is one of the show places of New York. He is the debs' favorite maestro, patronizing all the coming out parties.

When Freddie Rich and Eddie Conrad get together they start giving advice as to how to get on in life.

Ben Friedman, former husband of Nora Bayes, is said to have recent married a Miss Friedman, daughter of the late Mrs. Friedman.

The three adopted children of the Mrs. Bayes are with the newswomen in their long hair.

Al Goldman of the 'Crying' Goldmans was loitering around the entrance of Woodams, smoking tax on a night the road house was playing to capacity. An incoming taxi mistaking him for the doorman, slipped \$50. In his hand, and said: 'Here's \$50. Get me a table.' 'Here's \$1', snapped Goldman. 'Don't bother me.'

Mexico City

By D. L. Grahame

Rainy season has started. Plenty money, but too much rain. Downpours are confined to the late afternoon.

The greatest of national compositions, open to working people and students from all over the country, starts here June 18. Function has been held for years in various parts of the Republic, but this is the first time it will be national.

Capital government of Ciudad Juarez, over the border from El Paso, is now sharing in rake-offs of the state taxes, gambling houses. First city since in from monthly fees of around \$26,000.

Palacio, which has resumed business, pays.

A new drink of knockout calibre is called 'Nada' (Nothing). When treated or backpacked, 'what'll you have?' wisers mutter 'Nada.' Keep gets busy pouring into one glass drop of every kind of liquor in the house. He who can stand up with this in him is voted 'my hombre'.

Runners-up in kavyo powers consist of 'Nada' and 'Nada' brandy that looks and tastes like (white, milk). 'Bank' and 'Nada' have liquid meanings. These are Mex slang for places that vend 'pulque' that appears to be a mixture of skimmed milk and honey, but it isn't.

Paris

Tenny Todd back to town.

Jack Ruby back on the lot.

Guitry going in for revivals.

Four German film hits in town.

St. Wurtzel in and out, not talking.

Betty Compton back from the south.

Consulate out visiting Paramount.

H. H. Hotchkiss has a new French teacher.

Town is full of stories about Kreuger.

Earl Leslie off in a huff to Juanes-Pina.

Paramount to preview all their new films.

Marcel de Sano glaring at newspapermen.

Mary Heaton giving a party at Alf Grant's.

Pearl White entertaining American friends.

Louis Aubert elected member of Parliament.

Sylvia Lyon still giving out tips on girl around Broadway.

Maurice Rostand razed in new C. Lino show.

Paramount shooting Tex Guinan for 'The Girl in the Red Velvet'.

Miss Gambrell enjoying rest at the George V.

Charles down with a touch of appendicitis.

Glenn Swanson expected over from London.

Charlie Gordon to Budapest to buy two shows.

Harold Washington Jake Shubert off to Yichy.

Alfred Savoir definitely deciding to stick to the theatre.

Joe Zell stepping out of show business definitely.

Clay Bessett has the best line of 'The Girl in the Red Velvet'.

Frank O'Neill talks a French that most Americans envy.

Charles Gordon to New York, expected back by friends.

Michel Simon getting razed by the hair.

Lot of people signing themselves from Hollywood at the Lido.

Corinne Griffith coming to America if director goes too.

Marc Connelly brought all his sporting logs with him.

Cliff Griffith becoming a regular weekend from Lunn.

Clarence Brown off to the Riviera after extolling John Crawford.

Pearl White opening the country and having gang down.

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London

David Sloan on his way over.

Walter Forde in Italy on a film stunt.

Roland Young around the Savoy.

Irish Sweep fever reaching its zenith.

'City of Song' said to be set for Broadway.

One place bathing suit parades in shorts.

George Golden due here early next month.

Haddon Mason taking up the golf sticks again.

Piccadilly's floodlights admitted advertising.

George Grossmith doing more reminiscences.

George Atkinson taking raps at Cedric's.

John Vivian's band signed a year with the Berkeley.

Shayla Gardner carrying his dog around with him.

Gordon Selfridge missing first nights these nights.

Anthony Vian's band signed a year with the Berkeley.

Jazzing up London—ice cream and soda column.

Lillian Brathwaite wearing a black rimmed monocle.

Harold Lloyd with Winnie Sheehan in Hollywood.

Henry Sherck, the bookie, couldn't even take Whitson out.

The Slip in the leading quick spot around town.

Merville Gidson and Marie Dayne from London.

Lady Funness may christen Clifford Whitley's Show Boat.

Frank Tyler in London with the Passport Office, helping Roky.

Marion Harris suggested 'Jack' come off after first night.

Walter Mutch and a big film company.

Kharun opens Trocadero restaurant June and may double.

Noel Coward shocking the English countryside with a vermillion beard.

Talk of production of Noel Scott's 'Playground' in London West End soon.

Murray Silverstone avoiding news hunters after his return from the States.

Company formed to exploit Noel Scott's plays, with Bill Moon in charge.

Admiral Brunel's wireless sketch was originally written for Lynn Fontanne.

Swing golf has started here, with addicts crying for extra daylight saving.

They are still showing 'The King of Jazz' at some of the English nightclubs.

Borrah Minevitch and Lou Holtz at the Gaiety.

Only 14 dancers at a leading night in M. Blind-Shin, succeeding Oscar Dufréne.

New president of the French Equity (Union des Artistes) is Jean Toulout, succeeding J. Luvville.

The Clarence Browns moving into Jefferson Cohen's house.

Irvin Marks showing the Browns around Irving Scherke late with his revue of Deval show and raving about it last performances announced.

Winnie Sheehan, Sol Wurtzel, John Green and Pauline Garon, dining with Baron Valentin Mandelstam.

The Darryl Zanuks, the John Green and Pauline Garon, dining with Baron Valentin Mandelstam.

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Budapest

By E. P. Jacob

International Spring Fair in Budapest a boon to shows.

Book Day, celebs marketing their own books in stores.

Erno Verebes, screen actor, to marry Lily Kohn, champion swimmer.

Hungarian bridge team won victory over German champion team in Berlin.

Gombaszogi scheduled to play 'Mourning Becomes Electra' next season.

Some Company making two more pictures, French versions, at Hunia studios here.

Frans Lehar conducting 50% performance of 'Land of Smiles' in Budapest personally.

Gabriel Paludi, founder and for many years manager of Vagdantheatre, died at 86.

Marica Rossahegyi, actress, retires from stage to marry Baron George Tornyai-Schoosberger.

Gustav Vantorj got Beethy Medal, reward for outstanding acting performance of the year.

'Tila d'Amelique', French Oso Oso picture shot in Budapest, granted export permission from Hungary.

Metro's 'St. Madelon Claudet' passed by censor, but only for 'Frankenstein' prohibited, even for them.

Marica Reito, first Hungarian Jewish film director, assistant supervisor on 'Spring Shower', now being done at Hunia.

Widow of Julius Hegedus, great actor, got license for tobacco shop to be opened opposite Vagdantheatre, where her husband won triumph.

Maurice Dekobra reported to marry Lucy Polnay, society beauty, social hostess and pianist of extra. Her fat r-r is an ex-cabinet minister.

Markush, song writer, knocked down in street by Miklos Grosz, professional pug, because he wrote the latter not to pay attention to Markush's 16-year-old daughter, who writes the lyrics to his songs.

Panama

By Bea Drew

All of Panama seems to have gone contract bridge mad.

Don Marquis, dancer, and wife, Claire, Cortez, are visiting relatives in Panama.

Peerless cafe has been sold to Fred Hendrickson, who at one time was a well-known cafe.

Amy Gould, blues singer at the Ritz, married to Marion L. Nielsen, former U.S. naval dept. at Colorado, Canal Zone.

Helen Ruck, one of Kelley's ex-stellarities, now owner of three beauty shops and dress shop, has been secretly married for over a year to Capt. Jack Miller, aviator.

On the Ritz was a birthday blowout. Business men of Panama about six pages in the local paper to congratulate Miss Kelley.

Marjorie Quinn, local dancer, who taught with Rose Brynes in New York, has returned to Panama and opened a school of dancing with Lions Sear. They are giving their first show, a kiddie cabaret, at the Balbo Club.

Katie McLean, colored, who came here with the 'Miami Follies' that folded, appeared to the local Red Cross to help. They bought her ticket for her home. Girl got as far as Havana, where she is being held.

John M. Lyon, German consular official, was in Panama to obtain identification paper to prove her claim of American citizenship.

Bonnie Bloccum returned after a year in the States.

Coming in home of the new decorations showing of 'Scarface'.

Polly Karloff, former wife of Boris Karloff, is dancing at the Atlantic.

Arthur McPherson, ex-Colon theatre mgr., returned after eight years in New York. Mr. McPherson is the husband of Madge Locke, dance producer.

The 'Strangers' club had a grand opening in home of the new decorations. Harry Cornell painted the scenes of New York, old Panama, London and Madge Locke, dance producer.

Minerva restaurant is using the Star cabaret for \$130. A. Santorano, is alleged, devoted the amount from his salary to the cabaret, but failed to pay restaurant. Court ordered an embargo on cabaret until bill paid.

The Harmony club run by two old timers, both having retired here from New York, are Frances Parker and Trilix Kennedy, and they feature two bartenders with heavy drinks.

Lydia Ottenberg and Submarine Joy.

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Berlin

By Max Magnus

Paul Hartmann to play in a Ufa film.

George Jessel enthusiastic about the 200.

Michael Bohnen to play in a picture here.

Gerhart Hauptmann here for an exhibition.

Norma Talmadge staying at the Eden.

'Harmony' is the title of Frana Molnar's new play.

Richard Taubert conducted his 'Don Juan' on the radio.

Werner Krauss has signed for the State theatre next season.

Sermund Nebenhall in Paris, Richard Oswald in Vienna.

Josephine Baker negotiating a deal with the West.

The restaurant Henry Bender to remain open in spite of reports.

Rumors that Roky is to establish an agency here for 'Radio City'.

A new skyscraper at Potsdamer Platz to have an all-day picture theatre.

Wilhelm Furtwaengler, conductor, to conduct Wagner operas in Paris during June.

Max Reinhardt negotiating with 'Cines' company for a picture to be made in Berlin.

Hans Junkermann, actor, becomes theatre manager, taking over the Schloss theatre at Stettin.

Andreas Wiese, film violinist, to make a tour through the United States and Canada next winter.

Richard Taubert, in London, is to appear in the fall in Paris, doing 'Das Land des Lachens'.

Police at central police station here to complain of burglars who had planned threats of violence.

Buenos Aires

By Harry E. Goldflam

Western Electric wired six houses recently, seating around 3,000.

Among first subscribers to 'Patriot' was Press Club with \$100,000.

Polish film, 'Towards Siberia', given to the Red Cross.

'Frankenstein' still holding up at porters, now in third week and still replacing.

Y

Loop

Bill Elson has gone for a Chrysler.
Louie Lipstone all mended once more.

Joe Lewis' stooge, 'Spunky', got married on him.
Julius Greenard opening another loop eatery soon.
Eddie Levin is the pash of all the loop's waitresses.

Jack Mannors tossed a so-long feed to Les Dally.

At Bachman exploiting the Sheridan and Terminal theatres.

Many out-of-town blowouts over the holiday week end.

Books like cooling plants will get started earlier this year.

Margaret McKay preparing a fan book on the station boom.

Julius Tannen organizing an anti-prohibition theatrical club.

Les Dally and Harry Lustgard off to New York for publicity.

William Vickland once won a horse-shoe pitching contest.

Plans to merge the Standard and Covenant clubs are off now.

Bill Brumberg back after a conventional loll in Atlantic City.

Charles Kurtzman, now with B&K, giving the town the double-o.

Joe's Fair will have five amusement rides, officials announce.

Charles Judels' phoney French lull getting laughs from the town.

Mayor Cernak personally proclaimed straw-hat day and it rained.

Joe Abramson getting used to the odor of printer's ink and the paste pot.

Practically every local band leader is to compete in a golf tourney on June 13.

Another Jack Horwitz idea has been decorated with flashy photos of celebs.

Joe Pollock besides the lake and a stay with RKO down in St. Louis.

Cecile Jean Burnett will parade her dance proteges at the Eighth Street June 5.

Milt Schuster is convinced that the only thing wrong with burlesque is depression.

Rudy Vallee did a burn-up when friends failed to show up at the station to greet him.

Edmund Lowe swapped headlocks with Strangler Lewis, just for a piece of stunt of course.

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Reg Fields' new play, "Waterweight champ, floored with wit" at the Michael Reese hospital.

Bern Bernard still trying to get permanently located, but it looks like the Bismarck will win out in the end.

Arch Herzoff taking his summer vacation earlier, and flipped with the missus to the old home town of Sioux City.

Arthur Van Slyke nursing a case of burns after being scalded with some "non-inflammable" cleaning fluid.

Jack Dare on a hop to St. Louis to see about the Municipal Opera, and no doubt, to see Burleigh Grimes work out.

Henry Agnew Coley may blend her 'Jack and Jill Players' with the Junior League dramatics for a while.

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San Francisco

By Harold Book

Night baseball out.

Teddy Joyce likes Frisco already. Rubie Wolf and the orange auto linnack in town.

Henry Umack out as manager Sutter theatre.

Yessie Breslow, Seattle musician, and her band, expected to arrive.

John Stafford band playing valley towns for Fox West Coast.

They're abating the seals in Golden Gate park aquarium.

Bill Larue, brother of Grace, and inveterate bridge player, all players drawing over \$200 a month.

Joe Danforth, assistant managing editor Oakland Tribune dead.

Southern Pacific dollar days drawing many from city for rail trips.

Ray Traverser revivified drunkard for three days at his little theatre.

George Cunningham introducing a new character in "Hickey, the Ball Toss."

Albert Noelle and wife sailed for Tokyo where he will conduct the Symphony.

Roy Frothingham, NBC's sales promotion manager, elected president of club.

After producing "Love Time" George Cunningham and Billy Han-

Myrvy Vidon' Idea this week in Oakland. Blanche Sweet replacing. It's said to be set that Governor Rorip, at Republican convention at San Francisco, will announce his candidacy for United States senator. Ed Horton commutes to Hollywood on weekends for picture shots. Tom Earfrend accompanying him to see he returns in time for his Curran performances.

Tacoma

By Harry T. Smith

Gypsies arrive to gyp. Washing cars here for 50 cents.

Live pigs selling for \$2.50 a hundred.

County commish vragling, but not helping any.

Double feature every change at local nabe houses.

City fathers beginning to let out surplus employees.

Speaks giving free beer as chaser for low priced booze.

Double feature downtown house, now goes 15 cents ill S.

M.D.'s and barristers only ones making money, report from revenue office.

Former county official who helped himself to funds gets three to five years.

Bullnecks not drawing much gate now. Expect to go into their caves for the summer.

Ham and eggs night at local Victory pictures. Ham and eggs to lucky guys. Big gate.

Doug Egan, RKO mgr, comes up for air. Moved his office to third floor of theatre building.

Kiss and Woolworth hurt the alfalfa Kelly season opened.

Big Alvin Judd sailed over and native born necks rubbering.

Top of office buildings lined.

Cinema Guild running morning and evening shows.

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Hollywood

Leo Morrison bought a yatching cap. Bob Armstrong has a home at Laguna.

Julius Bernheim is driving a new LaSalle.

Joe Orr handling Chinese theatre publicity.

Clark Gable and Robert Leonard at Del Monte.

Frank Reicher bought a home at Playa Del Rey.

Harry Johnson added six pounds. All on his face.

Eddie Cahn and Tom Reed cultivating 'beards'.

Howard Strickling is back with his brother now.

H. N. Swanson's infected toothies have been restored.

Ben Gould, Fox exchange manager, back at work.

Will Rogers says he will play polo for charity in the future.

Alice White rented an Outpost house. Not a good buy.

Cliff Work goes bugs about air travel and flies everywhere.

Rosita Moreno back from Paris for another role in pictures.

Wallie Schoeller's new panties made for dancing the polka.

Joe's Fair will have five amusement rides, officials announce.

Charles Judels' phoney French lull getting laughs from the town.

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Joe Abramson getting used to the odor of printer's ink and the paste pot.

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limousine, the gift of Mrs. Jack Warner, whom she recently accompanied to New York.

Edwina J. Hoffman, Margaret T. Hoffman, and Al Hoffman played a week of personal appearances at the Orpheum, Seattle, on the strength of 'Auf Wiedersehen', which they composed. Seattle is Hoffman's home town.

Long Island

By Joe Wagner

Boxing drawing. Out-door pools open.

Auto racing at Deer Park. Reine Goldberger's golf improving.

Boxing in Rockaways far behind.

Eddie Rosen now counts the money at the RKO Madison.

Police to censor bathing suits again at the open resorts.

Yachting season back, with smaller memberships.

First party by new Queens Newspaper's club a week.

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Winnipeg

By Matt Corbett

Glady's Hansen on radio. 'Grand Hotel', set for RKO Winnipeg.

Exchanges open strong on the 24th-national holiday.

Jimmy Fisher works a week at Winnipeg as comedian. Harold Neesham on stage.

Local actors blue because Canadian Chataqua is importing its talent from the States.

Two night baseball and football stands. One at Wesley and other next to amphitheatre hockey rink.

Western Broadcasting, lands series of 'mystery' sketches for Purdy Cane's 'Cane'.

'Whiz Bang' revue, stranded troupe from Vancouver, living comfort on the streets.

Rowing, cigarette etc., but their flat has become rendezvous for actors.

Oklahoma City

By George Noble

Hall fell here Friday. Winter weather not prevailing.

Dr. A. C. Selds adores dreamy waiters.

Paul Starrett's name, is spelled Paul Starrett.

Tom Banks likes to sit near front row at pictures.

Walter J. Mills on a free trip to Europe this summer.

We have a local Sylvia Sidney, Fredric March and a local.

H. E. Bradley carries a rabbit foot in his left vest pocket.

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Denver

L. J. Finske back from L. A. Out-of-town exhiba scarce on film row.

Fred Schmitt visiting dentist regularly.

Joe Marion and gang back at Empress.

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Birmingham

By Bob Brown

Lyric twinning pictures. No daylight saving time. Marathon dancing at Mobile. If winter goes summer might come.

Bencher's selling lunches for 15 cents. Even the pool rooms are putting in slot machines.

Public not closing any houses here at this time. Alabama hotel men in annual meeting this week.

Hollis K. Stonebrook now living on Edgewood Lake. Pinewood Beach opened with Weede-Meyer orchestra.

'Fost' squeezed still another lemon. Ten percent this time. Pinewood Beach is operating a big bus to carry customers out.

Railroads to run excursions to city for the air show next week. These white please-don't-rain suits, left for Paducah, Ky., looking for Irvin S. Cobb maybe.

First night baseball in Southern League was at Little Rock last week. Negro actors are getting ready to make their usual eastern tour.

Monroe brothers driving new cars. Ask Al Waldman about banana peels. Shoppers' guides starving each other.

King Tex, hoo monarch, called incog. Paul Young admits he came from Kansas. A year to go on the present Liberty.

Thad Coen, promoter, clear 'n' everything. Ducky Drake may toss horn-toting. Doc Barrett to go on road with his 'Tom' show May 27.

Gov. Bryan has tried explaining his skull cap for some time. Harry (Trumpet) Zeigebeln's daughter's initials are A. Z. Schimmler, hotel mope, acting as head waiter.

Al Poeka, KFAB identifier, made the papers by his pronouncement of the word 'Cornhusker.' Milwaukee

Lincoln, Neb.

By Barney Oldfield

Bill Rosenberg to Chi. Ad Avery bespectacled. Charlie Shire writing ads. Stuart orchestra goes out June 4.

Charlie DuMoulin into New York. Marj Franz, a reminder of Greta Garbo. Nova Long used to dance with Dave Apollon.

Two more bills and vaude will be out indefinitely. Dick Bennett (Journal 'Flying Reporter') announces it's a boy.

Wally Brown and getting ready to make their usual eastern tour. Monroe brothers driving new cars.

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Milwaukee

By Frank J. Miller

Charley Fox back on the job. Paul Horvitz touring Wisconsin. Wisconsin Players putting on revue. Milwaukee more houses to close for summer.

Old courthouse now completely necessary named for second time. Railroad excursions not so hot this year.

Forty-five park band concerts scheduled. Dave Maier back in training after honeymoon. Warner and Riverside now opening Thursdays.

Alfred Kohler summing up at O'Brien. Burglars took \$155 at Strand but overlooked \$2,500. V. S. bus filed against Town and Country club.

Milwaukee's beer parade a woe despite great success. Heywood Brown here for Socialist national convention.

Howard Herzog working overtime on freelance publicity. Musicians to work on stagger system for park concerts.

Arthur Kruger suing in charge of State Fair Park dancing. Total of 313 state employees receive in fiscal 1932 \$3,000 per year.

Myrtle Ross doing summer Wisconsin tour at the Ruth Draper. Mayor Diebler's residence being sued for divorce on alleged grounds of non-support.

Raymond J. B. was fined \$25 and costs in district court for flying a plane without a pilot's license. Russell and Wisconsin manager and Hyman Lurie, in charge at the Strand, once were the legit stage.

Edith Ford a visitor at Fort Washington, near here, looking over land. Rumored Milwaukee assembly move to adjoining city after a bit.

Joe Grieb back from Winnipeg, where he filed an affidavit for a divorce because he claims his wife, who plays the part of a four-legged girl in a carnival, stays out riding in drunks. Wife was granted \$3 a week alimony, but wanted to stop drinking.

Norman Thomas, Socialist presidential candidate, scheduled to speak over WTAM, got mixed up in his speech. He was out riding in Sheriff Al Benson's auto, and a police radio got him to the studio just in the nick of time.

St. Paul

Most Singer in again. 'Chassos' of 'Vanities'. 'Grand Hotel' got \$10,000 on week. Arpiar Tufek selling cosmetics.

Joe Jack new RCA inspector for territory. Dick Cook commuting to White Bear lake. Ralph Marshall ends month's hospital stay.

Bernie Riech joins Larry Rich band as manager. Ed Furlh has Duluth Mendenhall as his guests.

Managers smiled when mercury dropped to 34. Nick Lucas played no encores, bringing Aicks. Bob Gehan, ex of RKO vaude, now a game warden.

Abie Sunberg threw farewell party for Hal Baicker. Norman Thomas drew record crowd at lecture.

Penny pinches getting ready to smoke shop play. Orangene latest giveaway with gasoline coupons.

Spring cold wave brought flu to George La Victoire. St. Cloud Black Friars won statewide play contest at U.

Public local supply office closed, however, police officers. George Aurelius succeeds Walter Walker as Par assistant manager.

Ray O'Connell through with golf for a while and also serving their corn out of bottles. Operators of dime Garrick acquire new stand at Marshall, Minn.

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Muehlebach is trying out floor shows. The Unit 'Four Gobs and a Goo'. City of Minneapolis has a free library is now parking cars with each 25 cent ticket. Parking fee is a quarter, so can either get free parking or free show.

Providence

By A. A. Marcello

Milk war now on. Hobby sporting a new car. Foster Lardner taking things easy. Jesse Myers has taken up baseball.

Jimmy Walters due back here in August. Bernard Fay has his trouble over 'Sound'. Orpheum theatre prices down to 25c straight.

Nabe house cutting down on newspaper advertising. Dick Farrell visits these parts quite frequently. There's a reason. Owen Reddy, for years manager of the Albee, now both operator at 'Fay'.

All ladies admitted free to all amusement park dance halls. Stunt being tried out to boost his. The Players, Providence's most important little theatre group, will take over downtown church to stage theatrical productions.

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Minneapolis

By Les Rees

Weighting machines springing up all about town. Twin City metropolitan area has population of \$32,258. Fairview Publications parking staffs start 1932 season in Minn. after a year in N. Y. and Chi.

Universal reopening Sioux Falls, S. D., branch exchange. Temperature in Minneapolis as high as 96 and broke 38-year record. National Order of Klans started here and seeking charters.

Mass meeting in Auditorium to bring pressure on government to put idle men to work. 'Buz' Blairbridge, local stock impresario, planning summer season of outdoor light opera.

Gordon Greene, former Minnesota theatre manager, released and back in Polesgans sanitarium. Twenty-divent Mincher seats back in American Association baseball league after 15 years.

George and Mary Ann, the best-known maestros around here, has been signed up again by the Hummel orchestra. Theatrical folk mostly gather.

Jack Toohy is hearing plenty about his heart these days. He took part in stage production of the new Wide Range Sound System last week, a feature of which was that he had a heart attack.

Jack's pump could be heard all over the lot. Now he's being hounded by insurance men who figure he's a good risk. New municipal golf course opened to public last week for the week with plenty going for it.

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Detroit

By Leo Elman

Fritz Freund had his car stolen. Carl West is playing Golf at 20c a hundred. Detroit open again with German films.

Delbridge & Corbett opened new dance hall at Sand Lake. Chas. Richardson and Fred Schouman put across the beer parade.

Sammy Diebert celebrated a new three-year contract with a new car. The Detroit Playhouse under the direction of Fred Schouman, is presenting a series of dramas by Lyndon Babcock over WMBC.

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Cincinnati

By Joe Kolling

No tourist camp here. Sam Handelsman around. Nat Holt in for RKO double-o. Jan Garber and band at Rustle Farm Hotel.

Harold Eckard and George Brown singing jointly. Ike Schwartz eddily new throwaway reality weekly.

Steve-in-Joe stands on former peer we golf lists. Gep Evans, 'Post' newshound, was vaccinated by revolving band.

Joe Cherniavsky and orchestra at Netherlands Plaza for summer. Brander-Grand lobby has an orange-juice stand for summer.

Jack Ryder, who doubles baseball and cricket for 'Enquirer', is burg's biggest fourth baseman.

Third strike called on Maurice White as RKO moves local film looking to New York.

The new Union Depot, to be completed in '33, is a sleeper jump from last hotel and band at Rustle Farm Hotel.

Hotel Gibson without a band for fortnight to June 10, when chilled gig opens with the Don Pedro orchestra.

Chester Park reopened under management of Morris Unger; has 10-cent gate. Joe Hick's orchestra and six silent acts.

National Players, O. D. Woodward and Clint Trowe, are getting ready to close at 'Fox' after seventh week, to reopen in September.

The safe seats for students \$1 tickets as permanent covert wayers; another honors all coupons for rub-rub shoes as chair lift.

Season under way at Coney Island. Ace Trilodge at nightgown first-ling at dancant. Ten-mile river ride.

Portland, Ore.

Ted Lewis says he got plenty of sleep here. John McCough of UA promotion dept. here with Joe Tenner.

Mon went up from \$3.75 to \$4 a gallon for fuel oil. Tusk, the burgo elephant, in training for his barnstorming tour east.

Joe Gamble having labor troubles at the Rialto, but goes ahead with his new \$30,000 marquee.

Joe Gamble tied over local daily to let \$300 unemployed in free at his Oriental. Good will gesture.

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J. J. Parker put the Fox-Parmout screen into politics by good will support of the mayor against recall.

William Collier, Jr., guesting at the 21 Capitol, with Alberta Vaughn also guesting in 'Blessed Event'.

Walter Siegfried still working on his show boat plans, but may drop them if a park house looks likely for legit stock.

Dirigible Akron flew over the harbor last night. Kink had a manager to get a picture ad hung on the side.

Joe Gamble having trouble at the new El Capitol, legit stock. House, only open a week, hitting snags, but may pull through.

Joe Gamble commenting on new IKT split week policy for Northwest houses. But understanding it's on the books with a cut admish.

Charlie Coudie can't get rid of the threat of a park house. Kink has a manager to get a picture ad hung on the side.

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Going Places

By Cecelia Ager

Barkeep Symbolism

The Capitol's stage show 'Hell's Bells' appears to be a series of haphazard 'divertissements', but reflection will reveal a definite moral, a preaching against mixing your liquor.

The show opens with the stage set as a handsome modernistic bar, against which the Chester Hale girls are leaning, loiling, and carrying on. Half the girls are girls in decorous evening clothes, inspired by a Joan Crawford model from 'Letty Lynton'. The other half are boys with black oilcloth wigs, inspired by those in Noel Coward's 'Dance Little Lady'. Boys and girls alike march to the footlights and with foaming steins in their hands, deliver a little number unmistakably titled 'Olay Bear'. This done, they break into a dance, during which pocket flasks are passed freely. What follows doubtless shows the results of not devoting as much time exclusively to gin or completely to beer.

Picked out by a baby spot, a sardonic fellow recites 'he doesn't sing, he don't dance it—'Two Loves'. Immediately thereafter the curtains part to give an object lesson in the difference between sacred and profane love, the two being love, which the reciter complains are eating him. Sacred love means chignon hung angels with halos at feet, posturing on a raised stage platform before a green screen. Profane love occupies the other half of the platform and cyclorama, which is bathed in orange light. The protagonists of profane love are in mad Africanian dress, wriggle to hotcha trumpet blasts. The angels get into action only to stately chorale music. It becomes very exciting, the duel of love till at last a Gargantuan hand descends from the ceiling and sweeps the profane exponents right off the platform.

They all meet later in hell, playing they are flames and waving flame colored scarfs in a pretty routine until the entrance of the Stone Vernon Four. An adagio quartet, made up of three devil and a girl jet of fire. She's in orange and yellow satin leotards, a daring spritz thrown from devil to devil. None of them seem to want her, they toss her back so hurriedly. This routine may have something to do with the three-on-a-match theory besides the what-happens-to-people-who-meet-at-bars motto.

Prop Mother Anguish

So many girls have had their babies torn from their arms in films of late, it would take a Pusey note to put any novelty into the routine. Anita Page is properly helpless, harmless and large-eyed for a picture heroine, but the divine spark does not touch her. When she shrieks for her child in 'Night Court', therefore, a bit of disbelief coupled with a tinge of disinterest is apt to weaken the audience's sympathy of this young villainous meller. Everything's been done to make up for Miss Page as an inconsolable mother: her baby is a homely little fellow, just like a real baby; he wears realistic underpinnings and jumps up and down in his shabby little erip with natural good looks, but it doesn't help. Miss Page still regards him as a prop.

'Night Court' is a long picture, and Miss Page's supposed anguish over her child requires a lot of footage—just enough footage to permit the time for doubt about the girl as a whole to creep in. 'Night Court' isn't content with just Miss Page visiting its good characters, however; it insists upon a complete holocaust, and that's where it needs defeat.

Noel Francis, playing the heartless paramour of a corrupt judge, is both a hard-boiled and a seductive. This is her best work in pictures. The exaggerated villainy demanded of her in the past hid her natural restraint; here it's given opportunity for dramatically effective display. She's surrounded by first-rate soundtracks, but because she's so cold and economical in her methods, her characterization wins the biggest share of the audience's ill-will.

Par's Climatic Curtain

Unaccustomed as it is to applause for its finales, the current Paramount stage show ministers its surprise very nicely. It all happened quite simply; there was a band playing march music, which always

gets them, and there was a parade, which has never failed to have the same effect. These, following a show, which gave them an old favorite, Mary Brian, a new one, George Raft, and a perennial, Ken Murray, topped off the audience's good will. It rarely happens that a Paramount public waits long enough in its rush for better seats to watch the curtain fall, but it can be done. Now the Paramount knows it.

'All in Fun' this week's show is called. It doesn't bother with stunts or tricks but remembers about entertainment, and how brevity helps. The David Bines Girls dance once as Basque sailor lassies, short red oilcloth skirts and red berets bobbing merrily to their taps, then as lucky young ladies in long party dresses, lucy, because their unglazing routine permits them to introduce, then share the stage with Mr. Raft and his snaky, twinkling strut.

Miss Brian wears her demure pink sin dress, smiles a lot, dances a little and sings very faintly. She's always gracious and sweet, however, and that's all the audience demands of her anyway.

Murdered For Cause

Evelyn Brent is murdered in 'Attorney for the Defense', strangled to provide another courtroom scene. While death is too good for anyone who contributes to the swiftly unglazing routine permits them to introduce, then share the stage with Mr. Raft and his snaky, twinkling strut.

Miss Brent plays a girl who lives by her wits and her allure, and her

luxurious rewards suggest that she's adept. Yet her current provider encounters an interloper in their apartment merely by coming home. No sudden decision not to make that trip, no nothing, not even a good blackout situation. He comes home as usual, and there's the other man. That's all. It's an insult to the profession of those hardworking girls who've struggled to make a name for themselves. Then, after inducing a young man to steal the papers, Miss Brent plies him with liquor to keep him quiet while she makes a black mailing telephone call to his benefactor, never troubling to ascertain whether the young man is completely out. Such slipshod work deserves punishment. Miss Brent's subsequent murder is a mystery to the cast, but not to the audience who've learned from pictures how wickedly foresighted bad ladies ought to be.

Constance Cummings is an excellent choice as a loyal secretary. She's neat and efficient, and has a new make-up for her mouth which makes her lips roundly full and her employer's ultimate discovery of her charm quite convincing. Dorothy Peterson again is somebody's mother, crying heart-brokenly as always. She serves fruit cocktails and bouillon to men-who-have-lived when she asks them for her dinner, so they never ask her hand in marriage or anything else.

MYRA KINCH SCORES

Berlin, May 21.

Myra Kinch, young American dancer, scored at her European debut at the Komode theatre here and has been booked for concerts in Scandinavia, Holland and Germany by Fritz Horwitz of the Wolf & Sachs office. Horwitz is the same impresario who discovered Myra Wigan and La Argentina.

By the use of the exotic and grotesque masks, Myra Kinch offers an entertaining concert program.

Uncommon Chatter

By Ruth Morris

Roxy Home Girls Triumph

Visiting ladies at the Roxy may have their names set on the program in bold black type, but they can't steal the show from the Roxettes. The home girls are too firmly fixed by dance and costume devisers to be outclassed. They crash through to heartiest applause every time.

Janet Rende, contrasting her white crepe gown and tatty colored hair with a high yaller make-up, wails the blues and drones production torch songs; Winona wears a lovely white gown whose graceful movement attracts applause to her waltz routine; the Misses McBride, Kent and Harling add gleaming black and white satins that accentuate every wiggle of a bawdy, unrestrained cooch. But the dancers of the Roxy stock company steal the show.

The Roxettes string across the stage in bi-sectional costumes of black and white for one of the items of 'Rhythms Modernes'. A type of number that is as old as picture house production offers a few new tricks that make it good as new. Modernism creeps into the classical ballet with organy hoops, spiralled in three transparent tiers, for the ballet to posture in. Both dance groups get together for a fine bit of female flag waving that races up and down a full-stage flight of silver stairs.

Pat Browman proves that a smartly strutted 'Mood Indigo' is not outside the range of a formally trained prima ballerina. The ballet patterns the background in electric blue leotards gleaming with rhinestones; the Roxettes stomp on and beat the life out of tiny toe drums;

Americanaized motifs descend from the wings and all's right with the Roxy world.

Determined Lady Menace

Screen muddresses are generally permitted to establish their guilt in easy stages. Initially free from suspicion, they are undone by a stealthy glance, sneer or a bit of evil temper that tells all. 'Night World' doesn't believe in this gradual process. It establishes Hedda Hopper's guilt before she as much as sets foot inside the camera frame. She's an off-stage villainess from the word 'Go'.

Before they've made her acquaintance, audiences know her for a husband-killer. They take Dorothy Peterson's word for it.

Miss Hopper herself removes any doubt. She swoops into the film in a milk coat and a harried manner. Her eyes split hair. Her lips tighten into a thin line clamped over clenched teeth. Miss Hopper appears for a relatively few minutes at the end of the film, but into that brief appearance she manages to channel the hysterical mannerism of a lifetime of villainy.

Mae Clarke is the featured member of the cast in name only. Her part's a fast dance of the night club-gangster vintage. Her 'suffy' hair comb accentuates the length of her face. Lighting is unkind to her make-up, which is a calculated masquerade. Greta Granstedt and Gevanya Mitchell contribute night club hotcha.

Dorothy Revier's excellent make-up has discovered the secret of suggesting too much powder and paint without achieving a calculated masquerade. Greta Granstedt and Gevanya Mitchell contribute night club hotcha.

Grand Manners, Real and Phoney

'Man About Town' is a friendly kind of picture with a cast of polite characters who are eager to tell the audience everything. They're too considerate to pick up the chronicle of their lives at the point where the story finds them. They go back, time and again, to describe events that occurred long in the past, or over there in shell-torn France.

A blackmailed wife whose first husband returns from the tomb to threaten her second union attempts to the account of her past life, as engrossed as though she were hearing it for the first time. Fate throws the heroine back into the arms of her first husband, and they both tell each other of their first meeting, just as though neither of them had been there. Taking so much time out of the present to tell about the past is a courtesy audiences don't often encounter—not if the scenarist can think of less stilted methods of exposition.

Lives of the cast members are brought up to date in present-day Washington, impressively populated by rib-bonned ambassadors and their casual wives. The locale calls for high-frown diplomatic language and a great deal of elegant, stiff-backed entertaining to which the cast responds as if to a dinner horn. Karen Morley never has trouble with refinement. She needn't grow self-conscious over the acquisition of a smart accent. Her own in bona fide. Her manner and carriage are excellent. She wears her clothes easily, even where they're models that no cosmopolitan would be particularly proud of. A collar that would rather be European than becoming steals some of her good looks, but succeeds in breaking away from the usual American outline.

Leni Stengel is pretty stern about showing that she's a well-bred countess. Obvious costuming and heavy-handed performance finally win the day. Noel Frances and Lillian Bond contribute well-played bits, the latter displaying a camera-wise gown of black erpe, shoulder and back decollete filled in with finely patterned lace.

Ruth Mason Free

Paris, May 24. After spending seven weeks in jail on the technical charge of issuing bouenors, Ruth Putnam Mason, American producer, was given a month's suspended sentence, and permitted to go and recuperate in the American hospital.

Reason for girl's inability to meet her obligations was her leading man falling ill resulting in a heavy loss. Miss Mason's family sent \$1,000, enabling her to get out of jail.

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 review, with the named points, opposite each player's name. Slight comment is added.

	Melodrama	Humor	Saloon	Coffin	Lights	Personality	Dance	Music	Originality	Appeal	Total	Comment
PALACE												
Jeanne Aubert.....	9	10	9	10	5	9	9	8	3	8	80	Her ripe femininity and smart allure is not enough for the new Palace. She needs strong lyrics.
Miss Lamb.....	7	9	8	8	5	7	8	7	2	9	70	A whirlwind jumpslack in a costume too formal for her knockabout comedy personality.
Louise Gay.....	8	8	8	8	5	6	8	7	2	8	68	Adagio dancing with a smile and a pretty setting.
Mrs. Sammy Cohen	9	10	9	8	5	6	7	6	0	8	66	Fresh and well groomed, she provides good contrast to partner's mad antics.
Evelyn Dean.....	9	9	8	9	5	5	7	7	0	8	67	Lovely to look at, but should seek more variety in her dance routines.
Louise Traxell.....	9	9	8	7	6	6	7	7	0	7	65	A pleasant comical foil content to stay in the background.
Ann Gillen.....	9	10	8	8	5	5	7	7	0	6	65	Her swift taps effect a build-up for the act.
Carol Mackay.....	8	8	7	8	6	7	7	6	0	7	63	Uses too likeable a make-up for her pert young personality.
Carmen Agroz.....	8	8	9	9	5	5	6	5	0	6	61	Exotic looking assistant, (Bellet and Lamb)
Bernice Gee.....	7	7	8	7	5	5	6	5	0	6	56	Works hard, too hard.
STATE												
Carol Chilton.....	6	10	10	8	5	7	9	4	6	9	73	Contributes dainty support to her husband's dancing, backed by intelligent ideas.
Melissa Marvin.....	7	9	7	8	5	5	10	10	2	9	72	Fluid execution of an eccentric-acrobatic specialty.
Florence Richardson	7	10	9	9	5	5	7	8	3	8	71	Beats band tempo with the requisite mannerisms. Needs a costume more suited to her figure.
Misses Bernard and	8	10	10	8	4	7	8	8	0	8	71	Popular harmonies, cheapness of her richness of tone and manner.
Micahua.....	6	10	10	8	5	2	9	9	4	7	70	Dangerous stark-wire antics performed with ease and agility.

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15 YEARS AGO

(From 'Variety' and 'Clipper')

Trouble up in Mt. Vernon, N. Y., where a stock manager claimed that certain members of the troupe got the other players so drunk they could not perform. Troupe backed by picture interests in Chicago to produce new plays with the idea of selling them for films.

When the Barnum show played Lewiston, Pa., labor agents took away 40 routeabouts to work in the steel mills. Left the show so short handed it was difficult to handle the canvas. Came into Altoona late and had to enlist the aid of soldiers to raise the tops there.

Circus managers complained that the tax on tickets would kill their shows. Ed Arlington pointed out that it cost \$5,000 a day to run a big truck and the average income was about \$5,000, though some days it ran as high as \$12,000.

Rain at Coney Island drove the crowd to shelter and a platform at Luna Park collapsed, injuring eight.

L. Wolfe Gilbert and Carey Morgan wrote a song 'Someday Somebody's Gonna Get You.' It was a hunch. Same evening both got traffic tickets.

At the start of the season, to hold his girls, Ed Dwyer, mgr. of a burlesque show, promised a bonus if they stuck. Closing night he split \$325 among 16 girls.

Wm. L. Sherrill, of Frohmans picts, was sending out hustlers to teach the states rights how to sell film.

Metro reincorporated at Albany to evade subsidiary cos. These were Rolfe Photoplays, Columbia Pictures and Popular Plays and Players, all releasing through Metro.

Midwestern picture houses were using the tax to up their prices.

50 YEARS AGO

(From 'Clipper')

'Clippers' remark that no vaude team ever got \$400 a week brought a kick from the Big Fox. Claimed they had received even as high as \$600 a week.

Correspondent was told that there was such a thing as rattlesnake oil, but it was chiefly used for oiling watches. No good for contortions. Old circus swindle was thriving in those days.

'Pinafore' was revived at the Standard theatre and 'Clipper' remarked that the 'ancient work' now and then drew a laugh. Did pretty well when Milton Aborn ran it at the New Amsterdam last summer, and Fay Templeton was 'Buttercup' where 60 years before she had sung 'Josephine.'

Adelphi theatre, San Francisco, turned from melodrama to light entertainment. First hilarious attraction was some stereoscopic pictures of a voyage in the arctic. Seats were removed and replaced by chairs and tables and 'handsome barmaids attired in coquettish uniforms' rushed the drinks. Top was 35 cents.

Refugio, bar and somersault artist, made capital of the fact that while he was only one inch short of six feet he could do a double back somersault in a space only seven feet high.

Forepaugh show played to 13,000 at Detroit, overflowing into the ring space.

Batchelder & Dorris show suing Adam Forepaugh for libel for calling Millie Christine, their big feature, a horrid monstrosity. She was a Siamese twin.

Inside Stuff—Pictures

(Continued from page 10)

racing and the week before an even larger crowd saw the high speed buggies at the Reading Fair.

At Lehigh it was the first time Sunday racing was held, and since no one made the promoters it will be held several times during the summer. Baseball also goes over big Sundays in that state. There are about 26 games around Easton, alone, each Sunday. Theatre owners are doing their best to repeal the Blue Laws but many won't open up on Sunday and remain open.

Unusual distribution arrangements mark the Walt Disney 'Silly Symphonies' and 'Mickey Mouse' cartoons for next season.

Disfranchised with its Columbia contract, Disney signed with United Artists to sell 18 'Mickey's' and 13 'Silly's' during 1932-33. Under its expiring contract with Col, Disney has two more in the 'Mickey' series to deliver to Col, but under a special arrangement permission has been given Columbia to sell a total of 48 'Mickey's' and 28 'Silly's' made in the past. Columbia is to market these in all unsplit spots where the reels weren't placed during the past or previous season. On the other hand, there is no restriction on UA selling the new product it will handle in those same unbooked situations. Of new 'Mickey's' to Columbia under the old contract, one is to be delivered in June and another in July.

Warners will probably discontinue sending second negatives of its pictures to England for printing over there. Instead, studio will ship abroad its main negative, run off sufficient prints for use in England, and then return the neg to New York.

Company had tried assembling a negative of second takes for England to get around paying the big import tax on film. Shipping enough prints for training use from this country, as a majority of companies have been doing, cost plenty in taxes.

Besides which prints made from the second negative weren't satisfactory. Money saved on import taxes is expected to warrant the cost for insurance, handling, etc. in shipping the 'A' negative over and back.

Universal is now signing contracts with players which allow for a stipulated salary when they work and a smaller pay check when 'between pictures.' Such an arrangement exists with two of its newest recruits, Tom Brown and Ondor Slevin.

In engaging Cecilia Parker, the contract specified only one week's work in either 'Jungle Mystery' or 'Air Mail,' but carried a seven year string of options. First of these is for 20 weeks at \$150 when actually working in a film, and \$125 otherwise. Miss Parker will be paid \$100 for the first week's tryout period. This is \$25 better than her previous contract price at Fox.

While closely following attempts of individuals and smaller companies to introduce the royalty basis, major companies hold that it will never be practical for the production end of the industry as a whole. Too many physical elements, they hold.

For one-man organizations, especially the Douglas Fairbanks unit, where the boss is intimately familiar with every detail and move on the lot, the plan is believed excellent by film men. With the larger companies, however, the idea is described as not being the desired formula for general efficiency and economy.

Little significance is attached by American producers to cable advices of an exhibitor meeting in Frankfurt-am-Main, Germany, on May 26, which went on record against all contingents imposed on American pictures.

German producers will first have to be convinced that the German public wants a blend of Hollywood in its theatres before the quota can be expected to be reduced. American spokesmen, making this observation, add that it is the producers who have the 'in' with the German government rather than the exhibs.

Refused work in Universal's 'Brown of Culver' at the studio, Marty Rupert, 20, stowed himself among the props in the box car when the company started for Culver, Ind. He was discovered at Kansas City but Tom Brown, film's leading man, took up a collection to buy him clothes and Rupert was carried to Culver.

Rupert worked as extra on the picture there at \$7.50 per day, and when the company returned here the stowaway had \$90 in his pocket.

When Warners started production on 'Two Against the World,' story based on the Allen murder case in Philadelphia, Metro is understood to also have set ahead its Allen case yarn, titled 'Without Shame.' Pictures are both in production but the Metro film was not supposed to start for several months.

Warner contribution is an original by Jerry Horwin and Marian Dix. Metro's story was written by Bayard Veiller.

Ralph Morgan, brought out to Hollywood under a year's contract by Fox and used only in bits, was loaned M-G-M for 'Strange Interlude.' He clicked and a number of companies have been trying to borrow him for character parts. Fox, however, has an agreement with Metro to let that studio use him for another picture in which he will be featured. Morgan will probably be put under Metro term contract when his Fox period expires in August.

Clairence Brown's new Metro contract, handed him before he sailed for a European vacation, is very definite concerning credits. It specifies, among other things, that all his pictures are to be known as Clairence Brown Productions and that no person shall be advertised or exploited as having supervised or managed any of his films.

Also, the director's name is to appear in larger type than that of any one excepting the main title and star.

Reports from the Coast that Columbia publicity and advertising would be supervised from that end under direction of Hubert Voight, are disclaimed in the east. According to the home office, there is no intention of minimizing the New York and on publicity on advertising and publicity. George Brown is in charge at New York.

Voight, when first joining Columbia and spending a couple of weeks in New York, sought to pave the way for western studio jurisdictional plan.

Lynn Farnol's dilemma in trying to find publicity angles for Anna Sten, undergoing schooling at Sam Goldwyn's cost while her initial six months' contract is in force, has finally gotten down to dope on her dog. The whelp, known as Druzhka and originally of Siberian parentage, has just arrived in Hollywood from Berlin.

'Otherwise, Miss Sten's career in Hollywood is eventless,' says Farnol.

Columbia's Harry Cohn has developed a stock publicity story which regularly makes its appearance twice a year. Its heading generally is 'Cohn Flying East.' This has been going on for some three years now—with Harry yet to make the flight.

There are three or four reasons why Columbia's head never quite takes to the air. Mrs. Cohn is one and you don't have to bother with

Inside Stuff—Vaude

Jack Holland and June Knight, former ballroom dancing team, are back together again at the Proctor Club in Culver City, Cal. Team split several years ago when Miss Knight married Marvin Hart, Chicago racketeer. Hart was murdered in Los Angeles six months ago. With two children to look after Miss Knight was forced to seek work. She encountered Holland just as the other June Knight left him to go with a New York show. During the separation Holland has insisted that all his partners take the Knight name.

Holland is the son of wealthy San Francisco parents. Despite offers to return to the stage he prefers coast cafe work.

Extent to which some independent bookers go in competition for houses is the effort to embarrass the opposition with his family. One of the bookers, in company with a couple of exhibitors, came across a red light condition near an upstate theatre.

The booker recounted the condition to his wife and two days later the wife got a mysterious phone call from a woman who suggested she might ask her husband about a certain street in the town involved. The booker is still burning over what he calls the pettiest move he's yet come across among indies.

Two youngsters are helping to run the independent circus Jerry Cargill, agent, is sending through the smaller towns of Greater New York. One is Ned Dobson, 19, who is partnered with Cargill, and the other is George Sidney, 17, son of L. B. Sidney, head of Loew's production department, and nephew of the film comedian.

Outfit is a three-ring affair operating with an overhead of around \$300 a day.

the others. But it's one of Harry's pet ideas and he semi-annually gives it to his publicity department for broadcast—then boards the Chief.

Kidding attitude of studios is spreading. Columbia's 'War Correspondent' will satirize Floyd Gibbons for his reporting of the Sino-Japanese war, Ralph Graves doing the part. Instead of a patch over his eye, Graves will have his arm in a sling. While reporting a battle by radio, Graves will be shown in an easy chair with nary a soldier in sight.

Universal has permanently put aside all thought of turning its newswear into an all-sound issue. Talking reporter angle will be retained.

Reports that the decision to change had been reached are laid by Sam Jacobson, editor of the reel, to the Chicago 'Daily News' entrance into the film industrial field. Although the 'News' is the Chicago hook-up for U, the two are not associated on the advertising proposition.

Public has been ruffled in many spots over the \$150 tariff for 'Grand Hotel' (Metro) which film, up to now, has been booked for over 200 situations as a road show at that scale. Fans are reported by territory informants as further scorched by those ads which say the pictures will not be shown in any other theatres in these cities this season. Metro is stressing the latter angle in order to help the draw at \$150.

Included in the instructions given to workers in a hygiene chart prepared by a N. Y. State Labor Department doctor, is this: Do not go to the movies too often, especially if your work is sedentary. Movies mean poor air, no exercise, late hours.

Statement appears in the dept's 'Industrial Bulletin,' distributed throughout the U. S. and in many parts of Europe.

Until the eastern indies evidence serious intent to produce on a consistent scale, RCA Phonophone, say executives, will make no effort to include the eastern producers in Phil Goldstone's recording-finance plan. One or two features per studio per year are not worthy of recognition other than in the straight \$500 per reel royalty proposition.

Following a conference of Seattle showmen with Congressman Horr recently, proposal of a 2% tax on all gross business, retail, wholesale, manufacturer, and in all lines, as proposed by John Hamrick, theatre owner, met with much favor there.

Hamrick is circulating his idea, idea of which is to offset a theatre tax.

Larry Darmour's indie pictures for Radio will be made under the firm name of Empire Pictures Corp., bankrolled by Henry Seigel, former exec in Lewis J. Selznick's old Select Pictures Co.

Darmour is president of the new company. Seigel vice-president and treasurer, and Irving S. Baltimore, attorney, secretary.

Consolidated Film Industries is beginning to finance independent producers. Firm is also reported planning to go into the poster end on the accessory angle. Newly organized Mercury Productions, making a series of eight films, with Richard Talmadge, is said to be backed by Consolidated.

'Dissemination of a crude and vulgar travesty on contract bridge, hooking up to a feature picture, is being investigated. So far a company executive and a press agent are reported involved.

Film authorities have taken the matter up with the president of the releasing firm and intend to follow through the perpetrators.

Awaiting okay only in Pennsylvania, Kansas and Illinois, efforts are going forward for clearance of 'Scarface' first for Chl. Picture has been shown unofficially there to the city's censorship setup. Official approval is expected next in Pennsylvania.

In the four-way picture people act playing for Loew's, with the stage cost \$7,500 weekly, the amount is made up by \$4,000 to Edmund Lowe, \$1,500 to Victor McLaglen, \$1,250 to Fifi Dorsay and \$750 for Charles Judels.

Bill Boyd, former Pathe star, will do a series of four features for Larry Darmour and has an arrangement whereby he does not work more than two and a half weeks on each picture.

Compensation is \$15,000 per film with a percentage over \$150,000 gross.

World's richest man is now regarded as a part of the picture industry. J. D. Rockefeller, Jr., through his interest in Radio City, becomes a producer, exhibitor and equipment manufacturer, all-in-one.

First company to adopt a home office slogan for the new season is Universal. Home office is bannered with large lettering reading:

'Hats off to the past. Coats off to the future.' Those Paramount 'no salary' weeks for the staff are listed as the first weeks in June and July. This idea is one of the economy measures instituted by the circuit.

Ann Dvorak's contract with Warners has six and a half years to go under the optional arrangements, ranging from \$250 up to \$1,500.

Actress has been heavily protesting against the \$250, claiming that

(Continued on page 54)

Shubert-Erlanger Merger Near By; Status of Receiver Left in Doubt

Merger of Erlanger and Shubert theatre interests is expected to be formally announced next week. New 'Merger' to have Marcus Heiman as president as previously indicated. Shuberts to have 50% of the deal, theatres personally owned or controlled by them; if Shubert Theatre Corporation would participate because of the receivership.

The combination is not merely a booking proposition, but will also participate in production. For that purpose there will be a fund of \$500,000, about one-half the capital needed to have the Shubert Theatre re-opened, was first broached early in the season. Proposed operating corporation's stock will be closely held and none is expected to be offered to the public.

12 B'way Nucleus

Plans call for about 12 theatres on Broadway as a nucleus of the new legit circuit, most of those being Shubert houses. Indicated that the latter group would be those theatres tossed back to the brothers by the receivers and would probably include the Shubert, 14th Street, Ambassador, Ritz. While the status of the receivership house is doubtful as regards the merger, Shuberts would maintain the booking office as before, and there is continued responsibility to the corporation by Lee and J. J. Shubert.

Receivers are to produce shows under the plan submitted to the court, on which basis the receivership was extended to next October. Road bookings of the receiver-produced shows would be made to the best advantage. Out of town line-up under the merger is expected to eliminate opposed bookings, one of the basic factors in forming the combination.

New York needs at least 20 producers even for the smaller number of theatres in the new combine. Some managers who were regularly counted on are inactive and will not again be managerial figures. Younger or newer producers are expected to supply the anticipated new success. Out of town production fund probably used to back such showmen in whole or in part.

How the new legit circuit will circumvent independent attractions which refuse to book with it hasn't yet been explained. Those interested, however, take the position that their own group will avoid indie shows because the latter would prefer to do business that way than take a chance with some new, unrecognized group.

Subscription Deal

It was announced last week that the combination of the Theatre Guild and Shubert out of town subscription groups has been consummated with the understanding that it is actually another booking arrangement with certain limitations. A feature of this combo is that if the Erlanger-Shubert deal becomes a fact, the circuit must take a subscription contract is to be turned over to the new legit combine.

Subscription merger is a separate corporate identity with the Guild said to control by virtue of holding 51%. Warren Munsell, general manager for the Guild is slated for a similar position with the combination to be known as the American Theatre Society.

Guild became interested in attracting other than its own shows last season in order to take it out of town subscription obligations. The development of road subscriptions was too rapid for its own production department to take care of. Guild must take in at least six shows on tour which is about the number it presents each season on Broadway. Several non-Guild shows filled the void last season.

Need More Shows

The problem became a tough one when it was realized that only two or three Guild productions would be satisfactory on tour. Guild has agreed to extend its production schedule to 10 attractions during the coming season. What with the subscription idea being further extended, however, other attractions will be needed. Shows will be formed which will select the additional shows by other producers after presentation on Broadway. Such attractions are to be invited to play the subscription.

There is claimed to be a certain advantage to the subscription booking. (Continued on page 63)

DETROIT CIVIC FUTURE

If Jessie Bonstelle Takes Coast Offer, Rep May Fole

Detroit, May 30. Jessie Bonstelle has closed her Civic Theatre, local stock house, and is moving to California to consider two offers to coach picture players. One offer is from Metro. In the event that she accepts the Coast offers it will mean permanent closing of the Civic Theatre.

The Civic Theatre is a private enterprise in which Miss Bonstelle is understood to have lost considerable of her own money.

ONE CIRCUIT PROSPECT SPURS INDIE GROUPS

With plans for a single circuit for the legit formulating rapidly and looking to be set for the coming season, independent theatre men are mulling over the idea of organizing as a means of self-protection. This new organization would be at least at the outset, purely a local proposition concerning only the Broadway Indies.

Proponents of the indie organization state such a group is essential for the protection. The idea is at present a central booking office for independents.

If the National Booking Office should form, it would be in the minority as to number of Broadway houses. However, without an indie theatre organization, the unattached theatre manager points out, producers would be in a position to demand high terms for their shows. An example is a manager who is living up terms for next season and is asking for 75% on grosses above \$200.

It is believed that with the organization of an independent theatre group, several of the theatres now in the hands of banks, such as the Hudson and the Biltmore, controlled by a bondholders committee, would join as a beneficial move for the properties.

The road is not taken into consideration, as it hits lands at an independent house, there is slim chance of the NBO turning it down for out-of-New York dates. Reverse, in connection with a failure, would preclude road bookings. Another point favoring the Indies is any show booking into an NBO Broadway house, would have to give the road on the same terms as plays on Broadway, this being a regular booking contract clause. Therefore, by playing Broadway Indies, road terms are helped for producers.

Play for Grace George

Grace George adapted 'Madame de M...' by Jacques Deval, from the French, and will also direct and star in the piece when her husband, William A. Brady, produces it early in the Fall. Still hunting for a leading man, John Barrymore unable to accept role. Miss George also adapted 'Domino' by Marcel Achard. Another French play that Brady is figuring on for the coming season.

Carrillo and Duce

Cleveland, May 30. Leo Carrillo finished RKO tour here and left immediately for Coast to begin 'Race Track' for Tiffany. While in Cleveland Carrillo played for Max Munsell's play to be premiered by Robert McLaughlin's stock company. Play will begin rehearsals when star completes picture end of July.

Wilbur Takes Suit Home

Los Angeles, May 30. Sid Goldtree's suit against his erstwhile partner, Richard Wilbur, valued at \$500 had been transferred from San Francisco to the Los Angeles municipal courts. Goldtree claims \$400 as 10% of the gross of 'Easy for Zee Zee' at the Hollywood Music Box in January, and \$100 on a loan to Wilbur. Wilbur had the case switched south on grounds he is a resident of Los Angeles.

Agency 'Recess' Move

Reported leading ticket agencies have suggested legit producers declare a recess on buy deals over the summer so the agencies can economize.

Meanwhile the agencies are handling only a few shows, in addition to some business for ball games, etc. John McBride, head of that chain of agencies, disclaims any plan for a recess. 'We'll stay open, even if it stinks to dog fights,' he said.

2-Acre Stage, \$90,000 Opera Setup No Bar to Cleveland's Angel

Cleveland, May 30. Record for but for any local attraction in recent years was set by Lawrence Higgins, wealthy genic designer and town's newest angel, whose eight-day series of outdoor opera will cost him at least \$90,000 before first opera opens June 25 in city's stadium.

Last year's outdoor opera sponsored by 'Cleveland Press' came out red to tune of about 15 grand. But outlook apparently isn't worrying youthful backer, who inherited fortune from steel magnate-father.

Higgins, who did scale work for the opera, is designing a modernist outdoor stage that will cover a couple of acres. Stage consists of dozen different levels, with rotating light towers, 30-foot water fall and elevators and is biggest one yet.

Promoter is renting traveling circus for its troupe of elephants and camels, to be used in the production of 'Tom-Tom', spectacular new Negro opera. This one will have cast of 500 singers and musicians. About 1,600 will get a breakfast on Monday, making a record local pay-roll.

Most of company assembled here for 'Tom-Tom' to be taken to New York for October production in Madison Square Garden, after short road tour.

Series will be given at a 25-cent to \$2.50 scale, in stadium arranged for 20,000 capacity. Add Prohaska coming from Germany to be conductor of amplifying apparatus. Maurice Spitznagel of RKO Palace recruiting symphony musicians.

Sidney Howard Must Wrestle with Four Plays

Hollywood, May 30. Sidney Howard left for this week with his wife to motor back east. Goes to his home at Cornish, N. H., for a busy summer, working on four plays.

Howard is adapting an adaptation of 'Dodsworth', Sinclair Lewis novel which Gilbert Miller will do in the fall, 'Yellowjack', based on the yellow fever epidemic during the Spanish American war; 'Allen Corn' in which Katharine Cornell will be starred, and an English adaptation of the French play, 'Frenche Garde de la Reinture', by Rene Rauchs. Before leaving he promised Sam Goldwyn to be back here by March, 1933, for picture work.

Tondeleyo In Again

San Francisco, May 30. Edith Ransome is in court again. The Tondeleyo of 'White Cargo' has made more appearances in courtroom since past few years than she has in theatres. This week's appearance is in an effort to have a contempt citation against her dismissed. Flare-up is an outgrowth of the long standing suit against Equity and others, charging she was fired from 'White Cargo' without cause while playing past few years than so many years ago hardly any one but Miss Ransome can remember the date.

'Footlights' L. A. Musical

Los Angeles, May 30. Gerhold Davis expects to open 'Footlights', musical from the Statepost story also being produced by Metro and 'Spyness', about July 1 at the Mayan. Miss Sidney Lazarus working with him on the book. Dick Whiting, Sam Coslow and Rodgers-Hart thinking up the tunes.

Shubert Bondholders Probe Plea Seeks Light on J. J.'s 'Unloading' Stock, Would Look for 'Jiggles'

PLAN NO. 3 'LANGUAGE'

First Show in Years to Have More Than Two Road Troupes

Present plans call for three companies of 'Another Language' going on the road next season. First show in some time to go above two troupes.

Companies will play, variously, week stands, broken time and a coast to coast route.

O'NEIL DOING 'QUARTO', LONGER THAN 'ELECTRA'

Eugene O'Neill will have another play in the next Theatre Guild season, and, as in the past season, it will count for two of the six Guild subscription plays.

Piece, already sketched out but not yet titled, will probably be in 'quarto' form, consisting of four plays following each other as the three plays in the 'Mourning Becomes Electra' trilogy. It's based on America of the middle nineteenth century.

No production plans are as yet being made for the play, though it's tentatively on the schedule, due to the fact it may not be finished in time. Hoped, however, to have it ready towards the end of next season.

First play for the Guild will be the Owen Davis adaptation of 'The Good Earth', with Nazimova heading the cast. Due at the Guild Theatre Oct. 3 under Philip Selwyn's direction. Second play will be 'Pure in Heart', by John Howard Lawson and a cast headed by June Walker. Helen Westley will stage this one.

Other two plays on the schedule, though they may be put back, are 'This Side Idioty', by Talbot Jennings, and 'Something to Live For', by George O'Neill. Latter is understood to be based on the life of the late D. H. Lawrence.

No Bronx Stock

Harry Florsheim, former operator of the Windsor, Bronx subway circuit house, has given up the idea of instating summer dramatic stock. Florsheim and Leslie Spiller, in on the venture, decided it would cost too much to put the theatre in shape. Windsor now on a grind picture policy and indicates that the Bronx will be without a legit house next season.

Subscription Dramas

For Harris in Chicago

Chicago, May 30. Understood that the Theatre Guild-Dramatic League plays involved in the subscription merger will go into the Harris exclusively when the season starts, as far as Chicago is concerned. Latter spot played all the Dramatic League exhibits the past year while the Blackstone, under Theatre Drake management, housed the majority of the Guild's list.

Curious angle to the hookup will be the fact that the Harris, effective with Sept. 1, will be under the operating direction of Crosby Gaige and Arch Selwyn for a minimum term of one year. Fair have a similar agreement for the Selwyn, next door.

Reud as Producer

Bob Reud, who resigned as p. a. for Gilbert Miller a couple of weeks ago, is lining up a production program on his own. He was with Miller for several years and figures he's now ready to step out. Reud is making no announcement but has two plays optioned. He'll start when they come back from Europe in the fall.

In anticipation of the appointment of special counsel to hear arguments as to whether the Shubert Theatre Corporation shall be investigated from its inception, recent thing to actual charges of sharp practice against the Shuberts and their banker affiliation is contained in a letter sent by the Independent Protective Committee of debenture bondholders which applied for the investigation. Counsel is expected to be named this week. One paragraph in the letter reads:

'We find instances of transactions between the corporation and the Shuberts calling for the closest scrutiny and the evidence seems to point to the purpose of these aid in stock market manipulations. Among the bondholders are banks and trust companies. Replies explaining the endeavors of the committee are said to have been received from such sources.'

While most of the points mentioned in the letter were contained in the application for the investigation, the wording is sharper and more insistent that certain phases be examined.

The time the receivership started, it is pointed out, 'We had in mind that a member of the firm of J. & W. Seligman & Co., sponsors of these debentures, and a representative of Chase National Corporation, were two of the committee of three which solicited the deposit of debentures ostensibly for the protection of debenture holders. It seems to us unreasonable to expect such a committee to be anxious to develop any facts which might reflect upon their judgment in recommending the purchase of Shubert securities by you.'

It is now stated that some of the bondholders who deposited debentures with the above mentioned committee have expressed the desire to co-operate with the indie committee with the purpose of ascertaining 'the reason for the collapse of this gigantic corporation supposedly managed by the ablest and most experienced men in the theatrical business, and so soon as several million dollars of debentures are to be paid to the public.' Says the committee letter:

'Seligman Co. Opposition

'This independent investigation was vigorously opposed by the committee representing J. & W. Seligman & Co. (who underwrote the bond issue). We based our application on facts which in our opinion indicate that the Shubert Theatre Corporation to take over their properties at prices not justified by their values and with the aid and sponsorship of the committee have endeavored to do the public, thereby reaping large profits to themselves while at the same time retaining control of the business of the corporation.

'We have since learned that the complainants in the equity suit in which the receivers were appointed were representatives of the Shuberts and that all the proceedings in connection with the bringing of the suit were advised and carried on under the direction of their Chicago lawyers. Not only this, but it now appears that the actual preparation of the bill of complaint, the answer of the defendant Shubert Theatre Corporation and the course of the suit all under the guidance of the attorneys for J. & W. Seligman & Co., who also organized the corporation and from time to time have supervised the issuing and listing of its securities on the Stock Exchange. Not only did J. & W. Seligman & Co., with all their legal counsel, organize the corporation, but they, by written

(Continued on page 51)

"Variety" FOR SUMMER

Place a subscription for 'Variety' over the summer. From now until Labor Day * * * \$1.50
Mail remittance with name and summer address.

Few B'way Showshops Made Profit In '31-'32; Music Box Prospered

Broadway's profitable legit theatres make a short list for '31-'32. Receiverships and foreclosed mortgages tell the principal story.

Outstanding showshop on Broadway is the Music Box. Its continual run of profit, started years ago by Sam Hirsch, continued when that manager brought in another smash, 'Of These I Sing.' Gilbert Miller kept the house, the Henry Miller, out of the red well and took care of the Empire as well after Katherine Cornell vacated. Miller also made the burden a little easier for the Broadhurst while his 'Animal Kingdom' stayed there.

Elliott Rice and Joseph Bickerton, as a producing team, brought profit to the Plymouth and the Little, latter house now owned by 'The Times' and soon to end its show shop. Arthur Hopkins, continued the Plymouth, didn't do well with two of his own productions for that house.

Theatre Guild profited at its own house, and, ased Martin, Beck's headhe at the Beck. Guild also helped the Alvin (which is in the red nevertheless) putting in 'Electric' there for some weeks. Alvin now back in the hands of the owners.

Moroso and Imperial, both Shubert stands, were taken care of all season. The Ethel Barrymore theatre with 'Whistling in the Dark' was pretty well taken care of, but coming on to the producers' there were any. 'Band Wagon' and 'Face the Music' meant disappearance of carmine insofar as the New Amsterdam goes.

Globe offers peculiar situation with a hit show as its tenant for months, but nevertheless in receivership. John Golden is regarded as getting an even break of course, to the producers' desire to go into any one of the three because of the cut rate aid. However, the three spots opened were not out with a succession of failures, getting no more than one or two moderate money makers, including 'Brief Moment,' 'Street of New York' (revival). Season's end, however, was red for the Leblang properties.

The Leblang houses, Cort, Cohan and 48th Street, probably show a better rate of tenancy than any other of the Broadway houses, due, of course, to the producers' desire to go into any one of the three because of the cut rate aid. However, the three spots opened were not out with a succession of failures, getting no more than one or two moderate money makers, including 'Brief Moment,' 'Street of New York' (revival). Season's end, however, was red for the Leblang properties.

Elbow, another Shubert house, did well with 'Springtime for Henry' for more than 20 weeks. William A. Brady's Playhouse went into the black with 'Church Mouse,' the show being very inexpensive as to production and overhead.

One of the best legit money makers in Greater New York is the Music Box. Broodway's legit season long with but two exceptions (Xmas and Holy weeks) and showing a consistent profit, particularly after it started to take dubbing instead of only Shubert bookings.

Booth, in New York, was a big loser all season long until 'Another Language,' which, at the end of its run, at season will have more than made up.

But woe was the position of nearly all the remaining Broadway theatres.

Two Down East Fires

St. Johnsbury, Vt., May 30. The Globe theatre was destroyed by fire May 23 with a loss estimated at \$125,000. It was owned by the M. J. Caldeck Corp.

Marblehead, Mass., May 30. Fire of undetermined origin, the third in 18 months, destroyed the interior of the Warwick theatre May 20.

The blaze apparently started under the stage. It destroyed all fixtures and seats, valued at \$18,000.

Friday Stock Change

Ottumwa, Ia., May 30. The Neil and Caroline Schaffner Players, who put in a tent engagement during the 1931 season successfully, have returned. Nights only with changes Monday and Friday.

ROTATING STOCK

One-Niters in Four Ex-Film Houses in Detroit

Detroit, May 30. Publix is trying out legit in several of its neighborhood houses. Stock company being formed will perform the same play at four different neighborhood houses the same week and repeat the same houses with a new play each week.

First play, 'This Thing Called Love' will be given at the Wedford, Alhambra, Annex and Ramona. Cast includes Emily Ross, James Shelbourne, James Doyle, Edith Gresham, Sanford MacCauley and Delfee Hazen. Daily will direct.

Deal has been made for stagehands to travel with the group eliminating the necessity for a crew in each house.

SUNDAY LEGIT BEFORE EQUITY COUNCIL TODAY

Subject of Sunday performances for Broadway legit was agitated last week when several managers spoke out against the new, somewhat caustic comments anent Equity's refusal to again consider the idea, which showmen insisted would do much to bring better times to the theatre and give the work to actors. The Theatre League which campaigned for Sundays during the winter has asked that the question be put before the annual Equity council today.

Whether the matter is in order at the meeting, called primarily for election of officers and reading of annual reports, was not certain. However, if consideration should be called for from the floor, it may result in a special meeting on Sundays. Equity's membership has twice rejected Sunday. Not long ago, after Frank Gilmore, the president, personally came out for Sunday performances which was a change in front for him, a petition was filed against submitting the question to the council. A special meeting, which was to have decided the issue, was never called.

The League has asked Gilmore to submit a question at the meeting, whether the actors favor the enacting of a law ending discrimination against legitimate performances on Sunday and whether Equity would favor Sunday.

Plan is to try Sundays for one year. Les Shubert started the present Sunday show movement and seemed to blame most of the theatre's troubles on the ban against them. Flo Ziegfeld raised the point that legit actors couldn't work Sundays because of Equity rules, but the same players appeared four and five times on Sundays in vaude and picture houses.

Friars' Ticket

Nomination of officers of the Friars which will be balloted Friday (3) makes up the following ticket: Abbott, George M. Cohan; Deane, George Jesse; Prior, Emmett R. Cahan; secretary, Harry Hershfield; treasurer, William Degon Weinberger.

The ticket is the same which superseded that first named last year. At the time first named ticket was defeated. Named for two years on the board of governors: Ira Streusand, Jay C. Filppen, Jack Benny, S. J. Kaufman and Bert Lahr.

Start of Stock String

Cleveland, May 30. Having launched his 29th stock season at Ohio with Ina Claire and Donald Brian in 'Reunion in Vienna,' Robert McLaughlin will start his proposed string of repertory houses by opening Colonial in Akron June 19 with 'Blessed Event.'

Akron stock opening will follow production of play here June 5 with John Barrymore in 'Dad.' All-star revival of 'Way Down East' is slated as McLaughlin's third stock show for June 12.

SPANISH-ENGLISH MUSICAL

Los Angeles, May 30. Second season in the Teatro Loo Carrillo on Olvera street will be a combination Spanish-English repertory called 'The Pathway of the Padres,' opening June 12. English book by Katherine Langenhorn, Spanish song by Salvador Nino, musical director. Dramatic direction by Aroza Mena. Producer is Consuelo Bonzo.

\$100,000 WOODS ASSETS BRING \$16,500 AT SALE

At a referee's auction held Wednesday (25) of A. H. Woods' assets \$16,500 was realized. Amount principally covered the purchase of Woods' interest in various plays. In the manager's bankruptcy petition his assets were estimated at about \$100,000.

Martin Herman, the producer's brother, bought Woods' share in 10 plays for \$900, and I. S. Richter, a play broker, one play for \$60. Principal sale brought \$15,000 covering the greater part of Woods' plays and all claims and judgments listed as assets. Jacob J. Schwab, an attorney, paid the \$18,000. It is believed Schwab was representing another party, identity of whom was not disclosed.

Harry Oshrin, another attorney, paid \$100 for Woods' interest in another play.

Referee is Seaman Miller.

Tents Cutting Prices; Adding Concessions

Chicago, May 30. Outdoor legit showmen in the mid-west say they're pleasantly surprised at the number of tent shows out and ready to go out. Up to last week the local Equity office counted 38 tent shows, and next week will see the addition of two more. Tickets are better than anybody had expected.

Most of 'em, however, are hitting the road this year on a bag of peanuts. Prices generally have been 'hatched,' most of the tents ranging along on the 10c and 25c scale, which means kids and adults. But practically all are using the inside take for 'reserved seats' at 15c additional.

Tents this year are running into more than ordinary opposition from the town merchants. 'The merchants right now can't stand to see even a dime walk out of town. They're scared. They're scared. They didn't mind the tent's gathering, a few cents, but now 'tis otherwise.'

Their particular howl, however, is based on the new spurge by the tents in going for concessions. Some of these tents are being run like carnivals, and have all sorts of articles ranging from 5c to \$1 for sale between acts. This is too much direct competition for the local merchants to sit back and take without a murmur.

Tent Shows Seek Cure

Of Depress in Merger

Topeka, May 30. Only one tent rep show in this territory and it reorganized after playing way off its regular routing. B. J. Mack, owner of the McConer Stock company, called in the company, which for 12 years, has played summer dates in Northern Kansas and Nebraska. Company only out four weeks and reported starvation business.

Mack is consolidating his company with that of Clyde M. Waddell and starts out again in two weeks playing only towns of 15,000 and over.

No. 2 'Of These I Sing'

Plan to present a number two 'Of These I Sing' production has been virtually set, but casting will not be done until late July.

Pullitzer prize winner is due in Chicago in September with the original company expected to last at the Music Box until Jan. 1.

EMELIE MELVILLE DEAD

San Francisco, May 30. Emelie Melville, yet actress, died here after a long career in legit. At the time of her death, Miss Melville was being kept in a home by friends who had been supporting her for the past year.

RAY'S STAGE VENTURE

San Francisco, May 30. Charles Ray is teamed with Dale Winter for a June 7 opening at B. J. Mack's repertory in 'House Beautiful' with Ed Caplan in Hollywood to follow.

This will be Ray's first Coast stage appearance in some years.

U. S. Tax Plaster On Globe as New Claims Pile Up

The predicament of the Globe, legit theatre which joined the Broadway bunch in receivership, appears to be as bad as any of those named up financially. Troubles of the C. B. Dillingham house were increased last week when the Internal Revenue department sought the collection of back admissions taxes. A lien was filed against the Globe in the U. S. District court, in the amount of \$10,000.

Max Gordon, whose 'The Cat and the Fiddle' was caught in the collapse, moved his attraction to the Cohan, but continued to be enmeshed in the Globe situation. Tickets sold for last week's performances at the Globe either at the box office or in advance were denied, a refund by the Globe, where it was stated the receiver had so instructed. Many such tickets turned up at the Cohan where they were exchanged as a protective measure for show and house.

About \$1,300 worth of such tickets were exchanged which included Gordon's claim against the house. Some collection came in the week when the Cohan sought to learn whether those presenting tickets for exchange were theatre-goers or agency people, house resellers. Under the latter, the latter. Agencies had paid the Globe for tickets two weeks in advance, with no settlement from the house for last week nor the 'dumps' (returned tickets) of the previous week.

Wants Rent of \$3,000

Samuel Baum, the receiver, applied to the court to fix a reasonable rental for the Dillingham Theatre Co. desire to operate the house. He said he should receive at least \$3,000 weekly. Decision on the matter is expected. The figure was named last week when there was some talk of moving 'Hot Cat' down from the Ziegfeld.

Gordon also went into court with the demand that the receiver pay the receiver took over from the box office be paid to the show management. Sum was claimed as part payment of a balance of \$10,822, latter item not including exchanged tickets at the Cohan.

Under the rules admission tax reports must be filed each month and are payable to the collector not later than the end of the succeeding month. Other houses are known to have withheld admissions taxes but a penalty is added when payment is subsequently made. Such moneys are supposed to be kept in an account separate from the theatre money.

A court action by the sponsors of 'These I Sing,' which closed at the Cohan after one week and thereby made way for 'Cat and Fiddle,' sought an injunction to prevent a subsequent levy. However, the show had already withdrawn.

Show was backed by Arthur Levey, said to be a hotel man, and Herman Chesnick who is in the auto accessory business. It was presented by Hyman Adler, but salaries were guaranteed by the theatre. Theatre lawyers made a quick agreement and the action was not pushed. Claims against the show for the salaries, however, was not abated.

Pageant Clicks

Easton, Pa., May 30. Lafayette College centennial pageant presented on three nights drew about 20,000 paid admissions \$150,000. The college has been under Albert Gilmer, head of the dramatic department at Lafayette. Impression was that the college, which spent more than \$25,000 on the pageant, would be a heavy loser but the school didn't come so far from breaking even.

Village Booking Problem

St. Paul, May 30. Hinkley, village near here, booked the Dawson Variety Players for a week. The 'Heads' developed a picture house man and tradesmen decided show people would take too much coin out of town.

So the city dads revoked the permit, and a new permit was developed—they couldn't find the players to serve the notice.

CYCLE OF REVIVALS

'Showboat' Success Inspires Janney To Do 'Vagabond King'

Following the click of Ziegfeld's 'Showboat,' a small cycle of operetta revivals looks to be heading toward Broadway.

One of the first slated for summer reawakening is 'The Vagabond King.' Russell Janney, original producer of the musical, is lining up the revival. As many of the original cast as are around will be used. Dennis King, the lead, when first produced, is unavailable being in 'Showboat.'

Janney has another musical, 'O'Flynn,' by the author of 'King' to do later.

Lack of Bookings Folds Chicago Shubert Office

Chicago, May 30. With nothing slated to come into any of its local houses for the balance of the season, the Shubert offices here closed last Saturday (28). Everybody from John J. Garrity, general manager, down to the evening telephone operator went off the circuit's Chicago payroll.

Offices stayed open all last summer, even during the period when the balance of the season, the Shubert stand operating. Although at the time Garrity, his personal staff and the p. a. were given extended vacations without pay, the circuit's local auditor and the switchboard girl were retained right through.

Harris theatre passed out of the Shubert operating hands with the departure of Helen Hayes' 'The Good Fairy' Friday (27). Circuit had obtained the house on an eight-week lease to take care of 'The Barretts of Wimpole Street' and 'Fairy' bookings.

Ticket Man Divorced

Harry A. Kaufman, ticket broker, has been divorced. Evidence submitted by his wife was that he took a short cruise on the Belgenland last summer occupying the same state room with an unnamed blonde woman.

Kaufman is known as 'Kay' on Broadway where he conducts an agency in association with John Sullivan. Agency now uses the 'The name'.

Court awarded \$50 weekly for the support of the couple's 11-year-old daughter.

G Girls Sue Ziegfeld

On 'Hot-Cha' Contract

The Sisters G, vaude dancing team, are suing Florenz Ziegfeld for two weeks' salary, alleging breach of contract. Dancers claim that they had a contract with Ziegfeld to play in 'Hot Cha' but didn't appear therein.

One of the sisters underwent an operation for appendicitis about a week before the show opened. They charge that although medical certificates were presented to the producer verifying their ability to appear in the musical, Ziegfeld thought otherwise.

Contract in the action was not an Equity contract, Equity not signing in the action. While a non-Equity contract may not be binding on a legit show, the sisters assert they had already made application for Equity membership when the contract was made.

Jarrett in 'Hot-Cha'

Art Jarrett followed Buddy Rogers into 'Hot-Cha' yesterday (Monday) at a salary reported above \$700 per week.

Jarrett was engaged directly by Lew Brown and placed under a run of the play contract. Sister G goes off the air June 8, when his contract with CBS expires.

NO PIX FOR NEGRI

Pola Negri finished her season in Louisville, Ky., Saturday and will sail for a European holiday. She does not intend picture work next season, continuing in vaude in her Jack Lait sketch.

Holiday Trippers Save Broadway Grosses; Legit List Now Down to 17

Broadway's legit show list is down to 17 attractions, inclusive of three premieres this week. With the summer musicals close in preparation, it is certain that there will be less than 10 shows before July.

Out of town exodus for the week-end spanning Memorial Day affected business Thursday and Friday, but the leaders held up well enough. An influx of one-day visitors Saturday accounted for excellent trade, both matinee and night.

Four new shows last week, with a thousand summers' at the Selwyn the best. Estimated topping \$5,000 in seven times and may do some business for a limited time. *"The Sing"* with Harry Hackett, was socked by the reviewers and was yanked after four days; co-operative *"On the Make"* at the 48th Street greeted tepidly and has little change; *"Yeah Man"*, a colored revue at the Park Lane, did better.

Revived *"Show Boat"* topped the list at the Casino (Carroll) with takings claimed around \$4,000. *"The Sing"* with Harry Hackett, Saturday matinee prices got \$29,000, virtual capacity; *"Hot Chai"*, a colored revue at the Casino, topped the list with the cast taking a cut as indicated last week; same thing will probably apply to *"Face the Music"* at the Selwyn. Both the latter musicals being away off.

Another language is now getting as much as any musical, holding a pace of \$14,000, while the other leaders have eased off; about average for the last week. *"Counselor-at-Law"* and *"Animal Kingdom"*. *"Springtime for Henry"* closed at the Shubert, where *"Hey, Nanny, Nanny"* was again postponed until next week; due then also are the *"Penguin Club"* at the Shubert and *"Cressida"* at the Shubert and *"The Boy Friend"*, Bijou.

Estimates for Last Week
"Another Language", Booth (6th week) (C-708-\$3). Saturday expected to be off because of Memorial Day exodus, but hardly any difference for leaders; this one again topped \$14,000, none of straight plays topped that mark.

"Bridal Wise", Cort (1st week) (C-148-\$3). Presented independently (Shubert) Thursday, written by Albert Hackett and Frances Goodrich; Midge Kennedy starred; opened Monday.

"Christopher Comes Across", Royale (1st week) (C-1118-\$3). Presented by Brook Lambert, written by Hawthorne Hurst; first slated for Hudson; opens tonight (8).

"Cat and Fiddle", Cohan (34th week) (M-1400-\$3). Sudden removal from Globe under handicap last week with \$1,000 on full week; tickets sold for Globe were exchanged which also held down initial take here.

"Counselor-at-Law", Plymouth (31st week) (C-148-\$3). Topped last week around \$14,000; that pace looked especially good last week and summer stay seems set.

"Face the Music", New Amsterdam (16th week) (M-1720-\$500). Off again last week and operating now for cut; estimated around \$2,000.

"High-Bo Everybody", Fulton. Critics picked *"High-Bo Everybody"* which was taken off Saturday; four days.

"Hey, Nanny, Nanny", Shubert. Postponed again; due next week. *"Hired Husband"*, Bijou (1st week) (C-605-\$3). Presented independently.

"Hot Chai", Ziegfeld (13th week) (C-522-\$440). Topped last week; rescheduled when cast took salary cut; scale down to \$440; last week estimated around \$4,000.

"Man Who Changed His Name", Broadhurst (5th week) (D-1118-\$3). Slated to close, but holdover; business continues light, but week of \$3,000 or less.

"Merry-Go-Round", Avon (6th week) (D-810-\$400). With a price cut reduced may be getting by; approximate pace \$4,500; may last through month.

"Of This I Sing", Music Box (23rd week) (M-1,000-\$500). Entering sixth month; virtual capacity; steady present; heavy week of performances; Saturday matinee scale down; gross almost \$29,000 last week.

"On the Make", 48th St. (2nd week) (C-369-\$3). Co-operative show under handicap; reviews lean takings left little to split first week; under \$3,000.

"Reunion in Vienna", Guild (29th week) (C-214-\$400). Slated to run through June and could stay longer; first week here after moving from Broadway around \$1,000.

"Springtime for Henry", Shubert. Closed last Saturday; played 24 nights to moderate grosses, but good profits.

"The Animal Kingdom", Empire (21st week) (C-1,000-\$3). Due to stop after another two weeks. But

New L. A. Legit Venture Will Open Operetta

Los Angeles, May 30. Theatre and Music Guild of Los Angeles, with Marcel Silver, former Fox Meyer as president, will open *Rose of Flanders* in early July at the Mason. This a new opera book by Edward Paulton, with music extracted from the works of Offenbach and Johan Strauss.

Ambitious program of the new venture includes presentation of other light musicals, operas and Shakespearean plays set to music. Edward Royce will stage *Rose* as his first legit venture on the coast. Guild has leased the Erlanger house.

LOCAL OPERETTA BLAH AT \$5,000 IN 'FRISCO

San Francisco, May 30. Only new one on the boards was the locally produced operetta, *Love on the Go*, by George. Got off on an auspicious start with local cast largely responsible for the draw and then settling down to delectable business with approximately \$5,000 the best it could do.

Town's three other shows moving along satisfactorily. First week the Duffy production of *Blessed Event*, with Reginald Denny, played a good \$7,500, to the Alcazar and *Green Pastures* still the top money-taker, its second stanza at the Alcazar. Closing the show with around \$13,000.

Edward Everett Horton currently in his fourth and final week at the Alcazar. Closing the show with around \$9,000 a splendid intake. House then dark until June 13 when Katharine Cornell in *Barrett of Wimpole Street* takes the boards. Ray Henderson already here in advance of the piece.

Summer Spot Try-Outs

Julian Evans and John Curtis will start off a stock season at Milton-Hudson, New York. (Catskill summer resort) June 27 with Dorothy Gish in *Bride the Sun Shines On*. Miss Gish starred in the Broadway production.

Ethel Barrymore, Campbell, Jack Daniels, John Hathaway, Gene Howard, Ellen Lowe are members of the resident company, with Evans stagger. Walter Walton is art director.

Company will try out three new shows.

Engagements

Lou Tellegen *"Man Who Reclaimed His Head"*.

Margaret Sullivan, Charlotte Walker, Marcella Swanson, Brian Donohue, Edward Lester, George Glass, George Probert, Gertrude Maitland, Katherine Karr, Miriam Stewart, *"The Boy Friend"*.

CAST CHANGES

J. Harold Murray, starring in Sam Harris' *"Face the Music"* quits the show May 31 leaving shortly thereafter for a vacation abroad.

John Garrick takes his place. James Carson left *"Christopher Comes Across"* with no replacement being made.

Frank Morgan replaces Richy Craig, Jr. in *"Hey Nanny Nanny"*. Art Jarrett replaced Buddy Rogers in *"Hot Chai"*.

Jersey Stock Fields

Julius Leventhal's stock company at the Hudson, Union City, N. J., closed Saturday (28). Two weeks tenure, with biz mainly due to following burlesque.

may stick beyond June 18; last week about same gross of \$13,500. *"Thousand Men"*, Selwyn (1st week) (C-1,000-\$3). Mixed notices; good premiere; first seven performances topped \$3,000; should do better.

Other Attractions
"Show Boat", Casino (Carroll). Revival jumped to the list leadership with the gross traded in \$4,000.

"Blue Monday", Provincetown; opens Thursday (29).

"The Animal Kingdom", Empire (21st week) (C-1,000-\$3). Due to stop after another two weeks. But

BUFFALO'S STANCE

Press Obits on Shubert Teck as a Faded Dowager

Buffalo, May 30. Announcements from New York of the merger of Shubert and Erlanger road and subterfuge news next season brought forth obituaries in local dailies who took it for granted that the plan will mean the closing of the Shubert Teck here.

One then referred to the theatre as a 'faded dowager,' and the consensus appears to be that the abandonment would be without regrets.

BURKE'S \$8,500 WEEK FOR L.A.

Los Angeles, May 30. Heat and headaches greeted legit last week. Only two plays operating. *"The Mad Hopes"*, with Billie Burke led the list. *"Tans"* and *"The Alarm Clock"* at Henry Duffy's El Capitan.

"Tans", new play by Romney Brent, started poorly with less than an estimated \$5,500. With the mercury taking a sudden leap to 90, the short money was no surprise. *"Blessed Event"*, with Reginald Denny starred, follows *"Alarm Clock"* at the Belvoir. *"Tans"* at the Wilmore Street opens at the Blitmore for 11 days tomorrow night.

"Tans" had a head start in advance of any non-musical in the past three years. **Estimates for Last Week**
"Alarm Clock", El Capitan (2d week) (C 1,571, \$1,500). Just made the black with \$3,000. Antiquated comedy falls to interest local patrons, with Louise Fazenda starred and getting credit for what comes in.

"The Mad Hopes", Belasco (1st week) (C 1,103, \$2,500). Second visit of Billie Burke here this season looks like no profit. *"Tans"* at \$5,500 estimated, below average for this house.

Shubert Bondholders Probe Plea

(Continued on page 49)

contract, were appointed financial advisers and given pre-emptive right to the sale of its securities for 20 years, and a member of their firm was made a permanent member of the executive committee of the corporation.

It is explained that at organization of the capital, the Shuberts owned no par value common stock. There was an issue of \$4,000,000 of 7% gold debentures. The proceeds of these bonds, less \$1,000,000, were paid to the Shuberts and the corporation agreed to pay Lee Shubert \$450,000 additional as well as a number of debts heretofore contracted by the Shuberts.

"Although the 7% debentures were not payable until July, 1934, in June, 1932, they were redeemed at a premium of the proceeds of the 6% gold bonds, which had the privilege of buying on the recommendation of the bankers' now proposed to represent you." (Letter issue was for \$7,000,000 of which about \$6,450,000 are outstanding.)

"Our investigation shows that with the exception of a few out-of-town theatres the bankers did not take the precaution to have a corporation made of properties for which the Shuberts were given stock, debentures and cash."

One item alone labeled "stage equipment" carried on the books at \$250,000. It was boosted to \$1,750,000. In the case of two theatres in Cincinnati the value was increased from \$1,315,471 to \$1,634,270. These theatres are now sold by the corporation but have made it a point to justify payment of interest on the mortgages, first mortgage being only \$300,000, and the second in which J. J. Shubert is "interested."

The matter of the Central theatre in which the corporation lost \$50,000 in buying it back from the Shuberts is touched on.

Stock Manipulations
Touching on the corporation's stock manipulations it is pointed out that the deal with M. J. McCann, which resulted in a loss of \$131,355 to the corporation, while all the shares remained in the treasury. "The effect the stock selling operations had on the corporation's stock in the Exchange is unknown to us, says the committee, 'but it is significant that the stock holdings of

Chi Fades to 3; 'Scandals' \$25,000 At \$3, Disappointing in 3,500-Seater

Future Plays

Untitled musical by Barry Trivers and Ben Oakland which Phil Baker will produce in August as actor-manager. Due in N. Y. in Sept. with a road tour to follow.

Untitled play by Chester Erskin and Gene Solow, latter the author of *"Black Tower"*. To be produced by Erskin, who will be back from Hollywood within a month and put the play in work.

"This Side Idolatry", by Talbot Jennings for the Theatre Guild next fall.

"Lingering Past", by Leonard Tynan at the Provincetown Playhouse soon; Seven Arts Guild producing. Edwin Hopkins is staging.

"Saint Wench", by John Colton, will have Helen Mencken in the lead next season for Peggy Fears Blumenthal. Show was once to star Maude Adams.

Murphy's Two Nights

Los Angeles, May 30. Horace Murphy's stock company is reduced to two performances weekly. Shows are Monday and Tuesday at the Strand, east side place.

Murphy for a time also had three nights in Riverside, Cal.

STAMFORD STOCK STARTS

Stamford, Conn., May 30. Philip Morgan, president of the company here tonight with *'Private Lives'*.

Company, cast through the Jenie Jacobs office, includes Jacqueline Logan, Martin Burton, Louise Carter, Albert Hays, Wilmer Bentley director.

Miss Logan sails for Europe shortly after this engagement.

William Klein (Shubert lawyer) and J. J. Shubert as reported by the receivers are \$4,470 shares less than that of the corporation.

Estimating the proceeds of stock sales, the letter goes on, 'Sales of stock at \$50 per share under the debenture warrants netted \$1,098,000. The sale of 25,000 shares at \$74 per share brought \$1,854,000, a total of \$2,952,000. Conceding that the \$750,000 of debentures cost the purchasers only 68 per cent, then it follows that the sales of stock and debentures have cost the public \$10,982,400 in addition to brokers' commissions and incidental charges.

The amount they paid for the stock unloaded by J. J. Shubert and Klein of the executive committee. Whether they cashed in at the \$74 or not, their profits out of the later stock market jingles can only be determined by the special investigator. At \$74 per share their receipts would have been \$4,475,580.

It is then stated that based on the last receiver's report the liquidation value of the corporation would be \$27,000 to be divided among creditors with known claims of \$10,000,000. Another paragraph reads:

"That there will not be any more for creditors in the Shuberts' opinion is quite evident by their proposal to take \$300,000 worth of receivers' certificates to enable the corporation to carry on in into another theatrical season. As the holders of these certificates they will have first lien on all the equities and if liquidated will come into possession of their old theatrical business free and clear without responsibility for the debts incurred since incorporation and including the \$10,000,000."

"The court has granted our application and will appoint special counsel to make an independent investigation to be paid for by the corporation. It is touched on a condition that in the event that no benefit accrues to the estate as a result thereof, this expense shall be borne ratably by delinquent bondholders who represent. While we consider this a burdensome condition, nevertheless having nothing more than four cents on the dollar in sight we believe it is better to make it a point to themselves to accept this risk. With the disclosure of similar conditions recently made before the

Chicago, May 30. Looks like that heavily touted spasm of legit activity for the political conventions will turn out to be a very quiet affair. Little, Fall of midsummer heat, joined by torrential storms, early in the week helped to send a sea of calm and almost complete washup.

Grosses almost all along the line were small. The Selwyn musical failed to draw much better than \$25,000 in the 3,500-seated Civic Opera House, clipped its state four-week stay at the theatre and is figured to take a loss of around \$30,000 here within that period.

"Folks of Hildesheim", *"The Good Fairy"* at the Harris Friday night and *"Low Leslie's Thursday"* in the *"Saint Wench"* and the entire local Shubert string into darkness, with nothing definitely scheduled for any of the circuit's spots this summer. Harris felt it along with the others during the week, especially for entry into the cool breezes Thursday piled up enough on the last three performances to lift the six-day run out of the red. Cutrates brought little sustenance to *"Rhapsody"*, whose less than \$2,000 a half grand, but have dug substantially into the Leslie exchequer. Tab version of *"Rhapsody"* goes into the Paramount, New York, June 9.

Other Saturday (28) foldups were *"Hay Fever"*, Adelphi, and *"A Church Mouse"*, both at the Selwyn. The closing the Adelphi management slapped an attachment on the Selwyn for the production, claiming \$2,000 due for advances made to bring the show in. Later the Selwyn paid a half grand, but road fares, cartage and share in the production. Cast was paid out of the Equity.

With *"The Devil Passes"*, Selwyn, and *"Scandals"* out of the way this week, the Selwyn's financial effort will be left to *"Counselor-at-Law"* and a newcomer, *"Love on the Make"*, which is expected to be produced, as a middle of the possibility.

Estimates for Last Week
"Church Mouse", Playhouse (4th final week) (C-603; \$3). Came out of the final week's struggle with takings of \$2,000, a half grand below the guarantee. House dark until Sunday (6) when *"Love On the Make"* opened, with Cedric Spooner, unwell.

"Counselor-at-Law", Brangler (11th week) (C-148-\$3). Topped last week for better than a grand to around \$7,000, with weather figured to have the week more than replaced by Harry Mervin of Otto Kruger lead. Expects to hold on through the conventions, though now looking for a change of a star.

"Devil Passes", Selwyn (3rd week) (D-1,088; \$2,500). Tumbled to around \$2,000, but with a change of weather, should enjoy a sturdy windup week. Production folds here.

"Good Fairy", Harris (2nd final week) (C-1,084; \$3). Called it a week. *"Rhapsody"*, Selwyn (13th week) (C-1,100; \$3). Cut rates passed this one from the opening night (22). Slight over \$2,500 for the nine performances. Scenery and lighting effects held for alleged debt and company transported back to New York and England. Nothing looked to follow here.

"Rhapsody in Black", Apollo (2nd final week) (R-1,443; \$2,500). Scrambled to less than \$3,500, with a cut rate strictly in line. Previously played here this winter to nine weeks of consistently profitable business.

"Scandals", Civic Opera House (1st week) (R-3,500; \$3). Opened Sunday (28). With a cast of 15, the show was a success in this swanky and off the loop spot dropped Monday, picked up Tuesday and Monday, and now the rest of the week. Garnered not much above \$25,000, with the cost of the show being about \$10,000. That figure has any advance for the current and final stance.

S. Senate Committee in which the same bankers and brokers here involved in the Shubert case, have deemed it our duty to carry on until the whole truth is laid bare. Your committee believes that no finer example of stock market manipulation in the history of the future, aided and encouraged by bankers and brokers could be found."

The letter is signed by Edward A. Durand, chairman of the committee, and other members being Erasmus J. Parsons and Henry L. Gotham, with Charles J. Hyde the counsel.

cent ideological. The critic is no exception. He may be accused of having violated the general line of the Party in his criticism. And even in Soviet Russia these things mean one's job, that is bread and butter.

Inside Stuff—Legit

When newspaper men are entertained by picture and stage stars, who afterwards try to get the government to deduct these expenses from their income tax returns, here's how it looks on the appeal papers: "These deductions for professional entertainment expenses for newspaper and magazine writers, critics, columnists, theatrical producers, managers, vaudeville agents, authors, directors, and other persons connected with the theatrical profession. Persons so entertained were in a position to be helpful and useful to petitioner in her professional work as an actress, in the enhancement of her professional standing and reputation and in the procurement of professional engagements." But Uncle Sam no understand, and disallowed this claim for \$3,899.

Because Loew couldn't deliver its units to RKO, as agreed, for the week of July 2 at the New Boston, latter house will charge out to the present vaude policy by taking on a Fanchon & Marco unit that week. Loew's will show in after that date on a contract that calls for a four-week cancellations clause.

With more than 200 in line late Saturday night the Actors' Dinner Club paraded down Broadway from the Union Church on 43rd street to its new quarters in the basement of Loew's State. The spot was once a cafeteria. The marchers carried dishes, kitchen utensils and some eatables.

After theatre crowds rubbedred and were amused by signs carried. One read: "No name here except on the menu." Another: "To eat or not to eat, that is no longer the question." A base drummer was in the van with the praders using pot covers as cymbals.

Concerts at the Lyceum, the proceeds of which have been devoted to the club which was the subject of the article, will be given during the 50 cents, are over for the season, but the club will carry on during the summer. Dates were served Sunday night but the formal opening is Wednesday evening (1) when the event will be broadcast by WBAF. A number of prominent professionals are slated to talk.

Some of the Broadway legit houses can be rented for what looks like small money. Understood houses like the Majestic and Imperial can be had over the summer at \$500 for the four walls. In addition tenant must pay for stage crew, front of house, musicians if needed and all other employees—plus electric current.

Last week there was talk of moving "Hot-Cha" from the Ziegfeld to the Globe which is in receivership. Understood then that the four walls rent, asked was \$2,200. Then Ziegfeld decided to stay at his theatre. Globe receiver in court sought to have the rental fixed at \$3,000 weekly. Ziegfeld is operated by Ziegfeld under a lease from the Hearst interests, with Arthur Brisbane interested. Reports are that Ziegfeld would like to get out of the lease which has about four years more to go. High rental appears to be the reason, with the manager claiming the carrying charges are \$6,000 weekly when the house is dark and twice that amount when open.

"Teigh-Oh Everybody," which opened and closed last week at the Fulton, was backed principally by Robert Hague, vice-president of the Standard Oil Co. of New Jersey, who is one of the wealthiest members of the Lambs. Show lost about \$35,000 what with production and try-out losses.

William Gaxton also had a place as did Joseph Santley, latter not investing, but playing a lead. Santley produced "Life Begins" several months ago with Gaxton's backing.

"Everybody's" critical panning caused closing notice. It was proposed to continue co-production but home demanded \$1,500 in advance for operating expense and deal slid.

Considerable mystery about the Erlanger lineup for next season. Ira Hays has been announced as a producer for the firm and Chester Erskine is generally believed set to do some plays for the concern, too. Erskine, however, about two months ago came to an understanding with the Erlangers, began paying rent for his space in their offices and installed a private phone. He's now on his own and not likely to work for company to which he was under contract the last year without doing a play. Dillingham is also reported to have broken with Erlanger's and Hazard Short is definitely solving again.

Management of The Berkshire Playhouse, where a summer of repertoire has been presented for several years by a company of Broadway names, is canvassing subscribers and dramatic critics within a 100-mile radius of Stockbridge, to encourage them to think it wise to open this year, in face of the depression. Canvass is being handled by Walter L. Clark, wealthy New Yorker and a summer resident of Stockbridge. If it is decided to operate, Raymond Strickland will again be director. The Playhouse was built as a community affair.

"Queer Cattle," British play produced at the Haymarket, London, last week, only lingered three days. MacGowan and Reed put the piece on with Basil Dean and had intended bringing it to New York as their first show next season.

Uncertain now whether they'll try it on this side.

Will Morrissey states that his production under the sponsorship of Alfred Cheney Johnson of Morrissey's musical, "The Crooner," is off, but that Shubert's are going to do it in Aug. Shuberts were supposed to have 50% of the Johnson-Morrissey production and are declared to have paid option money already.

Morrissey proclaims his present up-to-the-sleeve proposal is a musical starring Ted Healy. It's not set. "Crooner" is by Morrissey, Gene Herbert, John Hancock and Don Hartman.

GIRLS AND BOYS

(Continued from page 52)

steno-grapher—the figures are new but the spirit is sentimental, smelling of printer's ink, all the same. Success is moderate, though the set of boys and girls the play is about are sure to want to see it. On the whole, the first play on this matter, that lacks the courage to make it into a really good show, but it certainly is of the pleasant play variety.

Memo—Re: Ideas

A film man with a few bones to be a platitude of good review sketch and black-out ideas, but lacking the time and confidence to write them to the professional level required for a successful presentation, offers his share of a working agreement to a congenial partner (unimpeachable (sic) but in addition to providing the writing and story, also will make a session of the necessary contacts for making the picture a success. Despite any tendency to apathy, this offer is both genuine and sincere and anyone who is sufficiently serious these days to take it as such, is invited to reply to Box 60, "VARIETY," New York.

Tax Relief Promised

Mexico, C.I., May 25.

Depress has hit local legit and burlesque houses so hard that civic government must cut theatre taxes to minimum or there will be general closing, operators of stage theatres told municipal amusement department which called a meeting of "Burretta's." Elie Shier and revue doing nicely. "The Sentimental Bloke," Australian talker, doing remarkable business for Hoyts.

Department was told that practically all local playhouses are mortgaged to the roots and that biz is so bad many operators can't even pay interest on these loans. Department promised to throw them a life belt in the form of cutting taxes.

Native-Made Big Melbourne, April 30. Business brisk down south, with "Bitter Street" very strong. "Tingling in the Dark," with John Junior and Stapleton Kent, will follow "Burretta's." Elie Shier and revue doing nicely. "The Sentimental Bloke," Australian talker, doing remarkable business for Hoyts.

Inside Stuff—Pictures

(Continued from page 43)

WB paid Howard Hughes \$1,000 a week when she was on loan before Warners bought her contract from Hughes.

A 10-year tangle over the story of Booth Tarkington's play, "Magnolia," which appears to have been a sliver to an unproduced picture scenario, will never get into the courts as a settlement is understood to have been arranged with William Nigh, picture director who claims the original idea. Settlement is a gentlemen's agreement between Nigh and Lionel Barrymore, who is said to have been given a cut on the silent rights by Tarkington when the playwright made the story to Famous Players-Lasky in 1923. Picture made at that time from it was called "The Fighting Coward." It was made again with sound in 1929 as "The River of Romance."

Nigh talked the story over with Barrymore in Hollywood over 10 years ago. Former prepared a script called "The Yellow Streak," but no production deal was ever arranged. Some time later Barrymore is supposed to have passed on the idea to Tarkington without recalling its inception. Tarkington lost on the left production but when he sold the play for pictures he sent Barrymore a 10% check.

Nigh, believing his idea was used in "The Fighting Coward," went to Tarkington to ask how come? Author informed Nigh he'd already paid off, although maybe to the wrong man. Nigh then went after Lionel Barrymore. Although complicated by possible claims against Tarkington and Paramount, Nigh elected to keep out of litigation and arranged things quietly on the basis of the original screen rights commission.

New England, traditionally known as poor show country, and hard hit since the advent of economic adversity through closing of mills and factories, has supported the picture business through it all better than any part of the United States.

A survey by the five major film companies, operating theatres in that territory, covering 52 weeks from June 1 last, reveals this, and in the same time shows that the poorest section during the year was the north-west (Minnesota, the Dakotas) and the central-western state of Missouri. New England only went bad during the last three weeks, ascribed to the Krueger & Toll bankruptcy. And Swedish bonds, 90% of which were sold in the New England territory, were floated from said Boston, fondly regarded by New Englanders as their capital.

Those interested in 18mm pictures, but not in the commercial rental of subjects, are remaining tepid toward the idea until there can be established a library of talking films and the machines themselves are priced below \$400. Have found it does not make special subjects, and so far producers are unwilling to go to the expense of transferring to the smaller size. Sound on the small sized film suffers from loss of linear velocity on the track, and it does not pay to press phonograph records.

Warner Bros. is said to have, in the laboratory, an efficient device, but none of these machines are yet regarded as commercially profitable due to the times.

Some litigation over studio property on the Coast idled along for years, when a new attorney took over the plaintiff's case and obtained a default judgment for \$33,000. Other side waived that no due notice had been given, and the plaintiff agreed to forget the judgment and try the case on merits.

Before it came to trial the plaintiff's chief witness died. Without his testimony on a complicated deal the case stood hopeless and the new attorney offered to settle out of court for \$25,500. Defense counsel tried to haggle, offering \$1,750. Plaintiff, nettled, declined for trial anyhow, and won a decision. Other side now has to come through with \$36,000.

Appreciating the dearth of good story ideas in Hollywood, a pair of writers working at separate studios are pooling their plot hopes and thereby keeping their jobs. Boys get together and figure out an idea that will intrigue a studio boss. First one whose work begins to peter out suggests the new idea when he is called in to be laid off. If it works out the other two weeks, they're reason, as the word writer suggests the same idea to his boss when the last check is due.

Two studios are now working on the same story, and have worked on other twin ideas suggested by the scribes. Picture cycles aren't the fault of producers only.

Peculiar twist in the sound men's union demands for a minimum wage scale in Coast studios is that in many cases where the order has been accepted it has meant a slash in salary for some of the union members. Demands were made against the independent producers and those who do not adhere to the union. In some cases the scale is being paid but under protest awaiting further negotiations. At other studios execs are unapologetically living up to the letter of the order, with cases of workers getting smaller envelopes now than before.

When Metro was unable to secure Reginald Mason back from Warners one day's takes on "Without Shame" had to be thrown out. In addition, production was held up two days waiting for the actor who had appeared in earlier scenes. Same day another player was substituted for Mason. Warners and Metro are in a hot race to have their respective picture versions of the Allen (Philadelphia) case released. When Warner announced its "Two Against the World," now in production, Metro set ahead the starting date of "Without Shame."

It develops that Herbert Marshall ought to drop a note of acknowledgment to Warren William for his part in the next Marlene Dietrich picture at Paramount.

Par was after William, who is under Warner contract, but the WB lot couldn't spare him. Hence, P-P scurrying for a leading man for the German girl, picked Marshall and resulted in buying off of the New York show in which the actor and his wife were appearing, "Always Juliet."

Although the American wire firms specify, in a "no preference" clause, that there can be no partiality and that all shall benefit from price and invention, this state of impartiality is declared to be in effect only for U. S. rights.

That is why, it is now revealed, Western Electric can meet competition abroad by reducing regular royalties from \$500 to \$300 per reel without taking a dime off Hollywood's tax.

Radio execs are having trouble casting "13 Women." In the past two weeks studio has been able to get no further than assigning Irene Dunne and Jill Desmond, both contractees.

Trouble is that the other parts are little more than bits. Studio wants names and is willing to pay, but the demand for the male roles in the picture all minor, the femme names have to be strong.

In cases where major companies use only one camera on a set, instead of a minimum of two as heretofore, concessions by union call for three men to be employed at the tripod. This means elimination of only one man, as usual rule was for two men per camera.

Under the solo setup first cameraman attends to the lighting, and second man is on camera proper. Third man is the assistant.

LONDON SHOW WORLD

(Continued from page 53)

week as usual, but the Carlton only gets a fortnightly broadcast in alternate papers, thereby halving its space allotment. The rates are about \$20 an inch, are standard throughout most of the leading papers.

"Bow Bells," the John Murray Anderson show, is being withdrawn in a week. It was produced shortly after Christmas, following two delays which cost the producer heavily.

The show has made very little money. Its star list, Blinnie Hale, Nelson Keys, Harriet Hector and Andre Randall, with Bobbie Hale in support, made it expensive proposition.

William Henshall, theatre producer, fined \$50 for producing a revue number in the province which had been banned by the Lord Chamberlain.

Face Lifting

The evils of face lifting are being strikingly apparent in the West End at the present time. The youthful and well preserved Marie Tempest at 68 has had her face lifted more than once. A striking contrast is seen in the long leading grand dame on the West End stage.

Suddenly at the age of 60 she has become a young girl again. The dismay of her erstwhile admirers who in her latest part played "Queenie" could hardly recognize her, is said to have been the cause of her snap and pep, however, and knows how to put her lines.

Inseparables

Billy Caryl and Hilda Mundy, vaudeville, were given to understand they would appear at special performances for King and Queen at the Palladium, May 30. But later it was suggested Caryl act as sort of comper for show, and not do his act with his wife-partner. Billy hated the idea of not being included in such special performance, but said wherever he performs his wife performs with him. That is why Caryl and Mundy are not in the show.

Didn't Like Copying

George Black, Val Parnell and Cissie Williams went to the London Pavilion, occupying a box. The next day, however, when the two girls, who train the girls both at the Palladium and Pavilion, to do a can-can number with the Palladium girls, as at the Pavilion, Fisher is doing the can-can, but has tendered his notice to the Palladium management.

London Scowls

Some research fan has just discovered it is illegal to dance in London on Sunday. The city hall and club carries non-stop dance bands all the while.

'St. Scene' in Sydney

Sydney, April 30. Fullers got five weeks with "Posse." Hoyts' Regent high with "Husband's Holiday." "Street Scene" made four weeks.

In legit "Blue Roses" made out eight weeks. Hoyts' revue will fold soon. Ella Shields will head new company. "Barrett's of Wimpole Street" comes in after 10 weeks in Melbourne.

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Seek Purchaser

Unless a quick purchaser can be found for Cape & Ballou, this book publishing house will be liquidated. D. A. Young, acting for the Irving Trust Co., the receivers, is now preparing over the Cape & Ballou offices and placing valuation on the concern's various properties, which run mostly to contracts with scribblers and stocks of books published by the concern.

Demise of Cape & Ballou marks the end of the efforts of Jonathan Cape, British book publisher, to establish an American branch. Cape's first try was with Harrison Smith on Jonathan Cape & Harrison Smith. Smith abruptly withdrew a few months ago to form his own concern, whereupon Cape formed an alliance with Robert O. Ballou. Firm has difficulty in getting going again after Smith's departure, ultimately going into the hands of a receiver.

Cape has gone back to London and Ballou is out too, gone over to Brewster, Warren & Putman in an editorial capacity. Leaves Cape & Ballou without either Cape or Ballou, but with a receiver.

Putnam Handling Crosby

Ancient the extended publishing activities of Percy Crosby, the cartoonist and Scripps' creator, he has effected a deal with Putnam by which that house will distribute for him. First of the Crosby works to come under this arrangement is "Fratism" in which Crosby again comments on current topics.

In the case of his first book, "A Cartoonist's Philosophy," Crosby was forced into publishing on his own because of the refusal of the regulation publishers would take the book due to its controversial matter.

A costly exploitation campaign, including prize contests and other stunts, put the book across. Whether the high powered methods will be employed by Putnam for "Fratism" is not disclosed.

E. O. Veteran

W. H. (Bill) Leverton, who has officiated for the past 30 years at the box office of the London Haymarket, has published, through T. Werner Laurie, Ltd., a volume of his reminiscences with some assistance from J. E. Booth, of the old "Pink 'Un' crowd. Of greater moment to the English than the American reader, the chapters still contain much that is of interest on this side, since the author has made no heavy handed effort to be historical, but contents himself with chatty stories of the leading British players of the last half century with some odd slants on the things which happen in the lobby.

Dean of the London ticket shufflers, no one is better qualified to speak of this subject than his point sufficiently close to be accurate and just remote enough to permit perspective.

10c Reprints

New low price for book length reprints is that for volumes issued by a new publishing organization called Continental Books. Price is 10 cents and will buy novels by name scribblers.

Continental Books are not limited to any single outlet but are being sold in most of the chain stores and independent retail establishments. Fixed 10 cent price enables the books to go into Woolworth's. The reprints are attractively gotten up and are being offered in competition to the 1¢ reprints.

Reprint rights for the Continental Books are said to be on an outright buy, similar to the method employed by Street & Smith for its Little House books. William Dwyer heads the Continental concern.

Mrs. F. Scott's Novel

Writing of "Save Me the Waltz," the first novel by Zelta Fitzgerald, was accomplished under great difficulties. Mrs. Fitzgerald, the wife of F. Scott Fitzgerald, has been a semi-invalid for the past two years or

Best Sellers

Best sellers for week ending May 28, as reported by The American News Company.

Fiction

"Magnolia Street" (\$2.50)By Louis Golding
"Maid and Mistresses" (\$2.50)By Beatrice Keane Seymour
"District Nurse" (\$2.00)By Faith Baldwin
"Good Earth" (\$2.50)By Pearl S. Buck
"A Modern Hero" (\$2.50)By Louis Bromfield
"State Fair" (\$2.50)By Phil Stong

Non-Fiction

"Twenty Thousand Years in Sing Sing" (\$3.00)By L. E. Lawes
"Once a Grand Duke" (\$3.50)By Grand Duke Alexander
"Epic of America" (\$3.75)By John Truslow Adams
"Only Yesterday" (\$3.00)By Frederick Lewis Allen
"Story of My Life" (\$3.50)By Clarence Darrow
"A Fortune to Share" (\$1.50)By Vash Young

more with entire novel written from bed.

Long sojourn of the Fitzgeralds abroad was in an attempt to regain for Mrs. Fitzgerald her health. The couple lately returned to this country that she might receive specialized treatment.

Although Mrs. Fitzgerald has written a novel during the period of her illness, P. Scott hasn't turned out a book length work in that time. The Fitzgeralds place have been short ones, published in the "Satevepost" and other mags.

Mrs. Fitzgerald has written a couple of short stories in the past, some of them in collaboration with her husband. Her novel will be published soon.

Reviving "Police Gazette"

"The Police Gazette, which passed out through a bankruptcy proceeding, will be revived shortly. Good will and subscription list of the mag was purchased at an auction sale last week by David M. Schwartz, an attorney. Price paid reported at \$455.

Schwartz, speaking on behalf of the party for whom he purchased the mag's assets, declared the publication would be revived but is not ready to disclose by whom or when.

Hearst Execs on Coast

E. B. Hatrick and Richard Berlin, general manager of International Magazine Co., are in Los Angeles for conference with Hearst. Hatrick's visit is in connection with Hearst newspaper matters while Berlin is head of Hearst's magazine companies.

Hatrick will remain about three weeks. Berlin's stay will be shorter.

Adj. Gen's Effort

A book titled "Between the Big Parades," written by Adjutant General Sponcer is Dr. Israel Effenbein with New York's 27th Div. in the war, will hit the market July 1.

Published by J. B. Lyon Co., upstate (N. Y.) commercial printing house.

Ben Washer's Break

Ben Washer, who recently switched from the N. Y. "World-Telegram" to the "Morning Telegraph," has been assigned by the latter daily to Europe. He will cover theatricals in the Continental capitals.

Idea is that Broadway's summer rooms particularly slow and brighter news is expected from overseas. Washer will be gone eight weeks.

Scenarioist's Prose

F. Hugh Herbert, writing for Metro, has authored a book of prose verse to be released June 15.

David Graham Fischer publishing.

In Two Tongues

A new Jewish-American weekly, first to use both English and Yiddish text, is to make its appearance under the editorship of Dr. Israel Effenbein who will call his publication, "The Voice of the People."

Weekly will be in newspaper tab form and will go in largely for the arts and other cultural subjects. Dr. Effenbein will edit.

'Bundle Shop' Tea

Advisory Board of the Authors' League has arranged a 'bundle tea' for June 2 at the home of Margaret Widener, novelist and poet, as a means of securing additional contributions to the League's Bundle Shop. Money raised from the sale of contributed articles is used to aid indigent scribblers. The League has never had so many appeals for aid as at present.

Guest of honor at the tea will be Hendrik Willem Van Loon, who will speak. Admission is 50 cents and a bundle.

French Fan Mag

French fan magazine, "Le Film," will shortly come out with its first issue. It will be issued in Paris by Jules Tallandier, who has been making lively versions of films. Jacques Lorry will be Hollywood correspondent.

Al Martin's 'Jail Bait'

"Jail Bait," book by Al Martin, who wrote "Dog Gone Hollywood," comes out June 6.

David Graham Fischer publishing.

Grannis Inside

Bob Grannis is basing a novel on his experience as a columnist on the New York "Graphic" for eight years. It's inside stuff on tabloid journalism.

Loophole Censorship

Three of the drawings for Peter Arno's newest album of cartoons were found to be too strong for inclusion in the book.

Publishers had them printed on single sheets and enclosed them in envelopes that are given out with each book sale.

Quite a Title

"Two Living and One Dead," best seller novel by Sigurd Christiansen, has been bought by Chester Erskine, with United Artists understood interested. Undecided yet who will make the play adaptation.

Winchell Active

Walter Winchell resumes his habit of the New York "Daily Mirror" (Wednesday) (1) means that Paul Watzits will revert to doing the Sunday column only.

Winchell also returns to his broadcast about mid-June, but on a once-weekly basis.

A Coast Phoney

Phoney magazine writer who was able to act the part with a smart routine, got by studio publicity portals on the Coast and even fooled the Hays office. He had interviewed several players, and even written the interviews to impress the p.a.'s. Check artist used a supposed connection with the "New Yorker" to get an 'in'. Lad also tried to rent a house for apples by claiming he was a representative of NBC.

Frank Reilly Suicide

Frank Kennicott Reilly, 69, president of the publishing firm of Reilly and Lee, committed suicide in his Chicago apartment May 25. Coroner's verdict gave heart trouble as the incentive.

Reilly left a note indicating his action but giving no reason. He is survived by his widow.

Art and Camera

Art and photo departments of the two Hearst dailies in Chicago, the morning "Herald-Examiner" and the evening "American," have been combined.

Harry Coleman remains in charge of the entire merge, Jimmy Shenaha heads the art division and Merwin Breitenberger the photo group.

Chatter

James Montgomery Flagg as a painter. Every shot will tell you that old mortgage gag still works and will never grow old. When the hero rushes on the stage with the money to pay off the mortgage just as the villain is foreclosing on the farm, the crowd raises the leaky roof off the showboat.

The boats pull out of winter quarters in the Hudson river after spring planting is completed and farmers have idle time until the crops get started. They manage to pull through until cotton picking time, which is the most profitable of all. It is then that the farmers have money to spend.

Most of the showboats on the river are clean and operated cleanly. A lady alone at night is just as safe as in an ordinary theatre, and the same can be said for a gent's pocketbook. There are one or two exceptions, of course, of these being recalled from last season.

A boat was parked at Decatur, Ala., was mistaken by the feds. In addition to finding liquor, the feds found that public gambling was carried on. A large number of long curious knives were also seized. The prohibitionists had to find out how the knives were on the boat. Another showboat was raided not so long ago at Lake Charles, La., and the officers had to find out how the boat was violating the Volstead law.

Instead of going into the burghs and parading down main streets the showboats of today is adopting circus methods. They have hired an advance man who travels ahead arranging advertising and etc.

In the larger cities such as Nashville, Tenn., the novel, the boat steaming down the river with callopie following still goes.

Elizabeth Sage Holter bound for London. She will join The New English Weekly on its tour.

Clarence Muse, the colored film player, trying to place his first novel, "Way Down South." David Arlen helped with the writing.

Leslie's choice for July is Helen Grace Carlisle's "We Begin." Mrs. Carlisle wrote the book abroad.

Carl Van Doren gets a radio introduction in "The Sign of the Cross." Stuart Chase still writes about money, despite the lack of it.

S. J. Perelman going abroad with the missus, and Liveright expects a new book for the fall.

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Morris Markey will pick up a couple of European articles for the American mags.

Sonia Linoff won't do a book on Russia, although she lived there until she was 25.

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With John Howard Lawson back in New York, the John Reed Club has taken on a new lease of life.

Rita Weisman taking in most of the literary gatherings.

The advance letters on Morris Ryskind's "Wintergreen Diary" are doing good.

Codd, Mead taking over the Robert Service poetry output.

Isaac Marcossan sailed to pick up a new series for the "Satevepost." Charles Yates Harrison getting to look like Christopher Morley, or vice versa.

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Dixie Farmers

(Continued from page 1)

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Along with tab, "Rich Are Always With Us" (FN) on the screen. "This is a very large house, longer than wide, and to some extent places the tab in the room on its tail. Acoustics, which are not as good as in some other old luxuries, though the lines and the smart-rows were missing some of the lines.

"Business reported good during the day and considerably better than average at the last show tonight (Wednesday). After plowing in the field

all day they want to be entertained simply and without frills. Every shot will tell you that old mortgage gag still works and will never grow old. When the hero rushes on the stage with the money to pay off the mortgage just as the villain is foreclosing on the farm, the crowd raises the leaky roof off the showboat.

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Paramount "Under Cover Man" By John Wistach

His New Originals Ready for the Picture Market:

"IN THE MONEY"

"THE DARLING DECOY"

AGENTS

CURTIS BROWN, Ltd.

10 EAST 49TH STREET

NEW YORK CITY

Chrysler May Drop Ziegfeld

Report Agency Thinks Radio Doing Producer—More Good Than Advertiser

Ziegfeld's return to the radio, at least on behalf of Chrysler, is regarded as doubtful when the Z-C contract expires shortly.

Reason is said to be Chrysler's advertising agency's belief that the other ballyhoo has done more for Ziegfeld than for the motor firm. Thought is that the publicity and everything about the program has exploited the impresario and eclipsed the commercial sponsor, actually to its detriment.

This attitude by the radio advertisers is not particularly new. It has been heretofore contended that some of the personalities become so big they outshine the very thing that serves as the reason for the other advertising.

But the Ziegfeld-Chrysler thing is regarded as unusually significant in that in the few weeks that hour has been on the air over CBS it jumped into first rank prominence.

AIR GETTING EX-VAUDE WRITERS ON REBOUND

The vaudeville author who turned to gagging for the films in the past is now knee deep in other waves as the new salvation for the dialogician. Any number of comedy scribbles are now mixed up in radio.

Ed Preble receives \$350 a week from Ed Wynn for his weekly chatter for the Texaco hour. Harry W. Conn, Carroll Carroll, now with the J. Walter Thompson adv. agency; Eugene Conrad and Al Boasberg service Burns and Allen. Andy Rice is contributing to Jack Pearl, William K. Wells, Joe Laurie, Jr., Darby Aronsen, Lew Brown, et al., are others.

Maxwell's Double Switch

Maxwell House Coffee's return to NBC after two months on CBS is definite. Account switches networks July 1, same day that it switches from the Edwin-Wassay agency, to Benton & Bowles.

Will keep the same program as on CBS, Lanny Ross and Don Voorhees' orchestra.

ABE LYMAN

AND HIS
CALIFORNIA ORCHESTRA
Columbia Broadcasting System
PHILIP'S DENTAL MEGASIA
Tues., Thurs., Sat. 8:15 (East)
COAST-TO-COAST
WABC

DON PEDRO
AND HIS ORCHE.
Now on tour for
KENVAY, INC.
64 W. Randolph St.,
Chicago

RAYMOND PAIGE
Musical Director and
Program Manager
KHJ, Los Angeles
Don Lee
Columbia Network

AL WOODS
TOP OF THE
MORNING
8:00-9:00
Sleeping Late Sunday

**PEABODY HOTEL
MEMPHIS, TENN.**
**REYMOUR
IMMONS**
ORCHESTRA
Arriving at your hotel
WAVE 6:30-8:00

Okay for Ukes

The NBC is securing club and other booking tag on the NBC South Sea Islanders, one of the oldest uke combos on the air.

The Hawaiian Maasie mess created a hush-up in the S. S. I's professional activities.

NAB PLANS LINE-TAX FIGHT IN CHI MEETING

Chicago, May 30. Ways and means of combating the proposed federal tax on telephone lines used by radio were formulated at a meeting of the board of directors of the National Association of Broadcasters here last week. NAB officers also talked over the station copyright fee question preliminary to the get-together with ASCAP's reps this week in New York.

Principal argument voiced against the line tax now up before a senate committee was that the added costs of carrying pickup sustaining programs would eventually eliminate the broadcasting of community events such as sports and church services. Station operators are willing to take the tax but to levy their business and at the same time exempt newspapers from the line charge.

NAB directors decided on St. Louis as the next spot for the association's convention, Nov. 14, 15 and 16. Meeting here voted in 41 new members, which included KDKA, Pittsburgh, owned by Westinghouse. Latter's policy has previously been against allying itself with any trade association.

Amer. Razor's New Plug

On Sullivan Broadcasts

American Safety Razor starts its new series of CBS broadcasts with Ed Sullivan on June 5. This time the account will exploit the Gem razor instead of Eveready, as it is currently doing the Jack Dennis's orchestra and Belle Baker.

American Safety is the holding corporation for both companies, but each is exploited individually.

Danny will remain with the new series. Sullivan, as previously reported, will feature stage, screen and sports 'guests' on each broadcast. His opening line-up consists of Georges Carpentier, Irving Berlin and Sam Harris.

TANGEE TRU WLW

Chicago, May 30. WLW, Cincinnati, will furnish the entertainment for the 'Tangee Musical Dreams' program over NBC starting June 7. G. W. Lust company, cosmetic collector, is behind this one.

Session, scheduled for the basic blue link two mornings a week, will carry a studio unit under Bill Stoess, Ralph Simpson, warbler, and Walter Maher in dramatic interludes. Contract with the network stipulates a minimum of 13 weeks.

COFFEE CO.'S MUSIC

G. Washington Coffee will finish its 'Sherlock Holmes' series of programs June 23 and will remain on the NBC network three times a week with new series.

On Mondays and Wednesdays the coffee account will feature Graham Thompson and a concert orchestra, on Thursdays Billy Aris and a dance band will be used.

New series prevails for 14 weeks, after which the coffee account returns to 'Sherlock Holmes'.

MacPherson's Air Idea

Nashville, May 30. Joseph MacPherson, the Nashville basso who went from this city to the Metropolitan Opera company, plans to turn to radio.

He was among the 28 singers dropped from the Met roster.

Drop Harriet Lee

Edgewood drops Harriet Lee from its NBC broadcasts June 15 and avows to another style.

New programs will be called 'Corn Cope Club Barn Dance.'

KPO'S WOE

Claims \$577,000 Loss Since '22—'NBC Shift?'

San Francisco, May 30. J. W. Laughlin, manager of KPO, is in Washington, D. C., where he will tell the Federal Radio Commission KPO has lost \$577,000 for its owners Hiale Bros. and the 'Chronicle' since 1922.

Laughlin will tell his tale in an effort to persuade the commission to permit shifting of KPO's license to NBC, currently operating the station as a unit of its second western network.

'Hale Bros. and the 'Chronicle' are willing to turn the station over to NBC for the amount they've dropped in past 10 years. Since operating the KPO network, NBC has spent considerable money on the unit which at the present time has only one Coast-originating sponsored program over its entire group of stations, that a quarter hour once weekly.

THEY'RE IN THE RADIO BIZ, TOO

Chicago, May 30. Radio's latest cycle parallel to the picture business is the entry of the advertiser's banker in the picture business. Bankers in the Midwest who are inclined to lend a helping financial hand for advertising purposes make the intrusion of this same hand in the borrower's other affairs a condition of the loan.

Willingness of the money trading fraternity to shell it out for merchandising advertising indicates a new trend between the latter and the manufacturing business. Tendency until recently had been to refuse to give aid to the manufacturer unless it was secured by certified orders.

Common procedure among the lending coterie when approached for the thing that it takes to bankroll a ballyhoo campaign is to investigate the applicant's business status and the possibilities of his product and then ask for a detailed layout of the type of advertising the borrower has in mind. In practically all instances the submitted campaign includes an appropriation for radio, and invariably the banker singles out this phase upon which to pass expert opinion.

Frequently he's found sitting in on auditions, giving his advice on the selection of talent and the makeup of a program and watching its progress on the air. Outstanding case in point involves a radio and record network he's backed and accounted in which the commercial's banker helped start the program on its local station career and impressed by his own success as a showman set up some more wherewithal to give it chain release.

Coast Letouts

San Francisco, May 30. Flock of letouts last week at NBC's local network headquarters, KGO and KFO. Happened just before Don Gilman, v. p. and J. W. Laughlin, KPO manager, headed for New York.

Out of KGO are Mahlon Merrick, orchestra director there for two years, and three of the production dept., Earl Hodgins, Monroe Upton and Stanley MacBee. Upton returns to his old stand, KPBC. Several office employees also got blue envelopes.

KFO has abandoned the impromptu 'Wo-Cee' hour, daily chain feat re, letting out its m. c. Bob Bence, and eight staff people.

Fund's Radio Idea

Chicago, May 30.

Taking a tip from the profitable WLS weekly radio burndance at the Eighth St. theatre, the local Milk Fund may go for the same idea.

Plan is to take a loop left spot for one night weekly for an in-person radio show at 25c. and 50c., kid and adult prices, two shows nightly. The producer will draw a straight salary for netting the show each week, while the Fund pays the expenses.

Inside Stuff—Radio

A secretary to an audition head, a young girl, is frequently given authority to pass judgment at tryouts. Acts who have come in contact with her, and are turned down, rare for days thereafter.

Recently a standard vaude performer, who has also worked in films and is a w. k. figure in the profession, gave an audition before the girl after she stated that her boss was too busy. The comic did seven minutes, but the young lady never cracked a smile. At the finish he said the actor wouldn't do. 'Maybe she's right, but the actor wants a more authoritative verdict than that of a secretary.'

Under the guise that they may receive commercial engagements, radio artists are besieged by requests to make gratis appearances at various conventions and meetings. Companies holding the conventions phone the artists and ask them to entertain. They tell the performers that commercial execs will be there and may decide to use them on the air. In the majority of instances, of course, it's just a gag to get radio acts gratis. Microphoners are getting wise and are refusing.

Counting the words he has delivered over the radio since he started his 'Playboys' Hour' more than three years ago, Wedgewood Nowell believes that he holds a record for words on one continuous program—4,100,000.

Nowell talks three times a week on the current drama. He started his 15 minute period in 1929 over KNX, Los Angeles, later shifted to KFI and more recently has been broadcasting over KGFJ.

Leo Reisman's announcements concerning song numbers on the Pond's broadcasts, NBC, are extemporaneous. Reisman declares the tunes as he sees fit, and the Pond reps, sitting in control room, are plenty nervous each broadcast worrying over what Reisman will say.

It's one of the few programs on the air for which a complete continuity is not rehearsed in advance.

Though set to go on the Columbia network this week, the Kellogg Footdown Pops 'Pirate Club' program, out of Chicago, is grinding out some 44 clips on two of the episodes.

These are for salesmen on special auditions to the Pops dealers throughout the midwest and eastern territory.

Funnyboners, a CBS act, is being booked in vaude with Henry Burleigh through Paddy Schwartz, agent.

Burleigh isn't under CBS contract and requested the Funnyboners for vaude, so that he could play with the turn. Network okayed the idea and Burleigh turned the act over to Schwartz, his own agent.

Grafting proclivities of some far west station execs, who had a habit of borrowing money from artists, and, in return, spotting their financiers on well paying programs, while letting other staff members out in the cold, is a bill for chain broadcasts. More incidents of the kind are expected to follow.

Boswells Hop-Skipping

For 2 Days from Boston

Boswell Sisters, who opened Friday (27) at the Metropolitan, Boston, for Publix, missed two shows yesterday (Monday) and will do the same Thursday (2).

Paul Ross, of the CBS artists bureau and who booked the trio, arranged for them to play only the first two performances on these days, so that they could hop back to New York for their commercial broadcasts. No other act will sub for the girls on the shows they will miss.

Commercial account won't permit the Boswells to broadcast from out of town.

Rabbi on Network

Columbus, May 30.

Rabbi Jacob Tarshish, who recently resigned his rabbinate here at the request of his congregation, due to his broadcasting activities, is to go on the air from this city over the CBS network, the result from WCAH. He will speak from the stage of the Hartman theatre, according to present plans, before an audience.

The rabbi Tarshish at present is tied up with several commercial programs locally and intends, also, to head a new church here.

AIR ACTS WILDCATTING

Los Angeles, May 30.

Four acts from the defunct 'Hit the Air' are wildcatting locally for bookings, playing outlying picture houses on percentage deals. Calling themselves 'Hits From 'Hit the Air', Happy Chappies, Ken and Sally, Three Loose Screws and Charlie Lung played the Manchester last week for four days. Previously played the Golden Gate on Whittier boulevard.

Leo LeBlanc managing the unit.

DOYLE REPLACES VIC MOORE

Buddy Doyle replaces Victor Moore on the Nestle NBC periodics this Friday (3).

Doyle is under a 13 weeks contract to the chocolate account. Moore's contract was for four weeks.

3 RENEW

American Kitchen, Larus Brothers and Socony Morning Show, whose contracts with NBC expire in June, have been renewed.

Fund's Maule and Schaeffer Pen renewed with NBC during May.

CBS FOLLOWS NBC IN RAISING TIME RATES

CBS's announced raise in rates for its New York outlet, WABC, from \$550 to \$800 per hour at night, effective after June 15, is a follow-up on the NBC raise for its New York stations, which became effective during the past month.

NBC jacked up the rates for both WEAF and WJZ \$150 each, from \$750 per hour to \$900 per hour, nights.

Raise in rates came as somewhat of a surprise inasmuch as both networks are losing accounts. Networks' contend that an additional \$150 on a bill for chain broadcasts will not bother the advertisers.

Ford RUSH WLW
COMMERCIAL BROADCASTING
OLD MAN SUNSHINE
PROGRAMS
With TOY BAND
6 P.M. Daily, E.S.T.

BENNY KYTE
And His Golden Tower Orchestra
N.B.C. Network—WJR
Detroit—Wed. 12:30-1 P.M., E.S.T.
Hit-Speed Gasolines
Loose Wire Circuit Co.
E. G. DUNN CIGAR

Fred L. JESKE
anarch
elody
an
Sponsored by
MOHARCH FOODS
Mo. W. Fe.
P. M. C. B.
WGN—Chicago

THE NATION'S STATION, WEN
PRESENTS
SEGER ELLIS

HAL BECKETT
ORGANIST
Fox, Brooklyn, New York
INDEFINITELY

RADIO'S BULLISH SUMMER

Increase in Summer NBC Accounts

(June, July and August, 1928-1931)

YEAR.	NO. OF ADVERTISERS.	EXPENSE FOR TIME.	AVERAGE SUMMER ADVERTISER.
1928	68	\$1,781,000	\$26,192
1929	96	2,008,248	31,207
1930	120	2,814,188	40,118
1931	141	3,631,057	41,500

NBC's discount rate, which persuades clients to remain on the air all year:

No. of Programs Per Year.	Discount.	Red Network (WEAF)	COST PER PROGRAM FOR TIME ONLY
1 to 25	10%		1 Hour, \$13,000
26 to 51	15%		1 Hour, \$12,407
52 to 103	20%		1 Hour, \$11,817
104 to 311	25%		1 Hour, \$11,227
312 and over	25%		1 Hour, \$10,637

LESS ACCOUNTS, BUT MORE MONEY

Despite Summer Siestas, Radio Exploitation Budgets Increased—Statistics Show Progressive Increases from 1928 to 1931—Current Year Equally Optimistic

52% OF 181 ALL YEAR

Although the number of NBC clients during the summer of 1932 will be less than the network carried in 1931, NBC expects its revenue to equal or better its '31 revenue, which was \$5,851,557 for time. Radio's summer period are the months of June, July and August. The increased revenue, despite loss of accounts, is expected to come from increased appropriations. As an example, NBC statistics for the month of April, 1931, compared with that of April 1932, showed that during the former period, NBC had 143 clients whereas during the latter period it dropped to 130 clients. However, NBC's revenue during April, 1932, was \$2,193,000 whereas during April 1931, when it had 13 accounts less than the same period last year, its revenue was \$2,649,000.

In May, 1931, NBC carried 140 accounts, 20 advertisers more than it did the past May, 1932. But while its May income has not been completed yet, NBC states that the 1932 May income will exceed that of the same month in 1931, just as April of this year exceeded that of 1931.

Of NBC's current 181 clients, 52% have signed contracts extending throughout the entire year of 1932, including the summer, indicating that the majority of advertisers desire all year round air representation. Over 75 NBC clients have already signed to continue on the NBC airways throughout the summer. This excludes contracts renewed during May and those which will be renewed during June. Over 75% of the contracts which expired in May were renewed and NBC expects the same percentage of renewals during June.

The list of NBC advertisers who have already signed for the summer are listed in an adjoining box. The seasonal summer increase in radio advertising via NBC is also tabulated in the adjoining box. This shows that in 1928 NBC had 68 summer accounts whose expenditures for time totaled \$1,781,099; during the summer of 1931, NBC carried 141 advertisers with total time expenditures amounting to \$5,851,557.

NBC points out that the reason it has so many all year contracts is that the saving gained by the discount on long-term contracts pays for a good part of the summer months. Network states that 52 programs may be broadcast at a net cost for time equal to that of only 43 periods at full rate. Just how this discount works out is shown in the accompanying box with NBC's red network (WEAF), as the example.

NBC further claims that the majority of its advertisers keep the same number of stations during the summer as they regularly use in the winter.

Convention Show

A show built around the coming presidential conventions will go on the NBC network for one-hour June 6. Late is tentative and may be changed. Edward Hurley, chairman of the National Democratic Committee in charge of all convention arrangements, is building the air convention show. It will include Julius Tennen as m. c.

NBC Accounts Signed for Summer

American Kitchen.	Post Toasties.	Richfield Oil Co. of Calif.
American Tobacco (Lucky Strike).	General Motors.	Safety Stores.
Associated Oil.	Goodyear Tire Corp.	Shaw-Walker.
Best Foods.	Gilmore Oil.	Singlar Refining.
Bristol Meyer.	Goodyear Tire Corp.	Stanc.
Campana.	Atlantic & Pacific.	Royal Gelatine.
Campbell.	Health Products Corp.	Chare & Sanborn.
Centaur Co.	Hoffman Revere.	Standard Oil of Calif.
Chesbrough.	Hortle's Malted Milk.	Standard Oil of N. Y.
Chesbrough Vaseline.	Household Finance Corp.	Stephano Bros.
Citrus Service.	Isolent Chemical.	Sutman, Warner & Co.
Cleatong.	Kellogg.	Swift & Co.
Coca-Cola.	Kellogg's Chocolate.	Tanquer.
Coke (Frigidaire).	McKesson & Robbins.	U. S. Rubber.
Cream of Wheat.	Metropolitan Life Ins.	Vacuum Oil.
D'Orry Farmettes.	Northwestern Trust.	Wait & Bond.
Firestone Tire.	Pacific Coast Bx.	Wander Co.
Flourish.	Pet Milk Sales.	Washington Coffee.
General Electric.	Procter & Gamble.	Wesson Oil-Snowdrift.
	Quaker Oats.	Wildroot Hair Tonic.
		Wigley Gum.

Radio Set Mfrs. Don't Seem to See Radio Adv

Among all of radio's current advertisers there isn't a radio set manufacturer. It's an odd condition, inasmuch as the radio set people were among the first advertisers and have always had their representation until recently. On June 2 the situation will be partly changed, when Philco commences a series on CBS. Yet even this advertiser will get away from the old order, in that it will advertise a portable set only.

Skolsky on Gerardine

Sid Skolsky, N. Y. 'News' columnist, is engaged for the Gerardine broadcasts, which return to CBS June 14. Account originally negotiated for Jerry Wald, 'Graphic' radio columnist, to take over the spot vacated by Ed Sullivan of the same paper.

NBC'S 'GOLD' NETWORK STARTS SEEING RED

San Francisco, May 30. The recently acquired KPO or 'gold' chain is bringing beaucoup mis- to NBC's pocketbook. So much so that execs are suggesting it be named the 'red' network instead.

Removal or conclusion of four programs within two weeks leaves the 'gold' with but one sponsored period of its own on the entire coast hookup, a once weekly quarter hour for Kellogg.

Last week Ovaltine Co.'s 'Little Orphan Annie' and Gilmore Oil's 'The Dingbenders' serial with Kolb and Dill were scheduled with the KGO or 'orange' unit. This week S & W's 'Cecil and Sally' serial and Revelation 'Tooth Powder's' 'Scotty's Mouthfuls' go off the air.

The heavy line tolls for sustaining chain programs is not only running the 'gold' in the red, but is also taking a lot of cash from the KPO coffers.

Chatter Hour Will Plug Theatres Only for Cash

San Francisco, May 30. 'Radio, Billboard' twice weekly theatre plugging hour originated by Frank Wright from KTAB, Oakland, has notified theatres in the Bay region that unless the theatre advertises on the program it will not be plugged over the air. Hour was originally intended to inform radio fans what was playing in the various theatres in Oakland and here. Mixed in with that information was Hollywood chatter about the players.

14 KMOXers Out

Chicago, May 30. KMOX, St. Louis, now under complete CBS control, is dropping 14 employees. Practically all of these are in the program department. Heads of departments remain unchanged. Under its new direction the station will lean considerably more toward the network for its program sources.

THOMAS MOVING OVER

Lowell Thomas goes off the NBC network with Literary Digest June 10 and three days later, June 13, starts a new series with Sun Oil. Latter takes over all the 'Digest' five weekly periods, including the same line-up of stations.

TRACY IN 'WILD WAVES'

Arthur Tracy, CBS' 'Street Singer', has been added to the ranks of radio people in Paris' 'Wild Waves', cast. Par will take Tracy's stuff in New York.

SUSTAINING BUILDUP FOR WHITEMAN'S ACTS

All of Paul Whiteman's featured acts may shortly be given sustaining periods on NBC on a no-salary basis.

Whiteman, who arrives in New York this Friday (3) in time to make his Pontiac broadcast the same day, has requested John Boyd, head of NBC's program department, to spot his acts on the network as sustaining. This is in addition to two one-hour periods weekly which Boyd has requested for himself from the Biltmore hotel, where he opens June 8.

Whiteman acts for whom the leader has been asked special NBC time are Mildred Bailey, Jack Fulton, King's Jesters, Red McKenzie and Ramona. Latter is a new girl whom Whiteman picked up in Cincinnati and whom he is teaming with Red McKenzie under the name of Red and Ramona.

N. Y. Radio Club Claims 300 Members, Own Home

First social club for radio artists has been formed and will open next week.

Club claims a membership of almost 300, mostly radio musicians. It will be called the Radio Artists Service with headquarters behind the CBS building on 52nd street, where a four story building for the club's use has been rented. Stanley Campbell, said to be an air musician, is president.

Club will boast a gym on the top floor and will under the management of Johnny Green, pugilist song-plunger. Green, former pro-fighter, resigned from Shapiro-Bernstein Saturday (28) to take charge of this gym. Al Porgy moved over to S-B this week, replacing Green. Formerly with Stept & Powers.

South's First Agency

Birmingham, May 30. Artists' bureau for professionals is being organized by WAPI, a station that recently went commercial, in addition to booking acts for radio, bureau will also place bands and acts for dances, shows and other places.

Idea is new in the south and is being managed by W. A. Glendinning.

Blue Moon Spot

Chicago, May 30. Blue Moon cheese, which has formerly been on both networks, is slated to return to the ether about June 15 with a series of spot programs. Will go on a local station with live talent for a test run.

If clicking will wax the series for a live interview of some 26 midwest transmitters.

Tighter Credit Costs L. A. Stations Accounts But Boosts Receipts

Los Angeles, May 30. Radio stations are turning over new leaves in their account books, demanding an established rating or cash on the line from new commercial clients.

Liberal lending of credit to all users of air time had no serious consequences at first, but bad accounts reached tragic proportions in the last year.

One station admits business is 50% less than a year ago, but claims it is better off in cash receipts. New business in 75% on the line, balance accepted only after checking credit rating, the local Chamber of Commerce and the station's attorney.

Judy-Jane Off June 17

Chicago, May 30. Folger Coffey's Judy and Jane program on Columbia discontinues for the summer, June 17.

Hello Everybody!!!



Kate SMITH

Columbia Station—2-28 P.M.
ON LA PALMA PROGRAM

CENTRAL PARK CASINO
Personal Management—Ted Collins


AUTHOR ACTOR

GEORGE FRAME BROWN

CREATOR OF REAL FOLKS THOMPSON CORNERS NOW HEADLINING FOR POST TOASTIES

Thursday, 9:30-10 P.M.
WJZ AND NBC NETWORK
Coast to Coast

DUMB CRACKERS—ROBERT BURNS PANETELA



WABC MON. 10 P.M.

BURNS & ALLEN

PRESENTING THRU WABC THE ENTIRE PROGRAMS OF

KREMEL MID-DAY LIT AND BATH CLUB

ROGER WHITE

MUSICAL DIRECTOR
119 W. 57th St., New York

LITTLE JACK LITTLE

WABC

Every Day Except Sunday
9 to 9:15 A. M., E.S.T.

DETROIT'S FAVORITE—



Russ MORGAN ORCHESTRA

Michigan Industrial Bankers
MON-WED 6:55-8:30 P.M.
LEE & CODY QUAKER COFFEE
TUE & THUR 6:30-8:45

The World's Record Record Makers



BEN SELVIN

AND HIS ORCHESTRA

D'Orry Perfume, N.B.C. Sat. 8:30 P.M.



GENE and GLENN

With JAKE and LENA

The QUAKER EARLY BIRDS

8 A. M. DAILY EXCEPT SUNDAY
NATIONAL BROADCASTING COMPANY

RUSSELL H. WISE
ANNOUNCER

BAB-O BRIGHT SPOT

Reviewing Kaufman and Sidley Brown's Orchestra
COMMERCIAL
WBMB, Chicago

Not a series for this sponsor, Bab-O, but a company, which is out to sell its trademarked Bab-O cleaning fluid over the air, yet is prepared to gamble with a type of program that has its dubious aspects. In Irving Kaufman this period has a type of "waxie" who has trouped around the dial for years everywhere and anywhere.

Kaufman, who does have experience behind him, comes from an old school, one in which he apparently learned his lessons well. For he's not adverse to screwing an idea, a routine, or whatever it is that might help his cause along. As a result he does a hodge-podge of whatever he knows, such as doubling in character to a Phil Cook, fading into the program with a boo, boo, boo and whistle which can't help but remind of Crosby, and also retain a good measure for moth-eaten gags and puns.

Musical background supplied by Sidley Brown, who is not only an instrumental specialist here and there which is made to appear like Kaufman is doing this, but the orchestra doesn't sound good, and doubtless would mean more to the program if it had a spot of its own. There is an "old-time" style, but scribbled only at Miss Bab-O, who crossfires with Kaufman for the part after which the orchestra composes giveaway spiel, in this case a bath sponge.

On his last commercial Kaufman turned himself to one-man minstrel show, and seemingly he's continuing with the multiple idea something the sponsor is not sure of, but from his straight singing, something he can handle on his own and there's need not attempt to do the others.

AIRY-FAIRY SINGER

Reviewing Sarah Anne McCabe and J. Wilson
COMMERCIAL
WBMB, Chicago

Some nervousness in the local CBS studios as to whether this title would get by the sophisticated. They can quiet their fears. There won't be a wise guy within a mile of this 15-minute series, but for a season for the Commander Larrabee's four firm's product, Kwik Kwik Kwik. The material may be a bit old, but this singing lady probably won't be annoyed by any other interpretation of the material.

It shaped as a weak period of ordinary warbling. Miss McCabe sings a trio of tunes, usually of the sentimental sort, without particular verve or mike personality. Much of it is dull and lifeless stuff. She doesn't sell through the loud-speaker.

Unusual item is the accompaniment of the waltzes by organ. Vaudeville houses occasionally made this attempt to accompany their acts on organs, but most gave it up. Organ is kept far in the background here.

Middle of the program is interrupted by another femme who inserts a heavy commercial talk on top of her few "household hints." The regular male announcer, who is down heavily with still more sales gushing, so much so that any possibly good effects are ruined. But the male finesse, but the handling of the plugs and the program proper would help.

TOM TERRIS

Reviewing "Vagabond Adventures"
COMMERCIAL
WOR, New York

Tom Terris has made numerous short film travelogues. He is a natural talent tie-up for this commercial, the United States Lines.

Terris has a pleasant speaking voice with an English accent. In the line of the continuity, he speaks of foreign places he has been to. The program is framed to instill the nomadic urge in audiences.

Scene of the program Sunday (22) was about the Levant. Terris and a friend were flirting with a film actress, traveling incognito. Terris got in for a general actress says she is going to Germany, which cues Terris into some monologue data.

Sketch type of presentation gets away from the direct form of address often offered for general subjects, such as this and simplifies Terris' verbal observations. An interesting 15 minutes.

OZZIE NELSON

Reviewing
WBAB, New York

Embarking from the Glen Island Casino to New Rochelle, Ozzie Nelson, who has just resumed his season (2) this summer spot, where he has been holding it for several seasons, rates with the crack bands on the air. This explains the late hour spot assigned him over WABC.

Nelson has a smooth, subdued, yet dance compelling style, not too vocally, too; he suggests the megaphone crooner. Nelson also utilizes a femme partner for vocal duets.

RUTH ETTING-BOB TAPLINGER

Reviewing
WBAB, New York

Usually these "interviews" are a series of questions and answers. In truth, though, thanks to an unstilted delivery, which featured an easy conversational style.

Taplinger, of the CBS press dept, did Miss Etinger the right sort of questions and made her replies sound like a career. They were chiefly along success lines, they packed quite a bit of human interest. They were asked in a sincere, feeling, a sincere dictation which, in a measure, offset, even to the most sophisticated, the general feeling that it's being read from script. It's done that way anyway, but this didn't sound like most of 'em.

A nice top-off was "Shine on Harvest Moon" which the radio songstress signaled as her greatest thrill in that she was honored with the assignment of reviving the famous Nora Bayes song of the '31 Folio.

It was an interesting quarter hour.

PHIL SPITALNY'S ORCH., JAY C. FLIPPEN

Reviewing
COMMERCIAL
WBAB, New York

A good set-up that delivers, but is injured by too much advertising. Runs 15 minutes, about seven of which are devoted to the advertising.

Phil Spitalny has a swell crew of music men and a fancy-dance orchestra. Band opened with the Cuban "Silbony" and closed with a pop. In the interim it accounted for a songless set of one song number with time not permitting for more, due to the seven-minute commercial.

Jay C. Flippen is a surprisingly entertainment comedian with a different style. He gags well, talks naturally and easily and gets over. He is also the lifesaver of the period with his wisecracks interrupting the musical numbers.

Godall, a palm beach suit, comes in behind this, but is not content with the unusual time devoted to an ad spiel, is in addition to the usual.

One day night (26) broadcast was the second in the series, but the first and only one in New York, with the opening period did not receive WABC.

The songstress, Peggy Sentra, started singing with a low note, faltered toward the end of the number.

AUNT SALLY AND BETTY

Reviewing
COMMERCIAL
WBAB, New York

This is a continuation of the regular, Monarch Foods program, known as the "Lycia Family." In the present series, Miss Lee was the principal character, that of a colored mammy, in the story of the "Lycia Family." The series is a series of female interest, playing Aunt Sally, the mammy retainer, and Miss Lee, the girl of the house.

In the present program, the attention is given to the mammy, who is wiped out. Only remaining are the two characters, Miss Lee and Aunt Sally, who are both plugged and the warbling. Her singing rates as just passable. It will please a good number of the female listeners who have become acquainted with her style while on the "Lycia Family."

One time, on Tuesday, the Thursday morning, some twice with 15 minutes, may have its admirers, but hardly capable of making a real radio splash.

LIMIT BATH CLUB

Reviewing
COMMERCIAL
WBAB, New York

The Limit Bath Club unit recently featured a series of female interviews on its broadcasts, but decided to adopt its intermittent noon-day status.

One angle in favor of the former Limit Bath Club was that they had novelty. With Kaufman it's strictly the song-orchestra type of entertainment layout.

Kaufman is a versatile artist who can deliver in more ways than that and should not be confined to one alone. Some time ago, as another commercial, he staged a protean musical revue billed as "The man with 1,000 voices." He has a likeable baritone and pleasing delivery and also tempers his selections with good novelty.

The Roger White orchestra is a good instrumental group who in addition to the variety of music also featured is a xylophone solo by Harry Brewer.

Kaufman closed this broadcast Friday (27) with "Sonny Boy," delivered dramatically as a Jolson. It was a bad selection and can't stand repetition regardless of the treatment.

INTERNATIONAL OLYMPICS

Reviewing
WBAB, New York

Innovation originating with the All American Sports Council in California to invite the wide world to Los Angeles for the Olympics games. The KHX, outlet here, donated the time.

Selling appeal was thrown in the mix. The picture industry, with the Hays office coming to bat to line up a list of picture celebs who could talk to their fellow countrymen in their own languages.

For English speakers the show was saved by Will Rogers, who was buried in a media of musicals. Otherwise the hour was rather flat. Opened with Raymond Paige's orchestra in a media of musicals. Entries were a couple of soprano solos by Olga Bacanova, and "Delectable" by the same.

There were a few last minute slippages as is usual with promised appearances of picture people, but the show did not seem to have the countrymen below the Rio Grande, didn't show, excuse being given she was in the hospital.

Report that the show was also presented previous snub from official Mexico because she had appeared in "Claret of the Claret" which was the show the Latin to nice a light. Rogers wrapped up the broadcast. Routine was "There's no reason for your not coming, you're nothing else to do. So bring along your own customer," he'll like it, too. Otherwise the hour was a waste of time.

Mr. Malik
COMMERCIAL
WBAB, New York

After about two years on this local outlet, the 30-minute mystery series in the background of the transmitter here as a commercial, but was sponsored by the station after a long time.

Shapes a well-written piece as turned out by John Ghion, and exhibits once more the growing mental of the writer. Much was the old-time moronies of the air, especially as far as the scripts are concerned, which doesn't promise to go far.

While in the first of the series the script stood out for the excellent characterizations. The people at least are real and the words they have to speak are good.

Series is based on the detective angle, Stanley Andrews doing the work. He does a capable job. Co-featured are Bernadine Flynn and Douglas Hogg.

Weakness of plot-handling in the initial period was revealed in the lack of actual suspense, but in the second period the plot was easily recognized, long before the blow-off. He was the only one that acted as if he was a detective.

He was labeled "The Silent Murder," and was based upon a killing in the city of New York. The series was a good one, but the announcement the parrot condescended to voice the name of the murderer.

McGRATHY BROTHERS

Reviewing
COMMERCIAL
WBAB, New York

Another one of those NBC build-up series. The name is not so far. This gambling with unknown names is dubious at best. One out of 100 or better odds up to come to the fore.

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RADIO CHATTER

Reviewing
WBAB, New York

Harold Peary and Bill Royle are doubling from NBC to KXA, San Francisco, for a sponsored service. Tom Mitchell back on staff of NBC, San Francisco, after a year's absence.

Luther L. Putnam, former studio manager KGB, San Diego, now on KTAB, San Francisco, with a comedy program.

Monroe Upton has returned to KFCR, San Francisco, after several months at the NBC studios there as producer, staff artist and continuity writer.

Leo Daugherty and band, WAPI, Birmingham, are now in Paducah, Ky.

Three new faces at WAPI, Birmingham. They are J. B. Roberts, H. T. Wells and George Best.

Bob Taplinger celebrates his first year in NBC with the "Artist's Today" (Tuesday). He will interview Col. Stoopnagle and Budd, also celebrating their first year.

John Keenan booked to play at seven college proms during June.

Belle Baker may tie-up with an NBC food advertiser.

Syracuse mayor, Arthur Tracy, "Street Singer," comes into Loew's State in three weeks.

Del Caslino, baritone and protege of Pete Hyatt, making Saturday night appearances over WBNY.

Joe Whit, "Silver Masked Tenor," celebrates his 10th year of broadcasting.

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Back to Farm

Reviewing
WBAB, New York

In town in advance of the leader. Smith Ballew's orchestra will be aired over WABC from the Pavilion Room.

Jack Denney preparing a gala all-irving Berlin program for the first Gen. period with Ed Sullivan, who will have Berlin as one of his guests that night.

Ted Weems and his Chicago band will be in town for a radio show.

Boswell Sisters received 12 dozen roses from an unknown admirer in Boston.

Phil Spitalny feels underdressed without his cane.

B. A. Rolfe worried. Lost 10 pounds.

Welcome Lewns already sporting a good coat of tan.

Ray W. Wiley, announcer for WBEE, Cincinnati, married to Eugene Beck, a belle of Louisville, Ky. They met at University of Kentucky.

Ralph Haburton, formerly head of artists' bureau for Crosley, now selling time for L. B. Wilson's WCKY, Covington, is to be discontinued for summer.

Wally Maher, the "Chatter" of WLW, and Jack Zoller of the Crosby drama series, both leaving for personal appearances.

Johnny Burkhardt, on WHAS, Louisville, from Inn Loggia. Released to make appearances.

Geraldine Thompson, WHAS pianist, obtained divorce from husband, which was a temporary paralysis.

Davidson Tracy, "C-J" radio ed and WHAS announcer, back on job after a year's absence.

University of Louisville hour on WMR, which was to be discontinued for summer.

Jeff King, who moved up from WMR, will be back on the air.

CBS western district manager, assigned a two-window office and became a two-window office.

John Ghion, Chi NBC continuity editor, latest success subject for the time being.

Car driven by Johnny Fuller, WBMB, Chi, was tapped by a bolt in the rear wheel.

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Chilly Ad Agencies Forcing Indie Radio Producers to Fade

Chicago, May 30. Indie program producers, instead of becoming more important in radio, are gradually striking their tents and silently melting away. They are today the orphans of the biz, wandering from door to door, and only occasionally does one succeed in crashing through the thick walls of the agencies.

It's still the old story of being on the outside; no matter what they have, no matter how good, it's tough to sell without that old-fashioned ingredient, the 'in'. Producers, who rated high in the business when associated with some agency or station, when on the outside, and that even their old-time clients won't use 'em.

To a great extent, admit the producers, the difficulty of crashing in lies in the selectiveness of the business. Advertisers and the agencies, particularly, want as few people as possible meddling in on the program deal. What with the agency field down to the roughest cut-throat tactics in stealing accounts, these agencies are fearful of letting outsiders in on their plans and methods. This is particularly true when the would-be indie producer has been previously associated with a rival agency.

Buddy and Luckies
Buddy Rogers and orchestra may shortly do a few broadcasts for Lucky Strike.

Rogers is now NBC sustaining from the Pennsylvania Roof.

RUSS COLUMBO

NBC and
Victor Record Artist
Management ED. W. SCHEUING

JACK DENNY

AND ORCHESTRA
Waldorf Astoria Hotel
Victor Records
Ever-Ready Safety Razor
Program
Lucky Strike Dance Hour
Management M. C. A.

The Eton Boys

3rd Year
Net Club
New York
Ever-Ready Safety
Razor Program
WABC
Every Sunday 9 P.M.
Exclusive Columbia Artists

FLOPPO RADIO SATIRE HELD FAITHFUL DETAIL

Although 'Helgh-Ho, Everybody,' radio satire, closed Saturday (28), four days after its opening at the Fulton, New York, the play presented many scenes which had faithful foundation in fact.

The play's satire may have been exaggerated, but generally familiar as the real stuff to anybody in close contact with radio. Perhaps one reason why the play was unfavorably received was that it was too much true. Only radio insiders got the real satire of the situation, while the layman believed it to be more or less fictional comedy, as did the majority of the dramatic critics without a trade knowledge of radio.

The single sponsor of the play is based on an actual radio figure, sponsor of one of the largest air accounts. This one character was not overwritten.

The single sponsor's wife suggesting what tunes the crooner should sing, that also parallels real radio life, more so than was presented on the stage of the Fulton. The crack by the crooner, when asked who selects his songs (which was 'the publishers select my songs') was also missed by the laymen, since they have no knowledge of the inner working of the publisher-radio artist.

Another incident here, where the head of the ad agency gets a sudden inspiration to use the crooner's wife on a program because her voice suddenly struck him as just the thing is the real McCoy. In fact, one new head, once placed a waitress on the air with the explanation that he was looking for a sudden vocal type when he heard her voice in a restaurant and that voice was what he desired.

The numerous clubs named after the crooner, Buddy Baxter, called the Buddy Baxter Posters, also has a sound foundation, although this is more familiar to laymen.

There were additional scenes and action in the play which could be recounted as having actual foundation.

No one with an inside glant on what goes on behind the microphone could pan the play from the standpoint of realism.

John T. Adams, of the radio talent company bearing his name, was one of the producers.

WCFL Gets Full-Time And Boost to 5 KW.

Chicago, May 30. Winding up a battle of six years, station WCFL, Chicago Federation of Labor's outlet here, has been granted a full time daily schedule and an increase in power from 4,500 to 5,000 watts by a ruling of the federal radio commission.

Previously WCFL divided its facilities with station KJR, Seattle, also a 5,000 watt, which was taken over by NBC recently from the Northwest Broadcasting company.

Concessions granted by the radio commission is now expected to forestall any further effort by the labor organization to get a clear channel with a maximum power of 50,000 watts. A bill to that effect is now pending before the senate committee in Washington, but will probably not be pressed.

PICKENS FOR TOBACCO

Porto Rican Tobacco Company starts a series of 25 NBC broadcasts the first was in July.

Pickens Sisters are probable as featured talent on the periods.

Answered

Al Woods (not the producer) got a bill for a paper in the form of a fan letter.

Letter read: 'I have just finished listening to you sing "If I Were a Millionaire" and what you would do with the money. Just what I'd write and ask you to please remit me \$4.36."

RADIO EDS CONVEYE; ONLY EIGHT SHOW UP

Chicago, May 30.

Only eight members showed up at the annual meeting of the National Radio Editors' Association held during the set manufacturers' show here last week. Majority of the octets were from the local dailies. Customary panning of the network by the convening newspapermen was limited this time to a resolution asking the chains to cut down on the volume of publicity sent out. The waving through means of blurs daily was being used to prove a strain, complained the editors. Resolution protested that the networks' regional publicity department were duplicating themselves, and suggested that the puff items be kept down to essentials.

Boys also voiced their objection to the alleged NBC habit of going over their heads and direct to the publisher with complaints instead of coming to them first. But no resolution was passed on this topic.

Chi Union Doubling Rule May Hit Lombardo Date

Chicago, May 30. When Guy Lombardo comes to the Chicago, June 17, with his band he will run into a snag with the local musicians' union on his broadcasting work. Although Lombardo is a local member of the union, thereby safeguarding his doubling activities here, the new union regulation won't permit any local musician earning more than \$75 a week to double.

While Lombardo hasn't as yet been informed of the ruling, Jimmy Petrillo, musicians' prexy, is prepared to enforce it when the band arrives here for the picture house date. Lombardo will have to pay off for as many standby men as in his band in order to be picked up from here to the other network broadcast or for any other network broadcasting.

Finicky Writer Cancels Horlick's NBC Program

Chicago, May 30. Radio version of the newspaper strip, 'Sekatary Hawkins', is off, as far as Horlick's Malt Milk is concerned. Robert F. Schulkers, creator of the cartoon, walked out of the deal after the advertiser had arranged the new program and put the show into production.

Contracts were ready when the agency handling the account, Lord, Thomas & Logan, got a letter from Schulkers advising it that he had decided the other rights were worth more than had orally been agreed upon, and in any event, a Horlick tie-up was out. Program had been set for twice weekly over the NBC red network for 20 weeks starting June 8.

Network has consented to let the agency out of the time contract. Commercial currency supporter the Dr. Herman Bundeson program on CBS.

ENGLES' ASS'T OUT

Herman Schaad, assistant to George Engles, head of NBC's artists bureau, severed connections with NBC tomorrow (1). No successor selected.

Schaad has been at NBC as Engles' assistant since 1928.

BLACKSTONE'S OUT

Blackstone, carrying a program on WEAP and WJZ, goes off the latter network June 8, but continues its WEAP series.

Account features Julia Sanderson and Frank Crumit.

Medalist Auditioning

Medalist Cigars is auditioning for NBC broadcasts.

A comedy bridge sketch was tried by the account last week.

N. Y. C. STATION TIES UP WMCA AT LAST MINUTE

The injunction which WNYC slapped against WMCA, preventing the latter station from broadcasting full time, will prevent WMCA from inaugurating a full time schedule until late in the fall. WNYC, the city-owned station, received the injunction from the U. S. District Court two days before WMCA was to inaugurate its full time policy as mandated by the Federal Radio Commission.

This scrap between WNYC, New York City municipal station operated by Albert Goldman, commissioner of Plants and Structures, and Donald Flamm, owner of WMCA, is of years standing. Flamm has spent a fortune in the attempt to get a full time station on WNYC, which shared time with WMCA, to switch wave lengths with WPCB, also Flamm owned, and then to petition WMCA to broadcast full time.

Up around the WMCA offices, it is inferred that CBS is sympathetic with WNYC in its stubborn attempt to prevent WMCA from going full time. Reason given for this is that WMCA, Minneapolis, a CBS affiliate, broadcasts on 810 kilocycles, the same as WPCB, with both stations ordered to split the wave length in 1927. CBS, it is claimed, doesn't want WNYC to take over the WPCB station because it would prevent WMCA from going full time. Flamm, who owns the station, may make demands on the time of WMCA.

Goldman, in his appeal to the court, has contended that the claim that the WNYC transmitter, now on 570 kilos, could not be used for a frequency of 810 kilos. Professor C. M. Jansky, a radio authority, swore to the present WMCA, saying that at the most it would cost WNYC \$240 for the engineering change.

WNYC contends that another reason why WNYC resists switching with WPCB, although this move would permit the station 80 hours weekly of broadcasting instead of the present 20, is that WMCA builds an audience for WNYC.

The appeal of Goldman on behalf of WNYC to restrain WMCA from going full time will cost the municipal station \$10,000 and must be heard by the U. S. District Court of Appeals, the matter now being out of the jurisdiction of the Federal Radio Commission.

WOR Maintaining Its Full Station Personnel

While the major networks are cutting to span the summer, WOR is maintaining its full staff. Station is said to have been earning a net of \$7,000 weekly, but is expectant of slowing up during the hot weather.

On production at the Bamberger plant has been some changes in sustaining artists and switches in higher priced talent. Station claims a reception radius of but 200 miles, but its programs have been heard at twice that distance.

WOR explains the smaller radius is sufficient for its department store advertising and the other commercial it carries. WOR is licensed for 15,000 kilocycles but has not used that power to date.

Jap Censor Prevents Hunt's Tokio Broadcast

San Francisco, May 30. Japanese censorship stopped Frank Hunt's Tokyo radio broadcast news from Tokyo to the U. S. via NBC last week.

Hunt was slated to give a nationwide broadcast from Tokyo to have been shot across the Pacific from JOAK and picked up by KGO here. But the Jap censors said 'No'.

Orowitz Attempts To Answer Radio's Worries in His Book

E. M. Orowitz, vet show and theatrical exploiter and now president of the EMO Co., is taking the radio bull by the horns and circulating his either advertisers, their advertising agencies and the two major networks' officials with an elaborate booklet which is titled 'What Is Wrong With Commercial Advertising?' and answers the question.

Since leaving the RKO organization, Orowitz has been contacting the radio people and claims to have discovered that the accounts and their controllers have erected a mythical Chinese wall about themselves. For one thing, either it's too good a racket, or it's ignorance, but none seems interested in what comes over from Broadway comes over to those Fifth and Madison and Park avenue broadcasters or radio agencies, he states in his book.

Orowitz goes to it without hiding and spares none of the advertisers who are notorious for their objections to the Broadway type of showmanship. He takes this attitude to task.

His own radio service agency will operate on an itemization basis, giving the advertiser an itemized accounting of how much goes for talent, how much for wire charges, how much for continuity, the surcharges for services and how distributed. The talent will be further itemized, detailing the various amounts for singers, orchestra artists and not as a unit.

The round figure idea has been the cause of considerable dispute between advertisers and their show plotters, with allegations that the latter have overcharged the advertiser and pocketed the difference which supposedly was charged off to talent lists.

JACK BENNY

CANADA DRY HUMORIST

WJZ Mon. and Wed., 9:30 P.M.

MILLS BROTHERS

4 BOYS AND A GUITAR

COLUMBIA BROADCASTING SYSTEM

Personal Recommendation Thomas G. Rockwell

Mills-Rockwell, Inc. 799 Seventh Ave. NEW YORK

9:15 P.M., Tuesday, Thursday

VICTOR YOUNG

Musical Director

American and Brunswick Records

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FREDDY MACK

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Disc Reviews

By Abel Green

Russ Columbo
'Paradise' and 'Auf Wiedersehen' in the popular crooning manner. Nice interpretations by Columbo with expert orchestral embellishment. Victor 22976.

Whiteman-Van Steeden
Paul Whiteman and Peter Van Steeden coupled with 'Lard, You Made the Night Too Long' and 'Everything Must Have an Ending.' Rhythmic foxtrots in the expert manner with Red McKenzie and Chick Bullock, respectively, on the vocalizations. Victor 22984.

'Speech-Miller'
The sprightly 'You're the One' by Paul Specht and 'Them Good Old Times' by Bob Miller make for acceptable foxtrology. Harlan and the Hoover Boys assist Specht's assignment vocally, and Dick Robertson solos the vocal cliché in the companion piece. Columbia 2646.

Dan Russo
Russo, a vocal dance purveyor, still retains his Orloves label after his names. He is partial to the 'scat' school of rhythmology. 'Gorgeous and 'The Dong Dong' are two of his foxtrots and okay, too. Columbia 2641.

Jerry Behrens
'To guitar accompaniment, Behrens yodels 'Carmelita' in the Frank Crumit-doggered style. Reverse is a bit more staid. 'You Were Glad You Had Broken My Heart'; as sad as it sounds. Okeh 4152.

Joseph White
Still billed as the Silver-Masked Taster, dating back to the pioneering Silverstone Cord orchestra radio programs, White balladizes in symphonic manner. 'The Moon Shines with the Crowd' and 'That Daddy and Mother of Mine are tiptop for his style. Victor 22981.

Havana Novelty Orch.
'Adios' rumba and 'Bonita' tango by the Havana Novelty Orchestra are a novelty dance couplet. 'Adios' is better known as the Hotel Elitmo. 'Y. Y. Y.' is a novelty rumba song. Enric Madrugada, the Elitmo maestro, composed it with Eddie Woods. A couple of Argentinians, Bill Polla and William J. McKenna, turned out 'Bonita.' Victor 22963.

Art Kassel
The maestro of his Kassel in the Ains orchestra, especially popular around Chicago, knows his dancation with 'Strangers' and 'What a Life.' Expert foxtrology. Columbia 2643.

Buddy Campbell
Okay dance disc on Okeh 41563 in the snappy manner by Buddy Campbell. 'When Nobody Is Around' and 'What a Life,' both break foxtrots, lend themselves to heated interpretations.

Wayne King
Wayne King's 'waltz king' radio reputation, capitalized by Victor on waltz-foxtrot couplets, although No. 22977 are both four-four numbers of the smooth, melodic style which has become associated with the Chi band leader. 'When the Lights Are Soft and Low' and 'A Moment in the Dark' have Enrie Burchell contributing vocally. Victor 22980 sends a waltz. 'When the Sun Goes Down' and 'Latter Prairie Town' backing up 'Deep in Your Eyes,' with King vocalizing.

Waring's Pennsylvanians
'Rhymes' and 'How Am I Doing?' is one of the best by the Waring in a long time. The novelty dance couplet in a rowdy, somewhat ribald hokum manner of the 'scat' school. Will probably please the collectors. Victor 22978.

Ray Noble
Imported records made in Europe by Ray Noble and his New Mayfair orchestra (London). Selections are from Warner Richard Heymann's 'Congress Dances' (Ufa film). 'Just Once for All Time' and 'Laugh and Love' and 'Latter whiz' is the better composition. Noble does well by 'em both instrumentally. Victor 22964.

Jimmie Grier
Grier was until last week the maestro at the Ambassador orchestra's Coconut Grove, whose orchestra he conducted. It's 'the spot on the Coast.' 'You Voyage to Your Ship of Dreams' and 'I've Paid for Love' on Victor 22970 isn't distinguished a cut above 'One Hour with You' in the Chevalier picture and 'Music in the Moonlight.' Latter is Grier's radio theme song. 'The Novelty' and Dick Webster do their stuff vocally in capital fashion.

George Olsen
Some more 'Hot-Chat' tunes by George Olsen and Ray Henderson, equally as fetching as the accredited hits. The show has one of

Broken by Golf Course, Bankrupt by Singing

Los Angeles, May 30.
Sidney L. Eastman, singer, asking for bankruptcy status, got in his difficulties through investment in a miniature golf course and then took singing lessons.

Eastman remarks that William Reese's \$600 bill for the lessons is unjust, as when he had paid the teacher all the money he had, the latter stated he would continue to teach him gratis for the cause of art. Singer's big debt is \$3,500 owed A. L. Eastman, not due for two and a half years. His only assets are \$50 worth of clothes.

S-B Suing Chicago Firm For Alleged Infringement

Shapiro-Bernstein is suing M. M. Cole, Inc., Chicago, for copyright infringement, claiming four of its songs were printed without permission.

The songs, claim S-B, were used in a book titled 'Walter Peterson Folio.' Titles of the S-B songs alleged to have been infringed upon are 'Death of Floyd Collins,' 'Dream of the Miner's Child,' 'Engineer's Child' and 'When the Moon Shines Down Upon the Mountain.'

S-B is suing for statutory damages.

Co-op Symph

Cleveland, May 30.
Summer symphony concerts on a co-operative basis will be tried out by 60 members of local symphony orchestra. With a dearth in other musical activities here, boys figure coffee-and-cakes better than nothing at all.

Experiment will be carried out over dozen concerts in Severance Hall, beginning June 1, with a 25c to \$1 admission scale.

Fix Chi Symph Scale

Chicago, May 30.
Local Symphony Orchestra situation has finally been straightened out with the musicians' union. The men will get a slight increase but they will play fewer concerts.

Concession by the union followed weeks of controversy.

EXPLOITATION DISCS

Stapt & Powers had Durium make 1,500 midget recordings of I Beg Your Pardon, Mademoiselle, for exploitation purposes for \$100 each. Spitalny's orchestra did the recording.

Midge discs are being distributed gratis to jobbers and orchestra leaders.

HERE AND THERE

Joey Stool will be brought into the New York office of DeSylvia. He is DeSylvia's Chicago man.

Bob Myers, band manager and formerly with the Columbia Phonograph company, is with the new Chi band booking agency, Columbia Music Attractions.

Villa Moret has appointed Phil Howard as Chicago representative, succeeding Hal Tommy.

Eddie Carr's band opened at the Villa-Richard, New Jersey, Saturday (28). Followed Paul Tremaine.

Don Cave orchestra goes from the Broadmoor C. C., Denver, to Canyon hotel, Yellowstone, for the summer.

those well-balanced scores without anything particularly outstanding. 'Say' and 'There's Nothing the Matter with Me' feature Ethel Shutta. She is more effective in the novelty 'Gosh Darn' and 'So Alone in the Crowd' compiled on Victor 22980.

On Victor 22983 Olsen and Whiteman's 'Hot-Chat' tunes by George Olsen and Ray Henderson, equally as fetching as the accredited hits. The show has one of

OKEH VS. VICTOR

Disc Companies in Suit Over Louis Armstrong

Hollywood, May 30.
Okeh Phonograph Co. has applied to the federal courts to enjoin Louis Armstrong from recording for the RCA Victor Co.

Okeh claims exclusive right to the services of the colored singer under a contract made in 1927. Final option does not expire until May 6, 1933 and then three months more before he can record elsewhere.

Hearing on temporary injunction before Judge George Crogrove June 6.

Two Firms Clamping Down Completely on Free Orchestras

Both Robbins and the newly formed Lawrence Music Co. (Irving Mills-Tommy Rockwell) are going in for the idea of cutting down completely on free orchestras. Robbins, long established, will eliminate the gratis supply, relying on the company's road men to cover the high spots, and the others must buy professional copies and conserve likewise along those lines.

Lawrence Music's idea is even more radical. Mills-Rockwell control a galaxy of radio artists and Lawrence will publish only songs featured by their radio clients.

These numbers will be restricted to 100% to their own artists. Only exception may be in the case where some special dispensation is approved, in which case Lawrence will charge a fee for the arrangement.

This change will carry with it an okay for public performance, but otherwise there can be no radio or other rendition from any other form of improvised orchestration or scratch sheet.

Mills and Rockwell control Lawrence. Victor Young is not a partner, merely a contracted composer and arranger, although Young has the special privilege of selling his songs on the outside as well. He is supposedly guaranteed \$20,000 a year by the R. B. firm to take care of radio programs, arrangements, etc.

First group of songs which Lawrence Music is publishing for the use of the Mills-Rockwell Soundwell Sisters solely are: 'Old Man of the Mountains,' 'You Gotta Hey Day Day to Get Along With Me' and 'Strange As It Seems.'

SOUTH IN CONGRESS

Chicago, May 30.
Eddie South's augmented eight-piece combination goes into the ballroom of the Congress hotel for a four-week engagement, starting June 1.

South and his colored aggregation were formerly at the Club Rubal-yat, which folded for the summer. Band will broadcast nightly over an 832.5 m. wave. Bookings were made direct with the hotel by Bill Rothstein and Sam Skolnick.

Inside Stuff—Music

With the pop music business now on a par with Peruvian Lufts, those publishers who have large catalogs, especially of standard or classic music, are beginning to concentrate on the publication and plugging of black and white albums and numbers rather than their British product.

Winmark has released 'California, Here I Come' and is giving it a plugging campaign. New orchestration has been made by Louis Katzman. Al Johnson, one of the authors, has been using it frequently again since he arrived on the Coast.

Only female song plugger is Leona Zadeck, who doubles in charge of Con Conrad's Hollywood branch office. Conrad is continuing his east-coast music publishing efforts although his major concern is managing Rose Columbia.

Victor and Woolworth Near Deal For Marketing of New 20c Record

Report Warners Wants To Drop Famous Music

Hollywood, May 30.
Larry Spier and Sam Coslow, former owners of Famous Music—when it was Spier & Coslow, and both now under contract—former as general manager and latter as staff writer—both had their documents extended for an additional three months upon agreement to take a 10% cut.

Short tenure of the extension may mean radical change in the company. Rumbles that Warners, which owns a half interest through control of Harms, may pull out.

Disc Firm's Coast Branch To Wax Film People

World Broadcasting System and its subsid, Sound Studios of New York, Inc., have opened a Coast branch in the metropolitan (film) studios in Hollywood, as a direct means to 'can' film talent for disc-recorded broadcast purposes.

Fat Campbell is in charge, A. J. Kendrick, president of Sound Studios, going to the Coast to consummate details.

Cal. Plugger Shakeup

Los Angeles, May 30.
Coast song pluggers shifted around during the past week, with Jack Stern, Los Angeles Berlin rep, resigning to devote all his time to his R.H.F. programs. Abe Bloom, S. F. man for Berlin, will handle the coast.

Robbins coast changes leave Dick Arnold in charge of the territory from San Francisco, with Harry Coe, L. A. and Carl Winge, Seattle, out. Artie Mehlinger back from New York to take charge of the local Remick representation. Mike Hester, plugger for Conrad, is through, leaving Leona Zadeck doing a solo.

Coast office of Famous was sealed Saturday (28) with Eddie Jones, moving his pro copies over to the Paramount studio. He will represent the Par music subsidiary on the lot as well as handle the Pacific trade.

Office shared by Bobby Gross with Santley and Fred Dempsy, of Peat, does a Peat solo beginning the first day of the month with Gross dealing them out of his derby. This leaves only the DeSylvia, Brown and Henderson office, in addition to Dempsey's, in the Majestic theatre building, which formerly housed as many as 15 national music firms.

Leonard Wilson is here from New York to handle the Mills music business here and in San Francisco.

Bloom Back

San Francisco, May 30.
Out for two weeks as local rep for Irving Berlin, Abe Bloom is back with the firm in charge of the entire Coast.

He will continue to make his headquarters here, handling Los Angeles and the Northwest as well.

Arrangements are being made between Victor and Woolworth for the chain store to handle Victor discs exclusively to retail at 20c.

Disc negotiations between Victor and Woolworth to complete the deal were held all last week, with the last meeting on Friday (27). According to reports there is one hitch in the negotiations which will have to be cleared up for the deal to go through. Woolworth wants Victor to put out a disc it can retail for less than 20c, whereas Victor insists that a retail price of 20c is the best it can do. This hitch was to be cleared up at Friday's meeting, but the results of this meeting have not been reported yet.

Ever since Woolworth announced it would experiment with a 20c price tag in about 100 of its stores with a view toward adopting this maximum for its entire chain of 1,800 stores, mechanical men have been trying to tie up Woolworth for a 20c disc. M. Kronberg, owner of Plant Music, Jobbers, and Crown records, negotiated with Woolworth to supply them with the discs. Ditto with Brunswick, Victor, however, was a state of them.

New Brand Name

Woolworth has never handled a standard brand of discs due to its low price, selling only a miniature size record. What Victor's wholesale price of Woolworth will be the deal goes through hasn't been reported. Victor will release these discs aside from its 16c numbers, according to reports, and will therefore have to give another name to its Woolworth discs.

If the negotiations go through Victor is to have the Woolworth outlet for its disc exclusively, with the chain store to handle no other make.

Victor for two years now has been experimenting with cheap discs and intermittently reports have emanated from its plant in Camden that it was ready to place a 25c disc on the market. Nothing ever came of these reports.

Woolworth outlets for 20c discs is expected to be a mild saviour to the current disc situation.

The Woolworth situation as regards handling sheet music remains as it was nearly two months ago, when Woolworth temporarily put thumbs down on its plan. Now, when publishers still hold the chain will handle sheet music by fall.

Columbo Wins Prelim

Hollywood, May 30.
Jack Gordon, former partner of Con Conrad and in on Russ Columbo's earnings for a third, was denied an injunction in New York to restrain Columbo from working. Gordon's suit charging breach of contract.

New York end was handled by Jerome Wilzin, attorney for Gordon. Latter and Charles Kenneth Phillips, who handled the case, lost in two months for the trial.

Frisco's Sabbath Jigging

San Francisco, May 30.
Hotel St. Francis hopes to slip over on the clergy and clowbomen by sneaking in Sunday night dancing in the Embassy room, replacing the usual Monday night frolics that have been a force on the scene. Management is trying the Sabbath hooping during opening week of Tito-Rito's band.

This is first time a local hotel has attempted Sunday night jigging, having previously left that to the cafes and clubs, while giving the native choice chamber music.

Schwinn Leaves Cal

Chicago, May 30.
E. J. Schwinn, who has been in charge of the local Columbia Phonograph and Radio company branch since the resignation of A. J. Heath, quits the organization company. (21) He will leave the local office as assistant credit manager. While no successor has yet been named, the next in line is Paul Cohen, sales promotion manager here.

Freddie Engel's orchestra, broad casting for some months over WLS, Schenectady, from an Albany restaurant, closed there last week and moved, with song accompaniment, to Taylor's, Lake Luzerne, N. Y.

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