

# VARIETY

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48 PAGES

## HOW STARS HAVE CHANGED

### Old Anti-Gyp Ticket Control Lost In New Law, but Cut Rates Socked

The admissions tax law looms up as the legit theatres' major problem and will be the first matter taken up by the Theatre League at its next meeting.

Discrimination in the law is charged and it is known that certain ticket agency interests spent much time in Washington during the framing of the act. That the provisions favor ticket brokers who resell for more than the boxoffice price is obvious, restrictions unfavorably affecting theatres being equally clear.

Two brokers are mentioned as having lobbied for the legislation. One is reported having boasted of 'what he put over.' Both are known to have been selling tickets for hits for prices greatly in excess of the established price and under the new law a speculator may charge any (Continued on page 32)

### NEW YORK IN MIDST OF SLOT MACHINE EPIDEMIC

New York has become the target for a deluge of those five and 25-cent slot machines. Recent local court ruling that the machines are legal was the starter. A conservative estimate figures 130,000 of the machines now loose in Manhattan.

In the Times Square sector there are machines in almost every other shop, some appearing even in beauty parlors. Practically all soda fountains and cigar stores are displaying them and they form part of the equipment in practically every speakeasy in the city.

Stores housing the machines are not asked to put up any cash, but share in the machine's profits on a 50-50 split.

Machines are ostensibly not for gambling purposes. By putting in either a nickel or quarter and pulling a lever, three rolls of figures revolve. Certain combinations pay out varying amounts of 'trade checks.' Also, supposedly, a roll of mints goes with each twirl of the machine, making a legitimate 'amusement' from a legal standpoint.

In most places, especially the speakeas, the checks are redeemed for cash, while restaurants and cigar stores, for the greater part, are accepting them only for merchandise, thus staying within the law.

### 6,500 Dark Film Houses Is the All-Time High

Approximately 6,500 film theatres, or the all-time high for this country, are closed. This means, according to the latest official count that but 13,000 are in operation.

In normal times, it is pointed out, the average total for lightless houses seldom exceeded 2,000.

### Free Cleaning

Two of New York's largest dress and suit stores are offering free upkeep all summer as an inducement for buyers of white suits. Offer involves free cleaning and pressing service whenever necessary.

With the average man's white outfit needing a cleaning after three or four times out, the upkeep for such a suit runs to \$10 per summer at the minimum cleaning rate of \$1.

### Coast Pilots' Union With 1st Pres. Dead Fixes Crash Prices

Hollywood, July 4. Set price of \$2,500 for crashing a plane and minimum salary of \$500 per week for straight flying have been established by film pilots in a new organization, Motion Picture Pilots' association.

New group has received a charter from the A. F. of L. and is affiliated with the Airline Pilots' Union, regular body of commercial pilots. There are 20 members in the organization.

Leo Nomis was appointed president before his death while working in Paramount's 'Sky Brides,' and new leader hasn't been named. For the biggest number of high and low pitches on Broadway that the town has seen in years, not including the Christmas season.

### Pitchmen Flock to L. A. To Cash In on Games

Los Angeles, July 4. Last week saw an influx of pitchmen who figure a golden harvest with their gim-cracks during the Olympic Games. Sidewalk salesmen are hustling the town grabbing off sidewalk and store entrance locations, with quite a number renting vacant stores. Last Saturday saw the biggest number of high and low pitches on Broadway that the town has seen in years, not including the Christmas season.

### Gable for Ether S. A.

A perfume account thinks that a little sassa on the radio would get the femmes.

Hence the perfumerie is after Clark Gable for a program to be picked up from the Coast. No definite deal set yet.

### \$500 BARNYARD GOLF PRIZE

Des Moines, Ia., July 4. Tossers Gene Dobbin Slippers will come in for some dough at the annual Iowa state fair, prize awards in gold and trophy awards amounting to \$500.

Horseshoes II tied to 2½ pounds.

### IN FILMS, RADIO, LEGIT AND VAUDE

**13 Move Up in Pictures and 23 Drop Down — Radio Creates 11 New Names, Vaude None and 19 Stand Out in Legit**

### FEW IN 2 FIELDS

Less than the normal amount of changes in the picture star firmament during the season of 1931-1932, now ended. But 13 names acquired star billing against 32 the year before.

During the same period 23 others became fallen stars, dropping out of the above-the-title billing class for the time being or permanently. Some toppled after lengthy stardom and others turned-back after brief sojourns at the top.

Radio broadcasting had its best year thus far, creating 11 new names of national prominence, although falling short of its potentialities in the making of stars. Best of the show field lagged behind, legit providing but a negligible number of real smashes among the new faces. Vaudeville was non-productive. (Continued on page 41)

### Roxy's Near Riot When Ghost Fails To Walk Last Wk.

A minor riot occurred on the closing of the Roxy, New York, Thursday night (30), when everyone found that they were not getting paid for the final week. Serious damage was narrowly averted when the cops were called in.

Supernumeraries of the stage show are said to have started the riot which threatened damage to the theatre. Four uniformed cops and four detectives were required to restore order. Many of the girls became hysterical after planning (Continued on page 36)

### 29% Occupancy

Approximately 60 Class A hotels in New York City hit a new bottom in June with an average occupancy of 29%.

They must play to at least 60% of capacity at any time for an even break.

Rates for rooms at any first line hotel in town are down 31% from a year ago.

### Radio Showed Up the Newspapers On Coverage of Chi Political Show

By Bob Landry

**Clearing a Mystery**

Mystery as to how house managers of legit theatres are getting 'by' is partly cleared up. Some are known to have turned night watchmen for the theatres.

Job pays \$20 weekly. Manager's salaries usually range from \$75 to \$150, latter figure sometimes calling for handling the show too. Last season Shubert house managers who got \$75 top took a 25% cut.

### Bankers Ask Radio To Soft-Pedal on Stories of 'Runs'

Chicago, July 4. Illinois Bankers' Association has appealed to the local stations to avoid broadcasting any news items or comment that would tend to create any unrest in the minds of the depositing public. Request, addressed to the Chicago Association of Broadcasters, came through at the height of runs on several money institutions here.

Comment made by Ted Husing about the withdrawal hysteria during his broadcasting of last Tuesday's Democratic proceedings drew a burn from the local banking fraternity, but no official complaint was lodged with CBS. Husing remarked that Melvin Traylor, one of the candidates, and, incidentally, president of the First National Bank, hadn't as yet shown up at the convention hall, and vouchsafed the information that this was probably due to the serious banking situation prevailing in Chicago.

### 5 Acts and Film in L. I. Church on Weekends

Far Rockaway, N. Y., July 4. St. Camillus church (Catholic) has gone into the vaudeville business with week-end five-act combination bills in its parish house auditorium as means of raising funds for a new edifice. Shows are booked independently in New York.

Hall seats 1,000 and is wired for sound. It plays vaude Friday, Saturday and Sunday with a new bill on latter day. Two shows are held Saturdays and one the other two days. More performances will be added when and if business warrants.

Top is 40c. The Saturday matinee, aimed chiefly at the kids, is scaled at 20c.

Opening bill comprised five standard acts and a feature film, 'Police Court' (First Div.). Acts were Cooper and Clifton, Arnold and Fields, Sully and Thomas, Nice, Floren and Taber and Four Generations.

Chicago, July 4.

Well may the newspaper publishers worry about radio. The public does not clamor to purchase newsprint rehashes of the big events it has heard through radio savedropping hours before. Democratic convention was possibly the most exciting event of its kind on record. Certainly, since the 1912 Baltimore convention. Yet the dailies were conspicuously dull because most everyone had gotten the news first hand. Leaving the dailies to pick up what color and chit-chat they could, and the commentators to write editorials thinly disguised to carry news heads.

Especially was radio a mile ahead (Continued on Page 44)

### MARK, JERRY MAY DUCK TYPEWRITER FOR STICK

Two newspapermen, well known around Broadway, may become jazz band maestros. They are Mark Zellinger and Jerry Wald.

Hellinger, the N. Y. 'News' columnist, has been mentioned before as going under NBC management. Reported now that he has a deal on for the Hotel New Yorker to stand at the helm of a band. Hellinger has previously denied any demarcation intent.

Wald, who was fired from the New York 'Graphic' by Bernarr Macfadden tabloid, the N. Y. 'Graphic,' may go into a suburban roadhouse. Wald as radio columnist built a personal rep. In addition he knows music seriously, which makes him one up on Bernie, Osterman; Hellinger, et al., the other old and young maestros.

Wald was let out by the 'Graphic' a few days before that tab decided to take the canphor over a rap at Graham McNamee, although that cause was generally denied.

### Trim, Shave, Solo—35c

Long Branch, N. J., July 4. A barber traveling from door-to-door goes through the towns in the farm section near Long Branch. Besides his shears and razor he carries a harmonica. Haircut, shave and solo—35c.

He swings around the circuit once a month.

### 1-Man Band

Minneapolis, July 4. Albert Nelson has been granted a license for \$15 a week by the City Council to conduct a one-man band in a downtown store.

He has a contraption with all sorts of instruments attached and gives concerts afternoons and evenings, charging a small admission.

# 'A Good, Hearty Story Veto Is the One Panacea for All Hollywood Ills'—Banks

When a stage actor goes out to Hollywood, says Leslie Banks, who's just come back, let him see to it that nestling in his contract is a good hearty story veto. That veto is the one panacea for all Hollywood ills, at safeguards his reputation, it keeps him happy, it augments his self-respect. With it he's a man among children, without it he's just a child again.

No matter how alluring the tinkle of Hollywood coin, admonishes Mr. Banks, pay it no heed lest the right to choose story re-sounds with it. Many an actor believes he can go out to Hollywood, garner a hunk of its charming salaries, and return with a stake to keep him while now, he does the things he really wants to do. He's wrong.

He'll come back with his stake alright, but it will have cost him some of his standards, it will have weakened his standards.

He may have gained some money but he will have lost his art. Hold out for that veto, repeats Mr. Banks. If your stage reputation is important enough, you'll get it ultimately. And if your stage reputation happens to be too tight to win the veto, then it isn't meant for you anyway. The unhappy experience Mr. Banks encountered in Hollywood were stage actors without the contractual privilege of selecting the screen roles and scenes that they without the right to govern their own screen careers; and, says Banks, it's nobody's fault but their own.

He learned About Acting From—Mr. Banks' first picture, "The Most Dangerous Game," taught him a lot about acting for pictures that he wished he had known in advance. His stage experience, however, as actor and director made him instinctively read a line of dialog, then immediately search for its subtle meaning, point it, accept the way of speaking it, and finally reject it for another, and finally, after four or five interpretations, hit the one perfect, true way that line should be read. Luckily, there was no time for Mr. Banks to proceed in his introspective approach. Production couldn't wait for the painstaking rehearsal, the sensitive whispering up scenes that he was used to, and it's a good thing for him, says Banks, that it couldn't. The first few days, he convinced himself that when he tried hardest to do a scene, he scene, perfect, he was pretty bad. Afterwards he read his lines as they first hit him, simply, and he's better. Now he knows that pictures an actor should seek to portray just one single emotion at a time. Searching for hidden meanings, trying for subtlety, is out of place on the screen. One thought per scene is an abundance. Be broad, direct. Leave subtlety to the stage.

Picture actors are treated like lions, Banks found. The studios think for them, the director tells them just what to do, and they're expected not to ask questions. The method is successful.

Stage actors should, when they're working in pictures, consider themselves as children too, Banks believes. Go out with an open mind, forget your former methods of playing, the ways you ask before you work out a scene to your own satisfaction, and absorb the new technique. It's better, he feels, that it works. Stage acting and picture acting are entirely different. A stage actor can learn faster than a movie, but he has just as much to learn.

## Laemmle-Roche Apps.

Hollywood, July 4. Edward Laemmle, Universal director, is slowly recovering from an operation for appendicitis in St. Vincent's hospital, Los Angeles, performed on June 27.

Betty Roche, picture actress, is in Hollywood in a partyed with her brother Saturday (2).

THERE IS A REMEDY FOR EVERYTHING, COULD WE BUT HIT UPON IT

MR. AND MRS. JACK NORWORTH  
180 West 44th Street  
New York  
Direct, or Your Own Broker

## PAR'S 'LOUDMOUTH'?

Nibbling at Rian James' New Novel on Columnists

Parliament will probably buy 'Loudmouth' by Rian James, which is still in script for book publication. This is the Brooklyn 'Eagle' columnist's fifth novel, and is said to be none too genteel treatment of the Broadway columnist.

Par is interested as it wants a columnist script for fall production. James' last published novel, 'Crooner,' also deals with that radio contemporaneous subject.

## Sale of Unlisted Phone Numbers Is Nuisance to Stars

Hollywood, July 4.

Telephone company officials are trying to find out who is tipping off several smart lads on the unlisted phone numbers of picture stars. Three different men are, offering lists of Hollywood's private phone numbers at \$5 each. Lists are identical and evidently gathered from the same source. Each contains about 300 names.

Sale of the numbers is a good business. Customers are merchants, bootleggers, salesmen, stock brokers, banks and real estate firms. Collection agencies buy every issue of the bootleg phone lists. Everyone who has anything to sell, and figures the picture mob as an easy touch, are buyers of the lists.

Phone numbers of the picture names change about three times yearly. This is usually done on request of subscribers, who say numbers is usually tipped off within two weeks after they have received it, and they are constantly bothered, mostly by sales talks and touches. Phone company gives the private numbers all the protection possible.

Despite this protection, players yell that their numbers are about as private as police headquarters.

## DUNN WITH 4 AGENTS IS DONE WITH AGENTS

Hollywood, July 4. Knee deep in agents, James Dunn has four offices looking after his business, three of whom are not recognized by him. All claim they have contracts.

The late William Leahy, New York agent who died recently, had Dave Thompson attend to Dunn's business on the coast. Leahy originally sold the actor to Fox and the estate still has his contract. Thompson's agreement with Leahy is still in force through the deceased agent's estate.

Leahy Golder made a contract with Dunn for personal appearances which later was made to include picture representation. Dunn recently tried to get out of this contract and has threatened legal action against Golder. Meantime, the actor has a contract with Jack Gardner & Haller-Vincent, which gives them the right to negotiate for him. However, it is understood that G. & V. receive no commission from Dunn until they can better his present Fox salary of \$600 weekly.

## CHEVALIER SAILS JULY 9

Hollywood, July 4. Maurice Chevalier left here Saturday (2) for New York and will return to Paramount studio until Sept. 25.

He sails from New York Saturday (9) on the Ile de France.

## CLIVE BROOK RENEWING

Hollywood, July 4. Clive Brook and Paramount are apart on terms of the actor's new contract. They have been negotiating several days.



## 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 he ever achieved. He has secured Will Mahoney, one of Broadway's best comedians, who alone is worth the price of admission."

RALPH G. FARNUM  
1650 Broadway, New York

## UNUSED PAUL KELLY LOSING OPTION AT U

Hollywood, July 4.

Universal will not take up its option on Paul Kelly, imported from New York, on a six months' contract which expires July 14. Kelly has not been used in any picture since his arrival.

## Par's Talent Quest for 'Lost Souls' Femme Lead

Hollywood, July 4.

Paramount is about to stage a nation-wide contest for a girl to portray the 'Fanthor Woman' in its forthcoming production of 'Island of Lost Souls.'

Contest is to be conducted in all Paramount-Public theatres. Tests will be forwarded to the coast studios where Ernst Lubitsch, C.B. De Mille, Rouben Mamoulian and Norman Taurog will be judges. Winner gets a five-week contract at \$200 per week, and option.

## Roxy's Daughter Makes Stage Debut in Stock

Beta Rothafel, Roxy's 18-year-old daughter, is going on the stage. Her first try at theatricals will be small parts with the Stockbridge Players, Stockbridge, Mass.

Debut, which was to have been about this time, was set back through an appendicitis operation last week at the Fifth Avenue hospital.

Miss Rothafel has been studying dramatic art for some time, but until recently her father refused to consent to a professional try.

## Fox Drops Miss Landi

### For Second Time

Hollywood, July 4. Fox will not exercise its option on Elissa Landi coming up in October. Her last picture was 'Woman in Room 13.'

Until expiration of her contract she will probably be in supporting parts when not on loan. This is the second time the company has permitted its option on this actress to lapse, having resigned after 'Yellow Ticket' was released.

## Testing a Manageress

Hollywood, July 4. Paramount is testing Vivienne Gaye as a possible screen bet for a term contract.

Actress is now acting as Sari Martin's manager. Prior to this she was on the New York stage for several years.

## Col. Contracts Knapp

Hollywood, July 4. Columbia has put Evelyn Knapp, former Vernet, under seven-year contract and will use her with Lee Tracy in 'Night Mayor.' Also agreed by that company is Don Cooke for 'Washington Merry-Go-Round.'

# Fox Burns at Joyce & Selznick's Tactics and Bars 10%ers from Lot

## WILL GROOM POWELL

WB After Story for Former M.C.—On Call With Contract

Warner is preparing to groom Dick Powell, stage m.c., as a film prominent under its own banner. Before leaving last week for St. Louis to play a week at the Ambassador for Public, Powell was handed a contract with options. He will report to the Coast when WB calls him, probably within a few weeks.

Powell first did a bit in 'Blessed Event' (WB) on the strength of which the studio signed him. A suitcase story that will shove him ahead is being sought.

## Judge Rebukes Trade Comm. on Testimonials

Public isn't so dumb: it thinks advertising testimonials are given without being paid for, according to Judge, who in the U. S. Circuit Court of Appeals, who stated this in reversing the Federal Trade Commission ruling on 'Cutex' endorsements.

Commission last December ruled that the Northern Warren Corp., Cutex manufacturers, must state in advertisements that endorsements of theatrical, film and social names were paid for, if such were the case.

The judge said in reversing the edict in the company's favor: 'It is doubtful if the public is gullible enough to believe that such testimonials are given without compensation. But if they are paid for, providing they are truthful, no one is deceived.'

The Federal Trade Commission Act does not purport to establish a disclosure of good business manners or morals. The use of testimonials, which are truthfully stated under the signature of the giver, cannot in any sense be regarded as unfair competition or as involving a tendency to restrain competition unduly and the Commission was without jurisdiction to interfere.

## SOBOL'S SHORTS SET AFTER SETTLEMENTS

William Rolland and Frank Seltzer, indie short producers who have been fighting for Louis Sobol's services, have straightened out their jam by getting together. Rolland has finished the first of his projected series of 12 with Sobol, the N. Y. 'Eve' Journal columnist. It features Texas Guinan. Idea is to use different Broadway characters in his series of shorts with Sobol doing the spelling. Michael Simmons is scripting.

Seltzer went after Rolland following the announcement of the Rolland series, claiming 'priority' rights to Sobol's services. 'Journal' columnist had made a short for Seltzer some time ago in a tabloid newswear vein and Seltzer had options on his services for the future. Rather than go through lawsuits Rolland maneuvered the purchase of the Seltzer short and also entered an agreement cutting Seltzer in on the new series.

## Shoe on Other Foot

Los Angeles, July 4. Elizabeth Mackie, domestic, complained to the labor commission that Sherman Lowe, film writer, owes her \$95 for a month's work. Lowe himself has a complaint filed against Supreme Pictures for \$100, selling price of a scenario.

## YOUNG DOUG'S VACASH

Douglas Fairbanks, Jr., and Joan Crawford arrived in New York Saturday (2). They sail for a European vacation shortly.

Hollywood, July 4.

Fox studios went on record last week as barring the Joyce-Selznick agency, Leland Hayward, the American Play Co. or any representative of the S. S. agency.

Fox claims the agency was unethical in handling several transactions and for this reason not even telephone calls from its heads or employees will be received at the Westwood plant. However, any clients of the agency who may be wanted will be permitted to transact their own business.

Blowoff came when Fox wanted Zasu Pitts and made the agency offer for a five-week period stipulating if the picture ran over that period, a weekly salary would be paid. Deal was okayed by Frank Joyce, who called Sid Wurtzel the next morning and said Miss Pitts had changed her mind and wanted a sum based on her weekly salary demand for the entire period.

Von Stroheim Fixes

Later in the day Eric von Stroheim, slated to direct the Fox picture, got hold of Miss Pitts and she came to the studio and signed the contract at the terms originally offered.

Studio also claimed that J-S and Hayward, here with Herbert Marshall, had blocked salary negotiations for this actor by raising the ante to \$18,000 without reason. Another squawk registered by the studio was that Fox was trying to get Zasu Pitts from Paramount when Al Kaufman had informed Fox that Cromwell was being released from his Paramount contract that day. Executive made a date to see the actor from Fox that night, but when the two met, Cromwell told the Fox man that Joyce & Selznick had contracted him earlier in the day to Radio City.

The Crux be taken to the Producer's association for adjudication.

## Mrs. Jean Harlow Bern Shows Press the Gate

Hollywood, July 4.

Newspapermen and photographers were informed that they would not be welcomed at the Jean Harlow-Paul Bern wedding reception Sunday. Press was invited to the wedding ceremony Saturday and told to grab anything they could get, but on the following day to stay away.

Despite the warning, free-lance photographers with candid cameras were on hand to snap anything that they could get. Suitable material, no matter how they got it.

## STAGE GIRLS GO FOX

Joe Pincus reached into Broadway for two more girls for Fox and last week Nell O'Day and Patricia 'Boots' Mallory pushed off on six-month contracts with options. Pincus is Fox's material scout in the east.

Miss O'Day has recently been playing vaudeville but prior to that was ingenue in Joe Cook's 'Rain or Shine' extravaganza. Miss Mallory is a show girl last in the recent 'Tot-Cha.'

## SAILINGS

July 19 (New York to Paris) Eddie Dowling, Ray Dooley (Champlain). July 19 (New York to Berlin) Max Melville (Europa).

July 9 (New York to Paris), Maurice Chevalier (Ile de France). July 8 (New York to London), Reginald Skinn (Majestic).

July 2 (Midland Sun, Cruise), Edward Goodman (Reliance). July 2 (London to New York), Irwin Dash (S. S. Pennland).

July 30 (New York to Paris) Jack Pearl, Al Goodman, Thomas Martin, Sam Morris (Europa).

June 30 (New York to Paris), Grace Moore, Valentin Parera (Sol Newman, Ambrose S. (Bo) Dowling (Ile de France).

June 30 (New York to London), Sidney R. Kent (Edgar).

June 30 (London to N. Y.), Cornelia Otis Skinner, Alden S. Blodgett (Majestic).

July 25 (N. Y. to Paris), Mrs. Sidney Chaplin, E. M. Newman, Catherine Dale Owen (Paris).

June 29 (New York to London), Fania Marinoff (Aquitania).



# SLOT MONEY WINS RESPECT

## Star Gazers Hook Up Picture Names As Publicity Move

Hollywood, July 4. Admittedly being hampered in progress by those it classifies as 'charlatans and fortune tellers,' the National Astrological association has affixed itself to the motion picture industry as closely as possible for the probable benefits of showmanship and exploitation. For this reason the association's seventh annual convention is being held July 6-9 in Hollywood and 'converted' picture names are being employed for tie-ups.

Stuart Holmes, one of the pioneer horoscope-influenced individuals, is directing the windup banquet July 5. The publishing office of Charles 'Chas' Sale takes all incoming phone calls for the association. John Barrymore, Marie Dressler and Eugene Pallette are used as catch-names in publicity films.

In a major studio a press agent has started following the stars in donating his services to further attempts at lining up picture names for exploitation purposes.

There is concentrated effort to implant astrology firmly in the picture business, where it has already made much headway, and from there work outward to reach those persons who could be convinced that 'anything Marie Dressler does is good enough for me.'

Regardless of the disputed merits of astrology, its formulated campaign for recruits with Hollywood as the brass band, is regarded as a hot piece of thinking by showmen.

## MAGS' YEN FOR WET STUFF SCARES STARS

Hollywood, July 4. Turned down by studios on prohibition, fan mag chatters are now trying to talk the stars into allowing their private lives to be photographed for magazine layouts if and when prohibition is modified or repealed.

No one has fallen for the idea, but everyone is watching the free-lance photographers who crash parties, to see that they don't get anywhere near the foot-on-the-rail department.

## Garbo's Dates

Hollywood, July 4. Greta Garbo is expected to leave for the east July 25, and will sail for home about the 30th.

## Roach, Feist, McClintic Quick Coast-to-Coasters

Hollywood, July 4. Hal Roach and Felix Feist will leave here tomorrow (Tuesday) for the east in Roach's plane. Roach flew Feist here for the Metro sales convention and is flying him back. Guthrie McClintic left Saturday for New York. Was here only one day. Object was to sew up an actor for the father part in Katharine Cornell's play in New York.

## Cagney in Town

James Cagney quietly eased into New York Sunday (3) making the drive from the Coast by motor with his wife. He goes to Canada this week for a few days and plans to sail for England this month. Cagney is counting on playing some picture house dates abroad.

The WB paper states that both he and the studio are adamant on money demands and any prospect for getting together remains slim.

## High Overtime

Hollywood, July 4. Will Rogers' 'Dublo' starts July 15 at Fox on the comedian's \$150,000 per picture contract.

If the film is not completed by Sept. 4 Fox must pay Rogers at the rate of \$12,500 weekly for overtime.

## MARTIN'S FOX HOLDOUT ENDS AFTER DEMOTION

Hollywood, July 4. After refusing a contract settlement with Fox, Quinn Martin changed his mind and took the studio offer after being ordered to report to the reading department. Martin has been demoted from production assistant to D. E. McIntire, Ex-New York scribe plans trip to Europe and a later return as a free lance.

## EISENSTEIN, SINCLAIR CAN'T AGREE ON B.O.

Hollywood, July 4. Partnership between Sergei Eisenstein and Upton Sinclair that was to eventuate into a motion picture 'Utopia' has gone haywire. Russian director is now in Moscow cutting his Mexican-made feature which was financed by Sinclair and a group of Pasadena parlor radicals. Eisenstein asserts that Sinclair's interest in the picture has always been commercial, with the novelist never losing sight of the boxoffice while he, as a true Communist, made the picture for art's sake, and the elevation of Mexico's peons.

Eisenstein's contract with Sinclair and his group was for direction only, but backers decided that it would be necessary for him to edit.

Sinclair is rumored to have objected to this, charging that the Russian knew nothing about American boxoffice values. This caused the break. Tie-up between Sinclair and Eisenstein on the production of his 'Wet Parade' and his aiding the Metro-Almce McPherson ballyhoo also reported to have embittered the director.

Eisenstein's view is that no matter what he does with the picture now, Sinclair will probably try to make a commercial film out of it if and when the film is delivered.

## MONTE BLUE BACK ON SCREEN FOR HOFFMAN

Cleveland, July 4. Monte Blue will start a two-year film contract with M. H. Hoffman's indie company in Hollywood as soon as he winds up his time on RKO circuit.

Blue, opening vaude tour here at RKO Palace with Charles Irwin in newly framed picture act, has been off the screen for about two years. Last talkie was 'The Flood' for Columbia.

Blue revealed here that after his European trip he rode leather as an extra with Tom Mix in the Sells-Floto circus for three months recently without being recognized.

## Hersholt's Danish O. K.

Jean Hersholt is chiefly responsible, financially and otherwise, for the Danish athletic team's competing in the Olympics at Los Angeles.

The film character actor, a Dane by birth, is the team's official chaperon during its American stay.

## Toby Wing Up for Okay

Los Angeles, July 4. Samuel Goldwyn is asking Superior Court to approve two contracts with Toby Wing, 17, who is to play in 'Kid From Spain' at \$80 a week.

One set of red tape is for the picture and the other is a seven-year contract, starting at \$50 and stepping up to \$500.

## PUBLIX'S CANDY PROFIT \$250,000

Weighting Machines Yield \$50,000—Return Tops Pictures in Comparison to Cost of Operation—Circuits Extending Lobby Sales Ideas in Many Spots

## REVENUE ALL VELVET

Candy and scales have become so important a by-product for Publix that they are doing better than the pictures on the screen when comparison is drawn between cost of operation as against the return.

During the past year the net from candy, gum, etc., vended in lobbies of Publix houses reached around \$250,000. The profit to P-P of \$50,000 for the past year is even more astoundingly high for the penny weighing scales.

The candy-scale department in Publix is headed by Max Schossberg who was in charge of merchandising for Gimbels Bros. department stores for 15 years. He is a close personal friend of Adolph Zukor. His assistant is Jack Mill who for many years was with Pack Shops, Inc., manufacturers of weighing machines.

Sale of sweets in Publix houses has proved so profitable that Publix may make its own candy. However, Schossberg inclines against it.

600 Theatres. At present candy and scale service is maintained in approximately 600 Publix theatres. About all it costs Publix in handling the scales is a convenient spot or two in lobbies and rest rooms, and a minor portion of auditing.

Only one warehouse for the confectionery is operated by Publix; in Chicago. In all other cases, the manufacturers deliver as required by the theatre.

Two innovations in the lobby merchandising scheme are under-going experiment at the present time.

In Boston, at the Metropolitan, the chain has set aside a portion of the lobby as the Platinum Salon. Permitting dancing here, Publix has leased that portion of the lobby as a sandwich and drink concession. The deal calls for a guarantee against a percentage of the intake over a certain figure.

In Brooklyn another idea is being worked out on candy coupons. One has been designed to conform architecturally to the theatre itself. Purpose of the Brooklyn candy counter is to dress up the merchandising of confections to the point where they will not appear in unfavorable contrast to the theatre itself and its decorative scheme.

Publix virtually stands alone in the extent to which it has pushed the candy-scale lobby business. First to accept the idea, other circuits fell in line but most of them quickly dispensed with the innovation. Warner Bros. continue on the second most impressive scale.

In some of the towns, such as Rochester, Minn., where the Drs. Mayo are located, the weighing machines were more of a silver than a copper mine. The rich neuroathenics going to Rochester for treatment dropped dimes and quarters when pennies were 'unavailable' into the weighing machines.

As curables, they were ever-conscious of their weight, making Publix's theatres in Rochester at one time paying handsomely through the weighing scales alone.

## FOR GILBERT'S LAST

Hollywood, July 4. Metro is bustling for a yarn for John Gilbert's last picture on his current contract, which ends September 1.

Courtney Terrott has been engaged to write an original for Gilbert. Terrott has been presented so far.

## Doubling

Jack Skirblow, general sales manager for Educational, occupies that position only three months a year.

Balance of the year he functions as rabbi of a synagogue in Evanville, Ind.

—From Variety's Hollywood Bulletin.

## U DROPS MAE CLARKE ON THE ILLNESS CLAUSE

Hollywood, July 4. Universal has terminated Mae Clarke's contract by exercising its right to cancel on a two weeks' illness clause.

Miss Clarke, suffering a nervous breakdown, has been away from the studio since last March, when she completed 'Night Club' her sixth picture in seven months.

## U GLOGAUERIZES WB STUDIO; BURN STARTS

Hollywood, July 4. When Universal wanted a set to represent the Glogauer studio in 'Once in a Lifetime' it glanced toward Warner's-Pratt National plant in Burbank. Result is a feud between U and Warners, with Jack Warner waiting to see 'Once in a Lifetime' on the screen before deciding what steps to take.

U sent a cameraman to photograph Warners as the satirized lot claiming it had permission from Herman Politz, studio executive. Warner hit the ceiling. 'You can't make our studio the butt of your script,' he declared.

'Rights,' said Universal, but the necessary footage of Warner's film factory was already in the can.

## REVAMPING 'RASPUTIN' FOR FIVE BARRYMORES

Hollywood, July 4. Script of 'Rasputin' is being tailored to fit five Barrymores instead of three. John Drew Colt and Samuel Blythe Colt have been added to cast and parts must be written in to fit the new cast.

Barrymore Coffee and C. Gardner Sullivan are working on one script. John Meehan has another in hand. Best one will be used or the two combined.

## Laffs

Number of unwelcome but laughing incidents creeping into Universal's 'Once in a Lifetime' company.

Starting work on the wrong set, argument over U's shooting 'Jack Warner's studio, and Jack Oakie's eight hour oversleep, all took place during first week of production.

## Craven in Pictures, But Not as an Actor

Frank Craven is en route West on a six month minimum contract for Fox. Options run up to three years as a writer and possibly as a director. He will not act. William Morris agency negotiated the deal.

Craven did some minor screen work as a player a few years ago, but this is virtually his first film contract.

## DORIS WARNER'S REASONS

A business tour of the Pacific Coast took Doris Warner, daughter of H. M., out of New York Thursday (30). Miss Warner is attached to the film-buying end in Warner Bros.

She is accompanied west by Owen Heller of the publicity department who will look into fashion matters at the studio. Seattle is their first stop; their last is L. A., where Miss Warner will take in the Olympic Games.

## Tit-for-Tat on Morality Clause Is No 'Doghouse'

Waiting around is that picture authors will insist on a 'humiliation clause' in their contracts to circumvent studio politics which would consign recalcitrant authors to the 'doghouse.'

Scribes aver that with the companies' insistence on protective measures in their private lives, under the term of morality clauses, they too, should be protected and not subjected to any humiliations. Studios have consistently used the 'doghouse' as a means of spanking its attaches. It means subjection to a very minor post regardless of position or salary but to date, has mostly concerned writers and directors.

## Chaplin Youngsters With Special Escort To Dodge Interviews

Hollywood, July 4. Joe Reilly, Fox studio police chief, left here yesterday (3) for New York. His purpose is to escort the two young sons of Charlie Chaplin from New York.

To avoid the annoyance of attempted interviews at various stops on the transcontinental trip he will probably bring them back by boat through the Canal.

Chaplin boys, Charles, Jr., and Sidney, are due to arrive in New York around July 12 and will immediately leave for the coast to start work on their first picture, now in preparation with David Butler slated to direct.

Fox is changing the name of Sidney Earl Chaplin to Tommy Chaplin. Studio is borrowing Sam Mints from Far to write the story.

## Pincus Grabs Columbo

Joe Pincus, the Fox talent scout, signed Russ Columbo, the radio crooner, for pictures.

Idea is to groom the sleek singer for straight juvenile parts, away from musicals. Contract runs into years, with the usual series of options.

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## Latest of Fox Film Vs. Bill Fox Suits, Asking Nearly \$200,000,000, Takes in Lots and Alleges More

In its suit against William Fox, former company president, Fox Film not only seeks to recover some \$16,000,000 to \$200,000,000 from the former magnate on alleged grounds of malfeasance in office and alleged manipulation of assets and misappropriation of funds, but also aims to make a complete severance of connection in every capacity with him. The suit was filed in Nassau County, New York, Supreme Court.

The court is not only asked to void the company's employment contract with William Fox made May 1, 1936, whereby the actor was advised to the firm at an annual salary of \$500,000, but also help it get back what it already has paid to him under that contract on the grounds that the company was deceived when making it.

Additionally the company seeks to reclaim William Fox's present invested interests in certain Fox company affiliated companies on the grounds that when William Fox acquired such interests he was president of the company and he, therefore, may only be holding such interests as a trustee. The suit for Fox Film. Companies so figuring include Grandeur, Inc., Fox-Case, Fox-Hearst and the American Tri-Ergon Company. Latter is a theatrical company through which William Fox has started suit against all the film biz recent for alleged infringement of patents.

The information in the company's complaint which was filed covers nearly 50 causes and 44 pages, inclusive of seven exhibits, namely contracts and affidavits.

Named as co-defendants for different reasons are G. Leo, brother-in-law of William Fox, and formerly v. p. of Fox Films; Michael J. Meehan, Bechtel Alcock, James J. McKenna, Edmond F. O'Brien, J. J. Molyneux and J. J. Han. Outside of Leo and Fox, those named are co-partners in M. J. Meehan & Co., downtown stock brokers.

This brokerage firm figured in mention at the recent U. S. Senate stock exchange investigation in connection with stock pools as concerned Radio. William Fox also was called before U. S. Senate investigation committee but failed to appear on account of ill health. Fox was called in connection with alleged manipulation of the stock of Fox theatres.

Similar allegations of Fox stock manipulations are made by the company against William Fox in the present complaint. The down-towners named and mentioned are named in that connection.

Besides Jack Leo, those who are mentioned in the company's complaint include Eva Fox (Mrs. W. F. Fox), daughter of William Fox; daughter; Jacob Rubenstein, Besie Livingston and John Zanit, besides Alex Kemper and Jack Loeb.

**Jack Leo's \$600,000**  
In the matter of Jack Leo, the company principally seeks to recover \$500,000 which was paid to him, it is alleged, on the fraudulent representation by W. F. that this sum was owed Leo by Fox Film for services rendered.

Something like \$200,000 which the company seeks to recover in the matter of Jack Loeb and Alex Kemper. Loeb got the vaude look for the Fox theatres and he handled the royalty, each at salaries of \$40,000 annually. Company allegations are that these two should have been paid indirectly by William Fox himself, as they were originally hired on a basis where Fox Film and Fox Theatres, as the case may be, paid the \$40,000 annual salaries on the understanding that William Fox would pay these sums back to the companies. Complaint alleges W. F. never went through and not only did not pay the companies back these salaries as he had, but misrepresented that he sold his interests to G. T. B., that the companies owed the men those salaries.

William Fox stock manipulation allegations, mentioning sums aggregating over \$200,000,000, are mentioned in the complaint with one instance cited where it is alleged W. F., when promoting the so-called stock (Continued on page 42)

### Telling Warner

Hollywood, July 4.  
Jack Warner in a speech at the Masquers' dinner to Governor Rolf remarked that he did not understand why William Collier, Sr., the toastmaster, used the 'Sr.' Collier quickly retorted, 'To give Buster a chance'.  
Warner has a son who is also a Junior.

## Paschall's 50-50 Publix-Dent Deal May Chop Losses

Return of the former Louis L. Dent, chief of 47 houses in Texas to local operation, through a new partnership setup with W. E. Paschall on a 50-50 basis, has as one of its major objectives the reclamation of Publix, in 1925 control on operation from New York, had not been able to effect this. Chain has been losing around \$6,000 weekly.

For some time Publix has been fighting for rent abatements, union cuts, etc., for the Dent chain. Belief is that Paschall will effect these economies through individual operation.

Paschall was for years general manager of the Dent circuit. He switched to Publix, after the buy at a reported \$1,700,000, as its division manager at Dallas over the Dent houses.

Dent himself has retired and is living on a ranch in the west, but still owns outright a group of eight houses in the Texas territory, which are in no way affiliated with Publix.

Publix has had considerable trouble with unions in Texas, including in Dent towns.

Paschall may turn the chain non-union, now is reported as probable unless adjustments on scales can be reached.

Houses under the Publix-Paschall partnership, which will operate similar to many other Publix 50-50 and 25-75 partnerships, and do its own film-buying where much saving may be made by local booking, are located in Abilene, Amarillo, Breckenridge, Brownwood, Corsicana, Dallas, Denton, Denton, Eastland, Harrington, McAllen, Mercedes, Mexia, Paris, Ranger, Temple, Tyler, Vernon, Weslaco and Wichita Falls.

Dallas, July 4.  
New Paschall-Texas theatres set up, with Paschall in dual capacity as Presy and gen. mgr., takes in practically all of former Dent fold minus Dallas, El Paso and Albuquerque, N. M.

Move cuts Publix's foothold in southwest to 35 stands, but leaves booking access to 85.

### FIRST THEATRE TAX RETURNS DUE JULY 31

Theatres charging 4c and over will have to have first returns on the Federal admissions tax in the hands of their local Collector of Internal Revenue by midnight July 31. Although numerous attempts have been made to reach an approximate total, no official count of the film houses which will pay the tax can be given at this time. August 1, 1938, is the date when the returns for this is that prices are up right now with many theatres introducing their summer scales.

### Fight Film L. A. Sleeper

Los Angeles, July 4.  
Olympic (downtown grind house) got back at the Sharkey Schmeling fight pictures in the local territory. Film, which runs 32 minutes, got started Wednesday (29), with a total show of 45 minutes.

Business no sensation.

## Bancroft Hot Again

Hollywood, July 4.  
George Bancroft and Paramount are talking contract following preview of 'Lady and Gent'. Star left the studio four weeks ago following completion of the picture, which was his last under the old contract. Since that time both had been plotting at each other.

## HAYS PUTS DUES PLEA BEFORE PRODUCERS

Hollywood, July 4.  
Increasing tendency to shift the financial burden of supporting the Producers' Association on the larger studios has brought forth a frank demand from Will Hays for financial co-operation from all members of the association. Hays' plea was at the semi-annual meeting Tuesday (28).

Producers getting the most service from the association are those who have been falling behind in their dues, said Hays, and the body's obligations must not be borne solely by producers prompt in paying.

Hays admitted the local group has a large payroll, and added, that the Association of Motion Picture Producers and Distributors in New York was contributing liberally to the western organization's support.

Winnie Sheehan appeared at the meeting for Fox in place of Al Rockett, and Sam Katz represented Paramount instead of D. P. Schulberg. Katz is expected to remain on the committee during the balance of his stay.

Successor to J. J. Gain, association's labor contact, was discussed and six names presented, but none accepted. Gain stays on until one is chosen, the Fox casting head job remaining unfilled until Gain is freed.

## SHELVED SCRIPTS GET L.A. TAX, SAYS COURT

Hollywood, July 4.  
Universal lost a suit brought to recover \$1,129 in taxes paid under protest to the County of Los Angeles in 1927.

Studio contended that the amount, levied on an assessment of \$46,880 placed on unused and on-the-shelf scripts, was wrong and that the rights to the scripts were held in New York.

Court held that the scripts and rights belonged at the production end and were being utilized here.

## Factional Dispute Over Agencies

### Some A. M. A. Members Don't Want to Shoulder Grief of Those Barred by Studios

Hollywood, July 4.  
Special meeting of the Artists' Managers Association is slated for Wednesday (6) at the instigation of the Joyce-Selznick agency to combat the barring of themselves and other agents from certain lots. Agency was burned at the 'burn put up by the Fox lot following what Winnie Sheehan and Sol Wurtzel called 'unethical' business methods in connection with several scenes. Also being barred off the Warner-First National lot in addition to Phil Berg and Frank & Dunlap, the J-S organization is going to request the members of the A.M.A. to devise means whereby they will work on an all-for-one and one-for-all policy in retaliation for the move by the two studios.

Agency group will be made to convince the agents' group that it will be injurious to all in permitting studios to take arbitrary measures that deprive any member of their body from doing business on any particular lot.

## Depress Public Waits Until Price Is Right; 10c Houses' Competish Socking 1st Runs, Chains Complain

### Budget Victory

With government exacting two-cent tax on all checks issued, motion picture studios are now working on a plan to pay the majority of their employees in cash instead of by check.

Auditing departments figure studios can save from \$15 to \$20 a week in paying general run of people outside of those drawing salaries of \$500 and up—From 'Variety's' Hollywood Bulletin.

Rapid growth of the 10c houses all over the country is causing increasing alarm for the prior runs. Mostly affected are the chains who claim that the 10c competition is depreciating their possible grosser. They see protection going by the boards unless the distributors affect some remedy against the 10-cent admissions. Chains' idea is to limit admissions to a 15c bottom, and chains to uphold this contention may ban 10c admissions on their own circuits.

Paramount and Warners are taking the lead in the fight on the 10c admissions. They are reported to have served ultimatums to the distributors that readjustment of prior runs rentals in favor of prior runs up to 65% in price will be sought from the distributors wherever the latter sell to the 10-centers. Conditional changes to such effect will be instituted by Fox and Warners in their film purchasing contracts when being negotiated.

From the angle of the prior runs it is claimed that conditions generally have been minimizing the competitive angle of a first run. The depression has made the public an audience of show shoppers where formerly they generally patronized the theatre. Under such conditions, and to a large extent, the 10c admissions hold an appeal to the public over the advantages of a first showing.

**Price Rental Adjustments**  
Since the item first came up in confab with the distributors and the chains it has been indicated that RKO may follow action of Fox and Warners by instituting on similar 50% readjustments.

With admissions almost everywhere shifting down, there is no sharp general outcry for the industry how many 10-centers there are around. It is claimed that unless the industry can get down to some reasonable solution of the situation, either by readjustment of protection angles or cutting of film rentals, the hazard to continued operation of prior runs is extremely precarious.

For the present run angle, it is pointed out that the competition of the 10-centers affects such an appreciable decline in b. o. income for the bigger houses as to cause a sharp decline generally for the industry. Aggregate grosses have dropped and the distributors suffer as well by being compelled to look for lesser rental grosses from the big houses. Brooklyn houses, for instance, are suffering from a decline due to such competition.

## PUBLIC-WB MAY ABSORB FOX PICS FOR B'WAY

The Fox pictures, about a half dozen of which are left for release on the current year's schedule, will, probably be split between Warner Bros. and Public in New York as a result of the closing of the Roxy Thursday (30). These two chains are most in need of product.

Fox had been getting a terrific roof from the Roxy for the last straight from the first dollar. At both that house and the Fox, Brooklyn, the company has lately been taking no chances on loss of rental, collecting the highest daily, when the Roxy house, through Chicago bankers, kicked the collection protection was withdrawn and the theatre guaranteed rental payment.

So far Fox salesmen have no instructions other than to proceed on a picture-to-picture basis for N. Y. first run sales.

The Roxy's reopening date is set tentatively as July 29, but there is no assurance that Fox pictures will return there.

Among pictures on the current year's remaining schedule soon ready for release are 'Rebecca of Sunnybrook Farm', 'Almost Married', 'First Year' (a Gaynor-Rail), 'The Road to Hell' (Landi), 'Warner Bros. are negotiating for two of the Fox pictures, 'First Year' (Gaynor-Parrell) and 'Concorria', (Martin Johnson animal picture, for the Winter Garden.

## Paramount Is Most Bullish Star Borrower

The producer exchange on stars agreed to in a general way by all majors, is being taken advantage mostly by Paramount. It is Sam Katz's desire, from inside, to build up casts in Fox pictures to as high a boxoffice strength as possible.

The company is doubling up its own players as well as pairing them with a name from another studio under the loan process.

During the past week Fox has closed for loans of Lella Hyams from Metro for 'Big Broadcast', and Elissa Landi from Fox for 'Sign of the Cross'. Clark Gable, under loan to Fox for one picture, will be paired with Miriam Hopkins in 'No Bed of Her Own'.

Far is also borrowing directors, having closed for Archie Mayo (WB) and Frank Borzage (WB) and William K. Howard from Fox.

Others going to Fox on loan are Jimmy Durante and Dorothy Jordan from M-G, Kay Francis from WB, Helen Westcott from Sam Goldwyn and Victor McLaglen from Fox.

### Gribble's Quick Out

Hollywood, July 4.  
Harry Wagstaff Gribble's career at Paramount was short-lived. Brought here to direct, write and act, he co-directed 'Madame Racketeer' featuring Richard Bennett and 'The Shipwreck' with Hal All, former First National center.

Company found picture lacking, so took Gribble off and is having Lloyd Corrigan do the retakes, which are said to be plentiful.

# GERMAN WORKS FILM COUP

## Ban on Twin Bills Looks Floppo as Too Many of All in U. S., 2-for-1

Because control of twin bills can't come without co-operation of the indie exhibs, the present circuit agitation against double featuring is going floppo. Hence, banning of double features by the circuits cannot be successfully effected.

Independent producers to whom the twin policy at the boxoffice means 50% of their accounts decide that double featuring in the U. S. is increasing. Check by several of the leading indie makers is that twinning has climbed to a point where it now encompasses nearly one-half of the total theatres operating in the country.

The indies are finding the double featuring too lucrative to give up. Present confab to cut out the twin features is indicated to have been initiated by Loew's. However, the apparent inability of the circuits to agree among themselves has done much to offset any likely successful conclusion of their own present efforts.

That's due mostly to the so-called protection claims among theatre operators, and especially the circuits, against each other, and all as against the indies. Besides which, there is the purchasing power of the circuits to figure. Another point, and a strong one right now, is the question of availability of films.

Milwaukee will be the first city in the country to declare double featuring out 100%. Independents and circuit representatives in one of the first of a series of such sessions aimed to halt the twin policy in the U. S. have agreed in Milwaukee to single only. That city is reported to have been one of the hotbeds of the double trouble, virtually all of its houses twinning.

In the meantime some progress between the circuits and indies is being made in the Manhattan area. Charles O'Reilly of the TOCC has divided the city into zones and is taking the matter up with the independents in each of them.

## Joy's Fox Shift Chiefly Matter Of More Salary

Hollywood, July 4. Though members of the Producers Association strongly protested against the Fox studio taking Col. Jason Joy censorship contact of producers organization, into their ranks as a production executive, it is understood that Joy is more interested in the salary from Fox. It more than doubles the \$20,000 a year he gets from the Producers.

He will probably take over the new job around Aug. 1.

## AL COHN, SCENARIST, FILM-DEM. CONTACT

Hollywood, July 4. Alfred A. Cohn, Fox scenarist, who was the only industry representative at the Democratic convention is looked upon as an important factor in party ranks and will be the probable contact here for the party with the film industry during the campaign.

Cohn has been very close to William A. McAdoo for a number of years.

**Par's 5 Scribes**

Hollywood, July 4. Five more writers added to the Paramount staff.

They are Garrett Fort, Phillip Wyllie, James Warner Bellah, Alben Maltz and George Stiller.

### Borrowing

A salesman was ballyhooing to a small circuit head about the new scheme of things, such as one studio borrowing Gable and Garbo and others from Metro.

Exhib wanted to know: 'Are you borrowing Thalberg, too?'

## B. P. TAKING IT EASY; ADVICE OF COUNSEL

Hollywood, July 4. With offers from many studios, B. P. Schulberg is refusing to consider any for the present.

Acting under legal advice, he will not discuss any future deals until his settlement with Paramount has been fully paid. This will hold him clear of possible legal complications.

Understood, however, that Paramount will offer no objection to his becoming an independent producer for them.

## WARNER VS. W. E. SUIT FOR OPEN COURT TRIAL

Warner Brothers will probably take its claim for royalties from Western Electric to the open courts. This means that a four-year fight in star chambers, before an arbitration board, which is estimated to have cost over \$1,000,000, will be abandoned. It will also mean that thousands of pages of testimony taken during the proceedings will either be torn up or read to a jury.

If the brothers sanction continuance of the chamber proceedings it will be on the condition that testimony be in the hands of the board, presided over by Supreme Court Justice Hiseock and that a decision be handed down by next September.

This is the belief in the Warner home office where dissent faction within the arbitration course was expressed and where it was conceded that the brothers will likely open wide a door which has kept hearings and testimony secret since 1928.

The brothers, reported at different times as expecting all the way from \$25,000,000 to twice that, have agreed to let the arbitration board fix the amount of damages, if any are found.

As an inkling to the costliness of this arbitration, certain of the lawyers appearing for both sides have been drawing as high as \$200 for every hour of their time devoted to the proceedings.

### Joinville Gets Wised

Hollywood, July 4. Arnold Laurence, sound engineer for Paramount's Joinville studio, bound for New York, where he will sell for Paris some time this week.

Engineer has been studying new methods of sound recording at the Paramount plant here. Joinville studio will remain open all summer.

### WALD'S SHORTS STAY

Jerry Wald's dismissal from the N. Y. 'Graphic' is having no effect on his Warner Bros. contract for a series of shorts. The ex-radio columnist made one film and is making his second next week at the Flatbush studio.

Wald introduces a flock of the radio celeb friends in the shorts, acting as m.c. with the radio fans doing walk-ons or numbers.

## QUOTAS PAVE WAY FOR TRADE DEALS

**Tie-Ups Set for England, France, Italy, Sweden and Hungary — Anti-Dubbing Laws Open Way for Production on Ground—Proximity Makes Studio Deals Easy**

### TAKES STUDIO SPACE

Germany is walking in on the world. With the United States facing a shut-out from European trade within the next few months Germany is grabbing off European territories as quickly as the Americans move out.

German film companies have, during the last couple of months, established liaisons with film companies or studios in France, Italy, England, and practically every other vital European spot.

While Germany was doing the entrenching U. S. companies were trying to fight off constantly increasing and toughening contingent laws.

Two most important new contingent laws have been framed for France and Germany. Both are separate laws not hinging on each other, but both are along similar lines. They are foreign dubbing completely and make entrance for local dubbing limited. Both new laws were to go into effect July 1, but have not yet actually emerged through the political machinery, with Germany and France for the moment having no quota laws at all. In both countries the law may be passed any minute and will take effect immediately. They are conceded by the United States Department of Commerce to be as tough as conceivable.

### Proximity Does Trick

First definite European battle came in Yugoslavia and Czechoslovakia about two months ago. Countries made import tariffs exorbitant from an American standpoint. Germany threatened to walk out on the markets. Neither country budged and all companies closed their offices. Now, word from Belgrade is that Germany is practically ready to open both countries up. Commerce can do this because of proximity to the land. They simply move German film companies to the countries involved and shoot their film there, breaking down the tariff barrier.

Recently Ufa of Germany wanted a contract with Svensk of Sweden for inter-distribution. With anti-foreign dubbing laws going into effect, exchange of studio space will be natural and easy. Same thing is true of Ufa and Gaumont of England and Ufa is currently negotiating the same sort of deal with Hunnia Budapest. In each country, incidentally, France already has some such arrangement through an Oso-Minerva tieup.

In Italy Ufa has a tieup with Pathé and Tobis with Cesare. In France Tobis has its own studio and Ufa has several tieups. Pathé-Natan and Tobis are said to be talking things over and Vandal and Delac introduced in France and Germany.

Past few weeks, understanding in New York is, German filmers have been devoting their time especially to strengthening these tieups everywhere, which will be swung into action the minute the new contingent laws are signed.

Feeling that the New York foreign channels now is that U. S. will probably have to bow to European views and do all their dubbing abroad. But the foreigners already entrenched in each other's back yards they will, it is thought, be able to use up the contingents before the U. S. can appear on the scene.

## Indie Producers Set for Unusual Opportunities as Several Chains Reach for All Available Films

### Q. and A.

Everybody is asking what the new sales policies will be this year.

'No one yet has inquired what the buying policy will be,' says one of the distributors.

Affiliated chains, by their current film purchasing spree for major company product, are proffering a massed invitation to indie product to break in-on the bigger circuits on a seasonal basis for the first time in the history of the biz. The buying spree has been caused by apprehension on the part of certain of the chains of a shortage of product this coming season.

As the buying race is dying down, the condition that faces the industry, so far as the chains are concerned, offers a picture of some of the affiliated circuits being surplus with major product, while other chains are under-supplied. Latter's only relief thus is from indie producers.

With only around 350 features looked for from the seven principal producing companies, the biggest theatre outfits have set out to bid each other for product. Formerly circuits were assured of a production supply, and 104 films were sufficient to fill the season. To satisfy nearly any theatre chain's needs, that would allow for a possible policy of two changes a season in many cases and triple shifts for even double features, in some cases.

### Skeptic on Prod.

Skeptical currently about the film companies carrying out their full programs, however, has sent certain of the chains to over-reach for possible product against the chance of being let down towards the middle or latter part of the coming season. In such cases, one or two of the chains have been known to have purchased as high as 204 films and one eastern outfit has even gone so far as to be negotiating for an additional 52 from the major company-as-as to bring its total picture supply for the coming year to a possible 255 features.

That mark is clearly an over-supply and represents a surplus. Chains operating in competition to one another, and themselves under-supplied as only around 95 possible films are left to be purchased, or 22%.

It's an enviable position for the indies who can thus negotiate circuits wide deals with those who have been mugged out by the competitive buying powers of the chains.

The probable supply of films for 1932-33 can be counted as follows: Paramount, 60; Warners, 60; RKO, 60; Columbia, 26; Metro, 52; Fox, 48; Universal, 26, or a total of 332. Around 12 westerns from Columbia will ante the total to 344.

While the fact of being under-supplied offers a hazard to the circuits, unless they fill up with indie product where needed, for the chains have surplus, surplus, themselves with buys, possible absorption of the pictures bought offers a problem. With some 255 films on hand in any situation a chain must go to double featuring in spots to absorb their product and in other cases short to triple changes. Latter way would necessarily mean a decline in admission prices for the spots so filled.

All of which hazards the chains have been agitating to get away from among each other but seemingly cannot, owing to the innate rivalry among themselves.

Indies taking advantage of the chains' needs, look to profit more than ever this coming season.

### FRASER-LOYD DUE EAST

William Fraser, g. m. for Harold Lloyd, will arrive in New York about July 15 and remain east until September when the new Lloyd picture, 'Movie Crazy', will be shown on Broadway.

Lloyd also plans following Fraser here.

## SHEEHAN LAST WORD ON FOX PROD.

Hollywood, July 4.

Dropping of committee rule at Fox leaves all decisions as to story, production and new ideas up to W. R. Sheehan. Last of the committees, ideas and production, were disbanded this week.

Committee rule was adopted by Edward R. Tinker, who announced that this system of operation had been successful in all his banking and industrial undertakings and that he could see no reason why it would not work out advantageously in picture production. Discontinuance was decided upon by Sidney Kent and Sheehan.

Composed of the heads of departments, the three committees were interlocking, with most members doubling from one group to another. Purpose was for each group to pass on all subjects up for consideration in their particular jurisdiction through the committee empowered to okay or turn down.

## Plunkett Leaves RKO July 9; Suit Or Plans Indef

Latest reports indicate no probable change in the status of Joe Plunkett at RKO, with his departure from that circuit as a theatre operator fixed at July 9. Plunkett's future plans have not been made known with the possibility that he may let things ride until the RKO matter is settled.

His resignation had been formally requested by Harold B. Franklin, RKO president, taking effect July 9, but it is understood that Plunkett has an agreement that establishes his services from year-to-year at \$52,000 per year, plus a bonus arrangement. Last year Plunkett voluntarily turned down the bonus.

Whether Plunkett may institute suit for the balance of his year's salary has not been indicated.

## LASKY'S VISIT EAST PRIOR TO PAR PROD.

Jesse L. Lasky is due in New York within a week for a fortnight's visit during which he will contact the Paramount home office, then return to the Coast.

Arrangements for Lasky's superation of a special phase of production at the studio have virtually been completed. His trip to New York is believed to be in line with his duties at the Paramount west coast plant.



# Employees Believe Modified Pact Will Revive Contract Activities

Hollywood, July 4.

Producers agreement, now being modified by a committee of 10 for presentation to the Academy membership, is regarded by many employee members of the Academy as an antidote to the evidenced anti-contract feeling of producers. Agreement will be presented at a general meeting July 15, and it is expected to be accepted unanimously because of protection to employees and encouragement to producers to give contracts to promising talent.

## Only 250 Affected

Only 250 studio people have contracts for one year or more, and these are the only ones affected by the agreement. Of this number, 150 are members of the Academy eligible to benefit by the agreement.

As a result of new machinery, Academy will have the upper hand in the deal. Agreement provides for settling of all grievances of employees within the Academy.

Tomorrow (Tuesday) committee of 10 meets to report the text of the modified agreement preparatory to the general Academy reading.

# FOX-HEARST'S 25-50% CUTS

Cuts ranging from 25 to 50% have been ordered for the Fox-Hearst Newselec interests.

Men with the organization who were getting several hundred weekly for work similar to copy desk positions on daily newspapers have had their checks halved.

# CLUBWOMEN INFLUENCE FAILS TO SAVE 'PINKIE'

Chicago, July 4.

Despite the protests of club women agitated by her in a final effort to save dismissal, Mrs. Emilie 'Pinkie' Sigler, head of the local censor board, was formally dropped from the city payroll last week. Town's finance committee had previously failed to provide an item in the budget to cover her salary for the coming fiscal year.

Other letout from the film-clipping sorority was Miss Frankie Jaimes, a temporary appointee of Mayor Cermak, with the move here made necessary in order to avoid any inferences of favoritism. Censor board is now reduced to four. With the civic fathers tightening up on the stringers more and more, indications point to the complete abolition of the board by the fall.

Last Jan. that 'Pinkie' Sigler got into with local film men was over her treatment of 'New Morals for Old,' which opened at the Palace last Saturday (2). Board under the Sigler influence refused to give the picture carte blanche unless 28 cuts were agreed to. Palace management rejected the proposal and brought the picture in on a pink permit, with the selected excisions staying in.

# Mayer-Lancaster Merge

Hollywood, July 4.

Jerry G. Mayer, brother of Louis B. Mayer, is affiliating his agency interests with John Lancaster. Earlier has been in the agency field for the past 15 years and was the M-G-M casting head five years ago. New agency will be known as Mayer-Lancaster and starts functioning July 18.

Several new men will be brought into the new agency, which will have close to 200 people on its books. Harry Caviedes, with Mayer for the past year, left this week.

# Portable Roadshow

Pennsylvania, O., July 4.

Casey McDougall and Harlan Dend, formerly associated with the State theatre, Cleveland, will roadshow films on a portable truck in small towns in Ohio and Pennsylvania.

Tour will be inaugurated here in mid-July.

## 2-5 YEARS

Lord's Alliance Rep Draws Sing Sing Term For Attempted Extortion

Warning that the film industry will fight off professional racketeers was sounded by Charles O'Reilly, head of the TOCC, following the sentencing of Cornelius McGurney, Lord's Day Alliance representative, to from two to five years in Sing Sing.

McGurney a week ago was convicted of attempted extortion after O'Reilly had told how the defendant had demanded \$1,000 a month from New York exhibitors in lieu of invoking an ancient Sunday blue law. McGurney, who is largely credited by film executives to the work of Edward J. Barry, who for six weeks acted as special investigator for the industry.

The court, in sentencing McGurney scored him as a 'religion racketeer.'

# French No Like Scene So Par Obligingly Cuts It Out of 'Shanghai Exp.'

Paramount has sent out rush instructions to all its exchanges and managers throughout the world, including the United States and Canada, to remove the French sequence in 'Shanghai Express' Has to do with a disgraced French army officer. This upset the French government no end, at the thought of such a possibility.

France last Tuesday (28) barred 'Express' from exhibition in that country unless the sequence was removed from all world prints. Paris telegraphic orders to all its exchanges followed with the French ban removed by Thursday (30).

It's the first instance of a post-release change for a U. S. film throughout the world because of the objection of one country, though there have been previous threats of a similar nature.

Action means little in the U. S. where film has already shown in worst spots, but will necessitate editing almost everywhere else. Paris' action is largely due to the fact that the company is attempting very hard to retain pleasant diplomatic relations with France at present because of its studio in Joinville, Paris.

# Film Shortage Forces Rivoli, N. Y., to Darken

The Rivoli, New York, closes Thursday (15) until sufficient new season's product is ready for resumption of its operation. That may require weeks or longer. Ralph Stitt, long at the house in charge of advertising and publicity, lays off with it.

The Publick sister run, Rialto, will remain open, with 'Freaks' to follow 'Scarface.' The Marx Bros. talker, 'Horse Feathers,' comes in after that. Last summer Publick was forced to turn the Rialto to revivals over the summer, a policy which it did not want to try again this year.

# Reviving Fairbanks 'Hood,' with Sound

Hollywood, July 4. Douglas Fairbanks is considering rereleasing 'Robin Hood' this fall, with a musical background dubbed in.

Picture was made in 1922, and several times in the past two years has been up for consideration to go out again with sound added.

## FLORIDA CO. SUES SELZNICK

Los Angeles, July 4. Times Holding Co. of Florida is suing Lewis J. Selznick for \$445,000 on two promissory notes the latter signed over to the holding company in 1927.

Notes were made out to Selznick by Jeanette Gals and were for two-month periods. Before they were due, Selznick endorsed them to the holding company.

## 18 COLORED SHORTS

W-FN Increases Sam Sax Series After Six Ready

Hollywood, July 4. With the completion of a series of six Technicolor-Vitaphone shorts under supervision of Sam Sax, Warner-First National has increased the order to 12 more. Completed shorts will be released immediately, with the new subjects in circulation next fall.

# B&K Booth Men On Week to Week For Protection

Chicago, July 4.

Booth men in all the Balaban & Katz houses, with the exception of the Chicago theatre, have been put on a week to week basis. Arrangement takes in the entire string of deluxes down to the minor houses, with the seven-day notice going up on the board each Friday. Move is termed a protective measure in the event conditions warrant the quick closing down of the weaker box-offices over the summer.

Circuit had taken similar precautions with the musicians in its delux houses, excepting the Chicago, about a month ago. After the pitmen had been acquainted with the news for a little over a week, B&K did a sudden about-face and recalled all notices. Later action followed an ultimatum from James Petrillo, head of the musicians' local, that would have brought about an exodus from the Chicago pit were any of the other deluxes involved deprived of music.

# COHEN TABBING PAR'S EASTERN STORY BOARD

Told by Coast executives that at least 45 of its scheduled 63 features must click, the eastern story board of Paramount sees where Emanuel Cohen, new production head, is depending more upon script judgment than any other department for 1932-33. Cohen is now keeping in personal touch with the New York board.

Russell Holman will not go to the Coast as was planned originally. Instead, while not having the title of eastern production head, Holman will have all of the duties regarding production without the studio worry. This means that he will retain a hand in the scenario department as well as scouting for new material.

George Palmer Putnam, who succeeded Holman as chairman of the scenario board in the east, was scheduled Friday (1) to fly to Hollywood, chiefly for general acquaintanceship.

Percy Heath, in charge of the Coast story department, at the same time is being moved to the east. This is understood to be in line with Cohen's plans to strengthen the eastern story buying depot.

## Chas. R. Rogers' 3d Set

Hollywood, July 4. Allen Rivkin and P. J. Wolfson are working on the script of 'Girl Without a Room.'

This is the third story in the series Charles Rogers is producing for release through Paramount.

## L. A. to N. Y.

Jack White. Stan Laurel. Oliver Hardy. Lin Bonner. Douglas Fairbanks, Jr. Joan Crawford. Bill O'Donnell. Joe Kelly. Mrs. Louis Cohen. Maurice Chevalier. Hal Roach. Felix Felst. Guthrie McClintic. E. S. Martin. Lee Marcus.

## N. Y. to L. A.

Jesse Goldburg. Frank Craven. 'Boots' Mallory. Alex Tokel. Cliff Lewis.

# 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.

## Publicity for 50

Sam Goldwyn may do 'Kid from Spain' in Technicolor. Betty Bassett, Vivian Mathison and Bernice Lorrimer, showgirls, are coming from New York for the film. Each of the 50 girls will get a publicity buildup.

## Chicago Won't Believe

Spearman Lewis, managing director of the Chicago-Hollywood division of the Chicago World's Fair, is here with two associates to ask for a Hollywood exhibit at the Fair. This despite industry's decision to spend no money for an exhibit.

Film stars will be urged to make personal appearances before Olympic athletes in a theatre in the Olympic village as part of the industry's entertainment for the visitors.

O. D. Woodward wants the Hollywood Playhouse for summer stock. His first would be 'In the Best of Families,' with Eva Lang featured.

## Impatient Genius

Arthur Strauss, office boy for Aubrey Kennedy, who is producing 'Face on the Barroom Floor,' complained to the Labor commission Kennedy would pay \$50 a day. Said he had worked a week and a half and then quit because he hadn't been advanced.

Co-operative short, 'Sky Maniacs,' made by group of actors and stunt men, is being depicted around.

Walter Futter's 'Jewels of Mahabury' company has returned after five weeks in the Philippines filming feature with native cast.

Gleason Wins and Losses Universal took up option on James Gleason, thus preventing comedian from appearing in Norman Sper shorts at Educational. Eugene Pallette subbing.

# EIGHT BANKS CLOSING HIT ARIZONA THEATRES

Los Angeles, July 4.

Theatres in Northern Arizona, although not known as the 'high line,' adjacent to the Santa Fe railway, were hard hit by the simultaneous closing a week ago of eight banks. Towns affected are Flagstaff, Kingman, Williams, Winslow, McNary and Chandler.

Suspension of these banks leaves not a single bank open between San Bernardino, Calumet, and Flagstaff on the Santa Fe line.

Theatre managers, besides being heavily loaded with patrons' checks, and with their own deposits lost, also are pressed over the weekend to get box office change. One Williams exhibitor was forced to drive 200 miles to get a supply of nickels and dimes.

Film salesman covering Arizona are being assigned to other territory by a number of the local exchanges, due to the closing of so many theatres in that state and the wholesale bank failures.

Exchange closes figure Arizona is more than 60% shut down at the present time, with many other houses hovering on the brink.

A few days ago salesmen for three of the leading distribution companies met at Yuma, on their way home. Although out for more than a week there was not a single film order among the three.

# WB SHORTS SERIES FROM 'TIGER SHARK' FOOTAGE

Hollywood, July 4.

Warner will emerge from 'Tiger Shark' with a series of shorts, as well as the feature, based on the camera work of this Ed Robinson script. Some 400,000 feet slipped past the lenses while this unit was shooting its aquatic sequences and that there's enough stuff to be cut into the shorts now the man-eaters are caught, as also tarpon snatching, etc.

Troupe threw a lot of coin overboard (in bait) to keep the single line drifting around the boat, having been lucky enough to bump into a school of 'em soon after they arrived at their marine location.

Phil Harris' Chance After getting 20 Harris playing at Cocoman Grove, Jack Warner had the band leader come to the studio for a screen test.

New Jungle Location Columbia will film the jungle scenes of its femme Tarzan picture in Ecuador, South America, under title of 'Fury of the Jungle.'

Small Buys 'Palooka' Screen stars to Ham Fisher's syndicated comic strip, 'Joe Palooka,' purchased by Edward Small for Reliance.

Roach Drops Goddard Hal Roach has failed to exercise option on Paulette Goddard, Reno divorcee, after being on payroll two months.

W. B. Options Talent Options on Blonell, Bettie Davis, Helen Vinson and William Powell exercised by Warners.

Coursier at Radio Fulton Coursier engaged by Radio to adapt original story by Adela Rogers Goddard. Constance Bennett's next starring picture.

Radio Buys 'Ace' Radio has exercised its option on Ivan Noe's French play 'The Act,' purchased for Richard Dix.

Thorp's 'Honest Injun' Jim Thorpe has joined forces with Al Green, Warner director, to write an original, 'Honest Injun.'

Tilting On Spanish Fox's first Spanish production on the new program will be 'The Last Man on Earth,' with Raul Roulien featured. James Tilling off the Fox lot for two years, will direct.

Unable to relieve herself of a four-picture contract with Columbia, Genevieve Tobin can't accept offer to appear in Gloria Swanson's forthcoming English production.

Goldstone Ties 'Zombie' With royalties due for distribution of Halperin Brothers' 'The White Zombie,' Phil Goldstone has stepped in with \$11,000 more to settle the claim against it for production costs by Universal.

Roach studios reopen July 11 after a week's shutdown. First picture going into work is an 'Our Gang' picture.

Stagehands Sue Union Claiming to have been unlawfully expelled \$7 of the stagehands' union, D. C. Hobbs, W. F. Moore, A. H. Collier and Maurice Sebring have filed suits of \$50,000 each against the union, charging against them was working under scale.

Appendix operations performed last week on Duncan Renaldo, actor; Rene O'Leary Hubbell, Mrs. Fred Pelton, wife of Pelton executive, and Serge Hovey, son of Sonya Levien.

Culbertson's \$10,000 Shorts Zion Myers returned here from the east with Los Marcus last week to prepare shorts for his 12 bridge shorts for Radio featuring Ely and Mrs. Culbertson. Series start in the fall. Terms of the agreement understood to be receiving nearly \$10,000 per picture.

Radio Lops Personnel Following Meriam C. Cooper's six-week studio personnel survey, Radio has lopped \$8,000 weekly off the payroll. Paid into production this method of expense reduction over general salary cuts.

Wurtzel Plasters McGuire Attachment papers were served on Sam Goldwyn for recovery of \$750 against him due to Wurtzel from William Anthony McGuire on an I. O. U. McGuire, now working for Goldwyn, had promised to pay within 30 days, but 90 days had elapsed.

Arlen in 'Saturday' Richard Arlen will be teamed with Carole Lombard in 'Hot Saturday,' scheduled to go into production at Paramount next month.

'The 13th Man' starts at Columbia this week with a five day ocean voyage as a beginner for the cast. Howard Hughes is directing the Francis Edwards Farago script.

Levee's Mortgages According to papers filed with the county recorder, M. C. Levee and (Continued on page 40)



# Semi-Collapse of Paramount Bonds New Handicap to Amusement Shares

By AL GREASON  
The stock market slipped into a three-day holiday Friday with feeling somewhat improved after a week in which the index averages had twice broken through former lows, once on Monday and again in a minor way on Thursday.  
Toward the close Friday there was sufficient cautious evening up by shorts to close the list about as point and a higher, higher, although the slight rally brought out no impressive volume. Nevertheless, the Street seemed to be in a better mood, not so much because of the negligible gains of the week's final prices compared to the lows as on account of small straws in the market wind that seemed to hold out prospect of steadier prices.  
Foremost was the market's own performance. On Monday and again on Thursday penetration of old bottoms in many important spots did not bring on increase in volume of offerings. Whether urgent selling was definitely over or not, it was suggested by the fact that the market was in hands sufficiently strong to hold on through whatever vicissitudes might be in store for the near future.

**Political Uncertainties**  
The two conventions were practically over, for the Street could foresee the outcome of the Democratic gathering by Friday afternoon, and besides that much uncertainty being removed there was a prospect that after the Chicago ad-

## Aaron Fox's Wife Would Sue Bill Fox On Conspiracy Charge

Allegations of extreme dominating tendencies by William Fox against his brother, Aaron, have been made by Mrs. Aaron Fox, who recently was named guardian-attorney by the N. Y. Supreme Court of her two minor children so that she might bring suit for \$250,000 in their behalf against the former film president.  
Aaron Fox's present confinement in a Hartford sanitarium following a heart attack, which occurred last year of the organization of the \$10,000,000 Aaron Fox Film Co., is directly laid to William Fox, in allegations made by Mrs. Aaron Fox when applying for the guardianship.  
She charges that without her consent to the commitment and by conspiracy with a certain alienist William Fox had his brother confined, and, allegedly, in order to prevent Aaron from revealing possible adverse information against W. F. in the U. S. Senate's stock exchange inquiry.  
Among the charges made by Mrs. Aaron Fox, which apparently may form the basis of her contemplated action against W. F., is that the latter failed to apply certain stock held by Aaron Fox for the support of her two children.  
Aaron Fox is a partner in the Lazzar-Fox firm which has the lobby candy machine concessions in Fox theatres. He formerly was associated with William Fox actively in the operation of the Fox Film properties, being an officer and director in several of the companies.

## ED GRAINGER YANKED OFF FOX PIC IN PROD

Hollywood, July 4.  
Edmund Grainger, Fox producer, was suddenly relieved of supervising 'Robbers Roost,' Zane Grey story starring George O'Brien, on Friday (1). Grainger was informed that there was no further supervisory work for him at the present and that he could retire to his Malibu beach home until such time as his services are required.  
Grainger has been on the lot for the past two years. His present contract having seven months to run. He is the son of James R. Grainger, sales manager of the company.

## WB's Foreign Audition

Sam Morris sailed Thursday night (30) on the Europa, accompanied by Thomas Martin of the foreign auditing end, for a check and present on activities abroad. They will be gone about three months.  
In their absence, the foreign department in New York is in charge of the Hummel, distribution executive.

## PAR'S ANSWER To A. C. Blumenthal's Suit on \$13,875,000 Financing

Paramount has filed its answer to the A. C. Blumenthal suit, which attempts to invalidate the credit agreement between Par and a group of banks which arranged for short term financing last March to amount of \$13,875,000. Blumenthal, holding 25 of the debentures of Par, alleges that the loan violates a provision of the indenture under which bonds were issued.  
Par, concurrent with its answer, makes an announcement quoting Ralph A. Kohn, denying that the credit arrangements prejudices any of the rights of the bondholders or stockholders.  
When the \$13,875,000 loan was arranged, Par put up its this season's negatives as security.

## Metro's Retake System Getting Economic Kayo

Culver City, July 4.  
Added attention to stories before pictures go into production would indicate that Metro, for years charged with the role of the retake system, is aiming at elimination of retakes as an economy measure.  
Currently the scripts of 'Flash' for Wallace Beery, 'Big Kids' for Charles C. Copley and 'Ragtime' for the combined Barrymores are getting a daily once over from the studio heads for possible weak spots.  
For seven years Metro has produced picture with allowances in the budget for retakes to smooth out the picture after the first previews.  
Other studios at various times have adopted and dropped the retake system as too costly for regular routine.

## Radio City's Straight Pic House May Be Open Ahead of the Music Hall

The all-sound picture house in Radio City may open its doors ahead of the International Music Hall. S. L. Rothafel is expected to make a decision within a week or two on which comes first, after giving study to the question of which will be ready for operation earliest this winter.  
A two months' strike seriously held up construction, now setting the probable opening of the first house to be ready at around the Christmas holidays. Settlement on the strike was reached Friday (1).  
Because of more elaborate detail in completion of the big house, it is believed by Radio City executives the 'straight picture stand will grab the prestige of being the first unit in Radio City to operate.  
Big house, seating 6,100, will be reserved seat, two-a-day, the first grand picture house, seating 3,500 and may be called the Ritz Sound Theatre. Numerous other names for this and the music hall were submitted. M. H. Aylesworth will decide the official names.

## GENERAL OPTIMISM RE 1933'S SHORTS QUALITY

Theatres and film buyers are more optimistic about the short subject field as a result of 1932-'33 material screened for them so far. They are unanimous that an improvement is marked all around.  
Most all shorts are costing more to make this year, producers realizing they had to deliver quality to avoid an almost complete sales shutout. Material is running larger and is novelty this year with better casts.

## Can't Eat Yachts

Hollywood, July 4.  
One of the most prominent independent producers is trying to borrow \$100,000 with his yacht as collateral.  
"We're not taking yachts any more," one banker informed him, "but we'd be interested in some good, canned vegetables."

## 100% N. H. POOL UNDER HARRY ARTHUR

New Haven, July 4.  
Harry Arthur, who originally took over Fox's, Copley and Beery from Fox, and recently acquired the Paramount, only local Public houses, is now said to be working on a deal to add the Roger Sherman, only local Warner house, to his chain. Acquisition of the Roger Sherman would give Arthur a local monopoly. His plan, as reported, would be to shift stage units now at Paramount to the larger Fox and close one or two of the other houses in local chain.  
Carrying out of the pool is said to hinge on the satisfactory settlement with the union, now on strike in all Arthur houses here.  
Meantime, Paramount may go sound after current unit, with shifting of presentations to Pull held out until the middle of August.

## State-Righters' Rainbow Fades As Money Hides

Hollywood, July 4.  
Despite the optimistic flag waving of three months ago, state-rights producers in the past month have completed only nine features. Allured there was a war at hand, that the cutting of production by the major studios coupled with the popularity of double-bills, would bring a golden harvest. Instead state right production is at its lowest ebb.  
Tightness of production money is to blame, according to the producers. Nothing that the state-righters has produced since the majors started cutting has landed on a major release.  
Pictures produced by the state righters during the past month are 'Parisian Romance' and 'The Boiling Point' (Allied); 'Pretty Ankles' and 'Ship 13' (Ralph Leiby); 'Law and Lawless' (Henry Goldstone); 'Beauty Parlor' (Chesterfield); 'Drifting Souls' (Premier); 'Face On the Barroom Floor' (Aubrey Kennedy) and the Richard Talmadge feature as yet untitled.  
Leasing studio have been hit badly by the independent drought. During the past month Metro-politan was without any indie production. Tec-Art had one feature produced on the lot, as had Western Sound Pictures. International Sound saw three features completed and Universal two. One indie feature, Allie's 'Parisian Romance' was made on the Pathe lot.

## Hanline Leaves Par

Maurice Hanline has been dropped from the Paramount story department. He contacted publishers for Par.

Hanline was with the Paramount scenario department before joining the story board several years ago.

## MRS. LOUIS COHEN'S DRIVE

Mrs. Louis Cohen, wife of the Fox-West Coast really expert started east Friday (1).  
She will make the trip by car with her two children for company.

## Rewrite 'Flash' Script

Culver City, July 4.  
Supposed to start this week, 'Flash' has been postponed by Metro until the script can be rewritten.  
Three new writers are working on the revision.

# 'Exclusive Run' Policy Will Lop Plenty Off Sales Overheads If Adopted; M-G Favors Idea

## KENT'S TRIP Fox Anxious to Get Rid of Its Brit. Theatre Holdings

Back from the Coast less than a week, Sidney R. Kent sailed Thursday (30) on the Europa, to be gone about four weeks. His sudden trip abroad is believed in line with Fox's desire to divorce itself entirely from theatre interests on the other side.  
A suit is pending against British Gaumont and the Ostrer Bros., purpose of which is defined as an effort for Fox to regain approximately \$20,000,000 as its original purchase price of a 49% interest in the Metropolis & Bradford Trust, holding company of B-G.

## Films Nibble at Backing Plays If Price Right

Eastern legists hear whispers of the picture producers' desire to hook up for Broadway production in a manner to guarantee the studios some stage business. With the 1932-'33 dearth of plays suitable for filmization the studio, although not embarrassed with riches right now, are nibbling to hook up on inexpensive propositions.  
It's strictly a cheap idea, according to present intentions, but the hope is that the indie stage producers may turn out a winning script or two.  
Along these lines is Alex Yokel's trip to the Coast. He left New York's last weekend. Yokel, best known as a legit p. a. and a producer of one or two short-lived legit tries, is on route on a proposition with a major studio. One exec in this company has faith in Yokel's judgment on scripts, and if the p. a. demands are reasonable, enough there's a good chance of a leap.  
Carl Laemmle, Jr., is also interested with Francis Edwards Farago as the Broadway rep for Universal. Farago, an ex-theatrical producer, recently returned to Hollywood on a writing mission, and may yet go through with the proposition of doing New York scripts under U sponsorship.

## WB SALES PERMANENTLY UNDER MAJOR WARNER

Major Albert Warner is permanently in charge of distribution for Warner Bros.-First National. Taking hold recently, in what was a temporary arrangement following resignation of Eddie Alperson, Major Warner has decided to stick to that end.

This places the three Warners over the three major company divisions, with Harry M. in charge of theatres and administration, Jack L. over all production and Albert over sales.

Major Warner, since taking personal hold, has discovered more new ideas on sales than did the previous regime.

## Laemmle Curbs Work

Hollywood, July 4.  
Poor health of Carl Laemmle, Sr., will not permit him to go to Universal to meet more than occasionally, chiefly just for luncheon.  
He expects to go to Murietta Hot Springs, near here, soon to hasten his recovery, after the siege at Johns Hopkins.

## Moss Returns as Was

Hollywood, July 4.  
After several weeks in Hollywood, B. S. Moss returned Thursday (30) to New York.  
Moss was here to look at production prospects for himself, but he didn't open his pocketbook or fountain pen.

The sales machine, costliest part of distribution, can be skeletonized by companies in a position to adopt the exclusive booking policy. Metro-Goldwyn-Mayer is almost set to be the first to adopt this method in many situations. Felix Faust being credited with figuring that it will lop a big sum yearly off the company's present expenditure in sales handling.  
Originally Metro, as well as others, had decided to stave off national introduction of the exclusive method until 1933. The change of plan is viewed to have been brought about largely through new opportunities to effect economies as well as positive proof that booking one first run in a town at higher rental means more return to the distributor than all of the subsequent combined.

All companies that adopt the exclusive run policy in part or other wise, in fact, means that they slash their sales overhead in proportion it is stated. Since 'exclusive', as interpreted the Metro way, means booking a picture once at all in a single house in each territory or zone, the necessity for the sales' force to contact all of the subsequent runs in such locations is eliminated. This, in turn, means that the wider the exclusive policy prevails the fewer salesmen, etc., needed.

An additional saving, by ignoring the subsequent runs is that expected to be realized in litigation. Lesser runs are credited with most of the lawsuits on the industry's books.

**Could Boomerang**  
Those generally familiar with the situation hold that any company to go 100% exclusive product must have high-grade right down the line, or else the 'shown-here-only' at higher admission and longer run, will boomerang.

Metro is reported so satisfied with its exclusive experiment in Wilmington, Del., that it is expected to introduce the same in other spots throughout the country before the summer is up. In Wilmington, Metro, with a house over a mile from the theatre, is reported to be taking in more from this single booking than from the five Warner theatres there and as many independents combined.

**Indies Concerned**  
Until now, the exclusive policy has been regarded by exhibitors as a possession of little significance other than the outcome of a dispute between Warners and Metro in the Wilmington territory. With the introduction of the policy to develop this policy nationally, and to pass up all theatres but one in certain towns, these same indie nos concerned about a serious problem. Should the policy become general among the major distributors it would mean the subsequent runs would be forced to take lesser product and get none of the industry's highlight pictures.

Exhibitors who have investigated the legal aspects of the exclusive run and there can be no government intervention because the film is the exclusive property of the producer and the distributor and can be sold or rented as they themselves see fit.

The procedure of retaliation which is getting the most consideration in certain indie ranks is to carry the fight to the front of the boxoffice and demand such a battle would mean much lost advertising space in local dailies.

## More WB Coast Shorts

Burbank, July 4.  
Six technicolor musical shorts will be made here by Warners in the fall for the company's shorts program. Sam Sax and Roy Mack were here recently and completed an initial half dozen of the color film.  
Rest of the program will be made at the Flatbush studio in New York. Bill O'Donnell left Saturday (2), for New York to act as assistant director and dance stage at the Flatbush studio.

## 'Bring 'Em Back' Bringing 'Em In, \$11,000; 'Rebecca' \$10,000 in Minn.

Should be all right on \$13,000. Last week 'Sky Bride' (Par) a fair \$12,000.

—'No Greater Love' (Col). Bad at \$2,000. Last week 'Maker of Men' (Col) only \$2,250.

first time in some time this elevator house is not day-and-dated with the Parkway. Picture was good

25- b. o. at the big Stanley. Will get  
or pretty fair \$2,700 here.

'Death Valley' (U) and vaude. Close to \$7,500, good. Kids still go for Mix. Last week 'Radio Patrol' (U), \$7,000.



1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 26





# It speaks for itself

## WARNER BROS.' RELEASE

### FOR JULY

July 2nd  
"THE DARK HORSE"†

With Warren William, Bette Davis, Guy Kibbee. The industry's new sensation.

July 9th  
"WEEK-END MARRIAGE"†

With Loretta Young, Norman Foster, George Brent. From the best-seller by Faith Baldwin.

July 16th  
JAMES CAGNEY in "WINNER TAKE ALL"†

Now breaking all records at N. Y. Strand. With Marian Nixon, Guy Kibbee, Dickie Moore.

July 23rd  
BARBARA STANWYCK in "THE PURCHASE PRICE"†

With Geo. Brent, Hardie Albright. From the best-seller by Arthur Stringer.

July 30th  
"MISS PINKERTON"†

By Mary Roberts Rinehart. With Joan Blondell, George Brent.

### FOR AUGUST

Aug. 6th  
"STRANGER IN TOWN"†

With "Chic" Sale, Ann Dvorak, David Manners, Noah Beery, Raymond Hatton.

Aug. 13th  
WILLIAM POWELL and KAY FRANCIS in "JEWEL ROBBERY"†

From this season's B'way hit.

Aug. 20th  
"CROONER"†

With David Manners, Ann Dvorak, Ken Murray, Guy Kibbee.

Aug. 27th  
"DOCTOR X"†  
All in Technicolor

Mightiest of all mystery hits. With Lionel Atwill, Fay Wray, Lee Tracy.

### FOR SEPTEMBER

Sept. 3rd  
CONSTANCE BENNETT in "TWO AGAINST THE WORLD"†

With Nell Hamilton.

Sept. 3rd  
EDWARD G. ROBINSON in "TIGER SHARK"†

With RICHARD ARLEN and Zita Johann

Sept. 10th  
"BIG CITY BLUES"†

With Joan Blondell, Eric Linden.

Sept. 10th  
RUTH CHATTERTON in "PAGES FROM LIFE"†

With George Brent. From best-selling novel, "Children of Pleasure."

Sept. 17th  
JOE E. BROWN in "YOU SAID A MOUTHFUL"†

Sept. 24th  
GEORGE ARLISS in "A SUCCESSFUL CALAMITY"†

With Mary Astor, Grant Mitchell. From the famous play by Clare Kummer.

15  
1932 will be  
READY AUG. 1!

HOME OF

Warner Bros.

First

VITAPHON, INC. DISTRIBUTORS

# SCHEDULE FOR THE NEXT 6 MONTHS

## FOR OCTOBER

<b>Oct. 1st</b> <b>"BLESSED EVENT"</b> With Lee Tracy, Mary Brian. From the biggest stage comedy smash of 1932.	<b>Oct. 8th</b> <b>RICHARD BARTHELMESS</b> in <b>"CABIN IN THE COTTON"</b> with Bette Davis, Dorothy Jordan. From the best-seller by Harry Harrison Kroll.	<b>Oct. 15th</b> <b>DOUGLAS FAIRBANKS, Jr.</b> <b>NANCY CARROLL,</b> in <b>"SON OF RUSSIA"</b> With Lilyan Tashman.	<b>Oct. 27th</b> <b>BARBARA STANWYCK</b> in <b>"BETRAYED"</b>
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## FOR NOVEMBER

<b>Nov. 5th</b> <b>"LIFE BEGINS"</b> With Loretta Young, Eric Linden, Aline MacMahon.	<b>Nov. 12th</b> <b>WILLIAM POWELL KAY FRANCIS</b> in <b>"ONE WAY PASSAGE"</b> With Aline MacMahon.	<b>Nov. 19th</b> <b>JOE E. BROWN</b> in <b>"CAMPUS HERO"</b>	<b>Nov. 26th</b> <b>"20,000 YEARS IN SING SING"</b> With George Brent, Ann Dvorak. From best-seller by Warden Lawes of Sing Sing.
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## FOR DECEMBER

<b>Dec. 3rd</b> <b>"THREE ON A MATCH"</b> With Joan Blondell, Warren William, Ann Dvorak, Bette Davis.	<b>Dec. 10th</b> <b>Edw. G. ROBINSON</b> in <b>"SILVER DOLLAR"</b> With Bette Davis, Aline MacMahon, Alan Dinehart.	<b>Dec. 17th</b> <b>"I AM A FUGITIVE"</b> With Paul Muni. From the sensational book by Robt. E. Burns.	<b>Dec. 24th</b> <b>GEORGE ARLISS</b> in <b>"THE ADOPTED FATHER"</b>	<b>Dec. 31st</b> <b>"THEY CALL IT SIN"</b> With Loretta Young, David Manners, George Brent, Una Merkel.
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# EXPLOITATION

By Epes W. Sargent

## Rebate Tickets

Manager who did not want to cut his price, yet felt he had to in order to get out of business, hit on the rebate ticket plan. His projected loss was 10c on both mat and night seats. Instead of cutting his price, he offered rebate tickets, except on Saturday and Sunday.

Every patron is given a card with a rebate ticket, which is accepted at face value by stores listed on the back. Not limited to retail purchases, as in general, but entire purchases can be made in slips if the holder has sufficient. Care is taken to prevent counterfeiting, and the slips are as good as cash.

Stores redeem these slips at the theatre for 90c on the dollar, which means that the cinema instead of a dime, since the merchants also pay for the printing of the rebate slips. They feel that it loosens the spending and helps them that way. They also take newspaper space to encourage the recipients to come to their stores, all of which helps the scheme.

It's a cut, in spite of the disguising whiskers, but it seems to help the merchant. The theatre manager deems it advisable to resume the high price it cuts off the rebate instead of keeping the price, which latter sounds like something else.

## Eye Catcher

Broadway drug store is selling ice cream out of the cooler, refrigerated stand and to get attention it is ballooning with a pitcher of water. The water is kept in a glass, which is clear water was used, and the passer-by could see that some chemical was throwing off gas, which produces the bubbles. Then someone tinted the water brown and hid the chemical, making it look much more mysterious.

There are several things which may be used, the chief thing being to get something which will give off plenty of gas without dissolving too quickly. Your local druggist can probably suggest something from the stock. Calcium should be getting something safe. Calcium carbide, for example, will give the effect, but produces a little more gas, which is annoying even where it can be quickly dissipated. There are harmless chemicals which will give the same effect at no greater cost.

## Suburban Billing

Manager of a suburban house tried the scheme of sending a boy at the station each morning hand out heralds of that night's show. He figured the cost of the boy and the station, but read on the train and get interested. It didn't seem to work, as he said that the boy was not met at the station by the audience, but he had been in the city. She pointed out that about half the men were met at the station by the audience, but he had been in the city. She pointed out that about half the men were met at the station by the audience, but he had been in the city.

Switching to distribution in the evening hour helped boost business about 5%. It was a new idea, but the manager of the family, and she could talk the head of the house into it on the ride home.

## Mike Test

Lynchburg. A stunt that is novel here but costs nothing has been successfully tried by the Isis here. The manager of the lobby, connected by wires running inconspicuously around door frames to a radio on the other side.

Patrons were invited to speak through the microphone and hear the voices coming out of the radio. Ticked the women fans especially.

## Chains Help Indies

In many spots the recent "make good" or "slap-up" has resulted in the dismissal of the man who falls to achieve an impossible quota, has given the independent theatre men a chance. Probably it will be more helpful as a procession of resident managers come and go.

About the best way to date was done by a small town manager who was bucking a chain operation. The town was small for a chain invasion, but it had been taken over as part of a more important group, and a man put in and almost forgotten until a new management came along. He was out.

The chain man was a natural go-getter, and before he had been in the theatre for a week he had made contact with the town affairs. He could only trail.

With the formidable opposition out of the way, and a new management, he made frantic efforts to hold onto a

job he knows cannot last, the indie house features in all advertising. Catering to your likes for five years. We know what you want.

It's all getting the business.

## Holds the Mats

In the interests of economy a small town theatre gets back from the price of the mat and the price of the mat as well as on the theatre. Ads are filed in a home made cabinet, with a proof pasted in a book, each proof indicating the place in the file where that mat may be found.

Figures that all cuts are pretty much alike, and all cut in a couple of months, so the mats are changed around a bit and used again. At the first time it's a full length figure, the cast may be cropped to a bust and look entirely different.

## Gets the Men

Lately a manager got the idea of making an appeal to business men, and he flooded the offices with notices that between five and six he ran a comedy, a newsreel and a picture. His manager, the business men drop in and cool off before going home.

Figures that one day in the office, the copy read, "Why not spend a half hour or so at the Ritz? You'll not be bored with heavy, dramatic features, but with comedies, lots of them with girls, a cartoon and the newsreel. Cool your body, rest your brain, and have a good dinner. The 25c afternoon price is in force until six."

He did not expect to catch much business. He was merely call attention to the house from a new angle, but he gets from a brief vacation. He had heard the men, the top coming on the hotter days.

The show runs that way anyhow, so it's no extra trouble. Not only gets the men, but some of them bring their steno's.

## Summer Service

Gag which is now in its second year in a suburban section of N. Y. was started a little more than a year ago when a regular patron asked a theatre manager to watch her front stoop while she was away on a brief vacation. He had heard the burglars took papers and milk bottles as a tip off to a likely spot.

Manager has one of his ushers go around twice daily, clear the porch of whatever had been left and bring the packages to the theatre. Before the end of the season he had complied with a dozen such requests.

This year he advertised the service and there is plenty of work for two Boy Scouts, who report to the theatre twice a week. The boys are tied with free admissions, though one of them stipulated he be permitted to bring his girl Saturdays.

Manager has a letter from the girl, saying that she had a good time, but nothing he has ever worked before.

## As a Serial

Numerous theatres able to obtain the services of a newsreel man have made money showing the local graduation classes for the past four years in addition to the present high school crop. Each class was given a special night for the showing of its reel with a member of the class giving a brief talk on what that bunch of graduates had achieved. Got plenty of attention and a lot of people came all four nights.

If you want to save the film, it's a good plan to take it to your exchange. The exchange will take care of it if that is not convenient, put it in the can and seal it with two strips of adhesive plaster. Use the rubber surgical plaster and not the electrical friction tape.

## Sales Slips

Chain store recently invaded a section where the idea was new and local grocers were in arms. Prices at the chain were generally lower than the local stores. The theatre went around to the old timers and sold them on sales slips. All orders for more than four-bits were written on a slip of cheap paper printed with theatre name and that of the store, pads being made up for the purpose. Slips are consecutively numbered.

Each night the stores report the high and low numbers on the day. The theatre later the theatre displays in the lobby two numbers from each store. Each good for a dollar.

Puts the theatre ad in most kitchens and keeps it there. House pays for the slips and merchants pay for the tickets. So far it has been useful in holding up trade.

## Putting Over Revivals

Reports vary greatly on revival nights. In some sections they have good results, with knockouts and the same picture, they have flopped all over the place.

On the other hand, the due target to the sales angle. Managers who merely announce the revivals, no matter how much fuss they make over them, are likely to be the most resentful of what it regards as second-hand goods.

On the other hand, create the impression that the pictures are being brought back in response to requests, and the crowd will be found more receptive. This is particularly true if ballooning is had. Post a list of available pictures. Announce that selection will be made from that list. Explain further that the list has been compiled from requests received. Then let the patrons ballot, and those who do not find their nominations listed will come to see the others and applaud.

Make them think it is something they want rather than something they want. Audiences are more in this follow-the-leader attitude.

## Jungle Bally

Manager Jay Golden at the RKO Palace went golden on outdoor bally for "Bring 'Em Back Alive." Case of monkeys, outside lobby, huge banners on theatre and even City Fathers to allow bally. Zoo elephant, to come downtown to provide added jungle atmosphere.

## Still Leap Year

It's still leap year, but apparently the managers have forgotten that it's a black number, perhaps, in July. It's a leap year, but apparently the managers have forgotten that it's a black number, perhaps, in July. It's a leap year, but apparently the managers have forgotten that it's a black number, perhaps, in July.

Perhaps the year has been greater stress laid upon leap year theatre weddings. It's not too late to advertise. Perhaps the year has been greater stress laid upon leap year theatre weddings. It's not too late to advertise.

## BEHIND the KEYS

Herbert Sobotta, formerly manager Fox houses in Venetian, here as manager Orpheum, succeeding J. Wm. Houck. George Crisman has been named as manager, succeeding Morris Parfrey, who goes to Wisconsin.

Bronx, N. Y. Consolidated Amusement Enterprises has relinquished tenancy of the theatre at 1330 Madison street to Haring and Blumenthal, restaurateurs and one time theatre operators. It will remain dark over the summer.

## Indianapolis

Jack Roth, formerly manager of the Missouri, St. Louis, has supplanted N. B. Beck as manager of the Ekibour-Publix Circle. Beck is going to Los Angeles. Homer Skilton, former manager of the Indiana, is now house manager of the Fox-Willshire in Beverly Hills.

## Rochester, N. Y.

Comerford's Capitol closed for six weeks to install refrigerating system. House did well until hot wave, then hit the slide.

## Denver

J. W. Allen, owner of the Building, has taken over the Granada theatre and will operate. The theatre has been closed by A. Mazenick, the owner.

At Hoffman, former UA manager at Minneapolis, here managing UA exchange.

## Clear Lake, Ia.

Ernest Anderson has purchased the Park from J. C. Roush and will manage, taking possession July 5.

## Council Bluffs, Ia.

Employees have received two weeks notice at Fox-Strand and Publix Broadway but house managers have received no closing instructions.

## New Bedford, Mass.

Edward Stitt, formerly assistant manager of the Olympia here for three years, has been appointed manager of E. M. Loew's Strand here, succeeding Tom Whelan.

## Sandusky, O.

Warner Bros. has closed the Plaza here and will reopen Warner's Ohio. Barry Shedd, in charge of WB interests here and manager of the theatre, has been transferred to Warner's Capitol, Eliza-

printed up: "It's Leap Year. Will you be my guest at a performance of (the show), and to the girls, and on the back print the offer of a double with "Two can live as cheaply as one." That may help to start something.

## Double Wedding

A crowd that packed the Paramount here witnessed a double wedding on the stage. Manager Richard Kennedy at the Park hooked up with the Montgomery "Advertiser" in sponsoring this wedding. Newspaper devoted a page of ads from local merchants who gave the two couples nice gifts. Kennedy secured the participants for the wedding by advertising.

## Discs Make Biz

The Hague. Sending out paper discs with song hits is an old gag. The Universal Agency at Amsterdam thought gave it a new twist; sent discs with the best songs of the film "Elm Lied, ein Kuß, ein Mädel." On vacant space is printed the cast, a short synopsis of the scene and photographs of principal stars. Records covered with bright green surface.

## Wild Animal B. O.

Mayfair theatre, New York, has gotten plenty of space on its marquee with the announcement "Back Alive," but small houses will be more interested in its boxoffice on that animal picture.

Instead of the usual clutch hat to enclose the ticket booth, the Mayfair uses flats of combboard to which the ticket is fastened with a button bordered with split bamboo.

Probably costs less, can be fireproofed, is less apt to litter the lobby with fragments and can be packed away for future use. It makes a surprising new looking native hat, and yet the cost is smaller.

Many towns the straight thatch is not permitted by the fire department, but there is small ground of fire with the tightly clamped matting even where it is not fireproofed.

O. to succeed James Keefe, who succeeds him here.

John Marjinsky transferred to Mansfield, when the Ohio closed, has been recalled to his former post here.

## Youngstown, O.

The Park theatre, major downtown house, has closed and will reopen in late August, when it will reopen with "Rebel at Sunnybrook Farm." House will be completely renovated.

## New Haven

Hollywood Piums opened an office here at 1330 Madison street July 3, Hyman Levine in charge. Formerly represented UA in this territory. Allied Productions has a new office at the same address, with Robert Wolfe at the desk.

## Spokane

Tom Olsen named by Spokane Daniel to manage the Fox. Mo Daniel, who recently held the Spokane berth for Fox at Coast, moved up to district manager. R. E. Charles succeeds Olsen as Liberty manager.

## San Francisco

E. Hugo Strickland, former Columbia sales manager of P-W-C, named of Educational-World Wide.

Ralph Dostal new booker at local Columbia exchange.

## Council Bluffs, Ia.

Fox-Strand to close, Chester Bell, manager, going to another spot. Fox-Strand will also fold with Ray Felker, manager, to act as relief manager for Publix. Likely to reopen in fall.

## Los Angeles

Closing of Orpheum here by RKO brought a two weeks' notice for Jake Rosenstein, handling public at the RKO Hillstreet. Jack Daily moves over from the Orpheum.

Harry Lohrmann replaced Bernie Loper as manager of P-W-C, named in Glendale July 3. Loper on two months' leave due to ill health.

## San Antonio

William Jenner, who recently managed Westlake here for Fox-West Coast, now in charge of the Sunlight and California theatres in Santa Ana.

# Glass Processes And Re-Recording Cuts Film Costs

Hollywood, July 4.

Economy in production by use of transparency photography and sound re-recording were topics of discussion at a meeting held by the Technicians' branch of the Academy at Paramount studios, last week.

Various forms of process photography were demonstrated by clips of intricate scenes obtained. Discussions proved that the foreground action against a projected background of action on a glass screen is the most economic and practical means of enhancing production value.

Problems of re-recording were discussed at length by Kenneth Lambert, head of that department at M-G-M. Effects, dialog and music impractical to secure in the original recording are picked up and inserted in the re-recording process. Also errors made in the original recording can be corrected without the expense of re-shooting the scene.

# RCA's New Recording Cancels All Credit For Indie Producers

Hollywood, July 4.

No more credit for independent producers using RCA sound equipment, with the announcement that RCA will bring out its new high fidelity sound equipment destined to provide increased frequency for recording within the next two months.

RCA will centralize its recording equipment under its own operation on a cash on the line basis. New idea leaves Tiffany and Tec-Art studios, both equipped with old sound equipment, out in the cold. All recording arrangements will have to be done through RCA direct.

Change in arrangements will not affect the deal between Phil Goldstone and the former acting as RCA agent in all independent recording arrangements.

RCA claims that the cost of the new equipment is too high for installation by leasing studios under present conditions, and the sound company does not want to take paper.

Independent producers financed by Goldstone as required to use RCA sound. Outside of the Goldstone group, it is understood that the indie producers are now in favor of swinging back to bootleg equipment, out in the cold. All recording arrangements will have to be done through RCA direct.

# Radio Starting Nine Features During July

Hollywood, July 4.

Radio will start nine new features into work this month, in addition to the four already started. Titles are "Animal Kingdom," "Bill of Divorcement," "Sport Page," "Phantom of the Opera," "The Conqueror," "Little Orphan Annie," "Mysteries of the French Secret Police," "Come on Danger" and an untitled Constance Bennett picture.

Features now in production are "13 Women," "Fraternity House," "Kong" and "Liberty Road."

# Feist's In-and-Out

Los Angeles, July 4.

Phil Feist, M-G-M's general sales manager, now here from the middle west, coming in Hal Roach's plane, to conduct a one-day sales meeting of western division exchange managers at the Ambassador Hotel.

Feist started eastward the latter part of the week.

**Frank Buck's  
Alive"\* and Const  
"What Price Holly  
biggest successes  
has known in years  
results in over 50  
Both are distr**

**\*Produced by Van Beuren Corp.**

**Directed by Clyde E. Elliott**

**“Bring ‘Em Back  
ance Bennett in  
wood””\* are the two  
show business  
. . . Box-office  
cities prove it . . .  
ibuted by RKO**

† RKO-PATHE Picture  
David O. Selznick, Exec. Producer

# George **BANCROFT**

with

**WYNNE GIBSON  
CHARLES STARRETT  
JAMES GLEASON**

★ A "pug" as hard as leather  
and a "moll" as slick as silk.  
Till a kid crept into their  
hearts one night and started  
something that will get . . .  
your . . . patrons . . . plenty!

**"LADY AND GENT"**



Here's Bancroft, tender as well as  
tough. Playing his greatest role  
with a two-handed wallop!


*A Paramount Picture*





# THERE ARE HANGING ON WHEN METRO-GOLDWYN-MAYER REVEALS



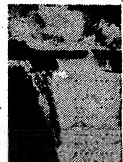
**THE TRADE-MARK**  
THAT has all trade-  
marks jealous! 

**Talk about  
Trade-marks!**



Advertising authorities tell us that the roaring Lion of Metro-Goldwyn-Mayer has superseded in world recognition the hitherto most popularly known symbols of all industries!

This trade-mark is in demand and M-G-M approaches 1932-33 with one purpose—



The Niagara Falls generates the  
world's greatest **WATER POWER!**



The Allied Armies in  
the great war possessed  
history's greatest  
**MAN POWER!**

**Metro-Goldwyn-Mayer**  
has startled the amusement  
world by its unprecedented  
development of

**STAR POWER**  
and, in 1932-33  
you will be thrilled to  
know that—

**37 out of 48 are  
STAR PICTURES!**

and the others will have players who are  
on their way to stardom.

The policy of M-G-M in its first year is the policy of M-G-M today. We go forward consistently in the knowledge that M-G-M Star Names in your electric lights mean good business. In 1932-33 M-G-M presents even more Star Pictures than ever before,



**The News-Dealer Says:**  
"I sell more movie magazines when there's a Metro-Goldwyn-Mayer STAR on the cover."

extending our success-policy to meet the definite box-office needs of these times. The act of signing a contract for pictures must be weighed with the greatest care and thought this year as never before. What decision you make now will follow you relentlessly through the twelve-month ahead! The sound, practical nature of the M-G-M set-up, the strength and stability of M-G-M personnel in its management and in its studio production, the unmatched Star line-up and the proven ability of M-G-M to create the Giant attractions of each screen year—these are the assurances of safety which guard your property and investment.



**The Girl in the  
Box-Office Says:**  
"They ask me WHO is playing at our theatre, not WHAT is playing! When we've got an M-G-M STAR, we fill the house!"

**LEAD KINDLY ELECTRIC LIGHT**  
(Here's where you shine)

## M-G-M STAR PICTURES

THEY NEVER GO OFF THE GOLD STANDARD

**2-JOAN CRAWFORD**—In "Possessed" and "Letty Lynton" she reached the top. She's in "Grand Hotel," too!

**2-NORMA SHEARER**—Big Productions worthy of her box office importance. "Strange Interlude" will bring her world acclaim.

**2-MARION DAVIES**—No expense spared in selection of her vehicles, their production and national promotion.

**2-CLARK GABLE**—His work in "Strange Interlude" climaxes public demand for his stardom. Another Star created by M-G-M.

**1-JOHN GILBERT**—M-G-M has a new powerful vehicle for him. You'll see the John Gilbert of his greatest glory.

**2-HELEN HAYES**—The public awaits the return of "Queen of Madelon" star.

**2-WILLIAM HAINES**—There's a new Bill Haines ready for you!

**2-RAMON NOVARRO**—Undiminished drawing power. "Huddle" for instance!

**2-MARIE DRESSLER**—Everybody loves her!

**2-WALLACE BEERY**—"Hell Divers" and "The Champ" made him bigger than ever!

**1-JOHN BARRYMORE**—M-G-M is proud to hear from exhibitors that John Barrymore as an M-G-M star is a new star.

**1-LIONEL BARRYMORE**—No matter what the role, he makes it memorable.

**1-JOHN & LIONEL BARRYMORE**—Co-starring them in "Arsene Lupin" was a stroke of genius. Their new story is immense!

**1-DRESSLER & BEERY**—We yield to the request that they act together again as they did so well in "Min & Bill"!

**2-BUSTER KEATON-JIMMY DURANTE**—M-G-M has a new, smash comedy team!

**2-LAUREL-HARDY**—Ever since "Pardon Us" theaters have demanded more Laurel-Hardy feature length comedies.

**4-COSMOPOLITAN PRODUCTIONS**—These nationally advertised All-Star subjects have consistently been real money makers!

**2-JACKIE COOPER**—M-G-M has a brand new idea for the glorious boy star who thrilled the world in "The Champ."

**2-ROBERT MONTGOMERY**—The past year has furthered his well-grounded popularity with the public!

**"THE OUTSIDER"** for M-G-M—Sensational hit during its long Broadway run. Made in England and directed by Harry Lachman, who in association with Rex Ingram, produced many of the latter's greatest successes.



Marion Davies



Norma Shearer



Joan Crawford



Marie Dressler



Greta Garbo

**ALL THE STARS  
on this and the next  
page are under the  
M-G-M banner!**

# THOUSANDS EVERY WORD

## ITS PRODUCTION PLANS FOR 1932-1933!

### 12 MARQUEE PICTURES

News that you'll applaud—

**THE ORIGINAL** purpose of M-G-M's Marquee Pictures was to allow a latitude in production that would not confine aggressive picture-making to ideas that in the course of 12 months might become sterile and out-dated. M-G-M refuses to be hampered by convention or hide-bound by tradition.

The result was that in our first group of this nature called "The Lucky Seven" we gave you "Shipmates" (Robert Montgomery won stardom!) "Sin of Madelon Claudet" (it launched Helen Hayes!) "The Easiest Way" (Constance Bennett). Again this season Marquee Pictures gave you "Tarzan, the Ape Man" (creating Johnny Weissmuller a new star!) and other big Marquee Pictures still to come.

Marquee Pictures are an expression of the forward-looking ideals of M-G-M.



Wallace Beery



Clark Gable



Jimmy Durante



John Barrymore



Ethel Barrymore



Lionel Barrymore



Buster Keaton



Ramon Novarro



John Gilbert



Laurel & Hardy



Helen Hayes



Jackie Cooper



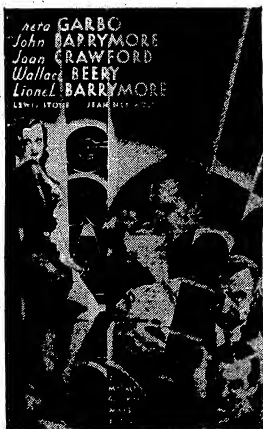
William Haines



Colleen Moore



Robt. Montgomery



Directed by EDMUND GOULDING  
from Vicki Baum's play



A ROBERT Z. LEONARD Production  
Based on Eugene O'Neill's play

### Typical BOOK and PLAY PROPERTIES of M-G-M

To state that the production plans of Metro-Goldwyn-Mayer are of intense interest to every other studio is to state a truth which we are not first to express. We believe that it is to the best interests of our customers to withhold, where it is necessary, a full exposition of our plans. For the time being we call your attention to these vehicles of importance among others owned by M-G-M and contemplated for production.

**THE PAINTED VEIL**—By Somerset Maugham. Ran as a Cosmopolitan Magazine serial. Wide book sale.

**REUNION IN VIENNA**—Robert E. Sherwood's robust, romantic, laugh-filled Broadway hit! Everybody wanted it, M-G-M got it!

**THE GOOD EARTH**—By Pearl S. Buck, Pulitzer Prize Novel, continues to appear on every best-seller list. Hundreds of thousands of copies have already been sold.

**MEXICO**—By Laurence Stallings, co-author of "The Big Parade". Giant drama of Old Mexico.

**LA TENDRESSE**—By Henry Bataille. Henry Miller Theatre success.

**RASPUTIN, THE MAD MONK**—A perfect subject for the M-G-M studios! A picture that requires Bigness in conception and casting. Watch for details.

**THE SUN OF ST. MORITZ**—Clever story-sleuthing has uncovered this dramatic and romantic novel, the rage of the Continent.

**THE EDUCATION OF A PRINCESS**—By Grand Duchess Marie of Russia. On every best-seller list, selling by the thousands.

**ESKIMO**—By Peter Freuchen. M-G-M has sent W. S. (Trader Horn) Van Dyke and one of the largest film expeditions of history to the frozen North.

**THE BUGLE SOUNDS**—By Major Zinovi Pechkoff. Tremendous research, patience in securing the right footage of Riff warfare, make it something to look forward to!

**CANDLELIGHT**—Translated from the German of Siegfried Geyer by P. G. Wodehouse. A Broadway hit built for the screen!

**PACK UP YOUR TROUBLES**—One of Laurel-Hardy's feature-length comedies. Now being produced by Hal Roach and M-G-M.

**THE DEVIL PASSES**—An outstanding S. R. O. play of the current Broadway season by Benn W. Levy.

**SALUTE**—An original screen story by the brilliant playwright Frederick Lonsdale.

**TARZAN AND HIS MATE**—Johnny (Tarzan) Weissmuller returns in Edgar Rice Burroughs' new love adventure!

**FELIX**—This play by Henry Bernstein ran 400 performances in Paris! It's Box-office!

**THE MARINES HAVE LANDED**—This one tops M-G-M's previous highs in this field "Tell It To The Marines", "Hell Divers" and "Shipmates".

### Are You in This Photo?



"WHO'S THE BIG SHOT?"—"That's Jones. He plays the Metro-Goldwyn-Mayer Pictures in this town!"

### MORE STARS THAN SPACE! SO WE LIST NAMES:

Lewis Stone  
Johnny Weissmuller  
Jean Harlow  
Polly Moran  
Anita Page  
Widge Evans  
Jorothy Jordan  
Conrad Nagel

Maureen O'Sullivan  
Ralph Graves  
Jean Hersholt  
Walter Huston  
Leila Hyams  
Robert Young  
Hedda Hopper  
Neil Hamilton

Nils Asther  
John Miljan  
Myrna Loy  
Una Merkel  
John Marsh  
Wallace Ford  
Karen Morley  
Diana Wynyard

Ruth Selwyn  
Virginia Bruce  
May Robson  
Louise Closser Hale  
Veree Teasdale  
Nora Gregor  
Kane Richmond  
Diane Sinclair

and many others



# Columbia's got 'em boys

## COME AND GET 'EM!

### "HOLLYWOOD SPEAKS" GENEVIEVE TOBIN PAT O'BRIEN



Sees All—Shows All—Tells All—and How! The Inside story of the Outside girl in Hollywood. Here's the lowdown on the high doings in Hollywood—millions will love it!

### "BY WHOSE HAND?"

BEN LYON  
BARBARA WEEKS



Mystery rides the rails and Love solves the riddle! A mad mysterious romance of love and thrills aboard a runaway express!

## "WAR CORRESPONDENT"

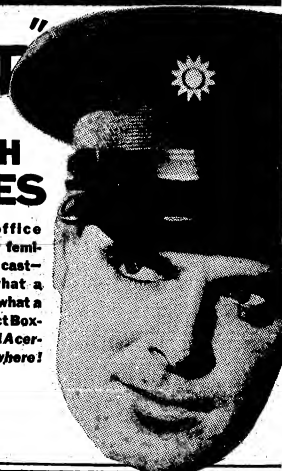
COMING SOON

JACK  
HOLT  
LILA LEE

A famous headline hunter and a great air hero—hating each other—fighting for the love of the same girl—amidst the lure and color of Shanghai!

RALPH  
GRAVES

Two great boxoffice stars—and a star feminine lead—what a cast—what a story—what a background—and what a PICTURE! A perfect Box-office combination! Acertain SMASH anywhere!



YOU NEED 'EM

*Columbia*

HAS 'EM!

## But One Deluxer Left in Atlanta, Ex-Ace Show Town

Atlanta, once an ace show town in Dixie, has folded as an amusement center with only one first run deluxe house in operation.

The \$3,000,000 Fox, one of the most beautiful houses in America, closed its doors when the Loew interest withdrew from operation a month left to run on their lease. The house was consistently in the red for months.

The first collapse came with the burning of the Capitol, a house badly managed except for the time Loew had it. The Georgia, former home of Keith vaudeville here, is now operating on a split week policy and since a bomb exploded in the place, hardly doing any business.

Loew's Grand, for second choice MGM's, is closed for renovations expected to total about \$200,000 and will open in September.

The Paramount, operated by Public, remains the only first run house with vaudeville. The vaudeville will be taken off July 8.

The old Forsyth, housing big-time vaudeville until about 10 years ago, and then turned over to stock and vaudeville show interests, has been absorbed in an office building and is no more. The Erlanger, built for legitimate shows, had only a few attractions this season and did none too well with them. It has been dark several months.

Thus, in a few years, Atlanta has slipped from a town zooming with theatrical business to a deserted village so far as theatres are concerned.

There is money here, however, for entertainment. Great crowds go to wrestling matches in the ball park—but they can not be heard inside a theatre. A bathing beauty contest last Sunday drew a gate of 12,000.

Atlanta is by no means broke, but theatres lure the people no more. No one seems to know just where the fault lies; there seems to be no explanation.

## S. A. FOR CINC.

Ushorettes New — Other RKO Shifts and Changes

Cincinnati, July 4.

Bernard Hynes, travelling manager for RKO, has put in the past few days here conferring with Nat Holt, divisional manager, and Clem Pope, newly appointed city manager, who came from Tacoma, Wash., where he was with Fox West-Coast.

"This understood that boy ushers in RKO's four ace downtown houses are to be replaced by ushorettes within the next couple of weeks. Girl ushers will be new stuff for Cincy."

The RKO sign shop has been decentralized with a poster man assigned to each house in an attempt for more spirited results through individual operation.

Carlos Harrison, who succeeded Bill Danziger as local publicity and advertising director for RKO a few months ago when Ike Libson resumed supervision of the houses here and his associates transferred to RKO a couple of years ago, resigned Friday (1). The job is now divided among E. V. Dinerman, who formerly handled exploitation and tieups; M. J. Whitman, who was on publicity staff of local company and with the Crowley studios; and Charles Winthrop, a newcomer from Kansas.

## RKO TAKES GRAND O.H. ON % IN CINCINNATI

Cincinnati, July 4.

Impending closure of the Grand Opera House by RKO as a picture theatre is understood to be on a percentage basis, with operation commencing about August 15.

The Grand is the oldest legit house here and was an Erlanger stand for years. It is owned by the estate of the late Charles P. Taft, foster brother of the late President William Howard Taft, which has extensive real estate holdings in this city, including the "Times-Star". Erlanger interests had a perpetual lease on the theatre building, which was recently purchased by the owners for a reported \$100,000, minus deductions of about half that sum for back rent, taxes, etc.

The house has a seating capacity of less than 1,000, including balcony gallery and boxes, with several posts on ground and second floors.

Erlanger shows playing here henceforth will be at the Shubert, which accommodates 2,100.

The Grand is on Vine street, between 5th and 6th, in the heart of the downtown section and opposite the RKO Lyric, which housed Shubert attractions before going into pictures.

RKO recently closed the Strand, 1,350-seat house on Walnut street, near 6th. The theatre was rented by the exhibiting company and is not likely to be reopened by RKO.

## WB vs. Exhib.—\$2,500

Minneapolis, July 4.

Harry Nelson of the Princess, St. James, Minn., is being sued by the Copyright Protective Bureau for \$2,500 and costs for holding over a number of Warner Brothers and First Nation pictures.

Nelson claims that his contract was signed in blank, with a stenographic error responsible for the insertion of a two-day clause.

## Levenson's Troubles

Dubuque, Ia., July 4.

First labor troubles, then gas bomb attacks, next a black powder bomb and now court action to recover \$2,155 as rental for Dreamland and Liberty theatre properties has been the lot of Ben Levenson, operator.

S. D. Ryan, trustee, has filed the rental action.

## McDONALD'S ACCIDENT

Pittsburgh, July 4.

When a drunken driver crashed head-on into their car near here last week J. A. McDonald, manager of the Davis theatre, and his wife were both seriously injured. Mrs. McDonald was removed to the hospital with a fractured skull and her recovery is still in doubt. McDonald will recover, doctors say.

The driver of the other car and a companion are being held by police pending the outcome of the smash-up. Kenny Kenfield, assistant manager of the Stanley, has been dispatched to the Davis to fill in during McDonald's absence.

## Sublet Houses Demand RKO Rent Reduction As Other Spots Shut

Los Angeles, July 4.

RKO has cut the weekly rent of the Orpheum, San Diego, under sublease to Fox West Coast, from \$2,000 to \$1,000. Fox circuit took the house over two years ago.

Mike Rosenberg, head of Principal Theatres, operating the former Orpheum house here as the Fox Palace, is negotiating with the circuit for a rent reduction, with some talk that he will turn the house back unless the concession is forthcoming.

With RKO closing the Hillstreet here and the Orpheum in San Francisco this week, due to poor grosses, circuit is not figured anxious to have any other houses in which it is interested turned back.

30 Dark

Survey of the RKO circuit, as of last week, showed a total of 30 houses now dark, with 133 operating.

Vaude units and pictures stay in the L. A. Orpheum, with closing of Hillstreet, and the entire house staff will be kept. All employees of the Hillstreet are out, including Speed Borst, manager. A personnel shift at Frisco is expected.

Hillstreet is without a cooling system, which is chief reason for its selection instead of the Orpheum. Bern Bernard, RKO booker, returned last week from Chicago.

## Capitol, St. J., Grind

St. John, N. B., July 4.

The Capitol, Rialto and Strand, the three major picture theatres, have reduced prices.

Incidentally, the Capitol, owned by the E. F. Albee estate, has gone continuous for the first time in its history, instead of the former afternoon and night shows. Changes three times weekly instead of two.

## Hollywood Feels Throwback as Cuff Producers Fill Streets with Crews

### Once in a Lifetime

Los Angeles, July 4.

Exhibitor in Las Vegas, Nev., rigged up a loud speaker over boxoffice to convey to passersby loud wailing of sirens in several sequences of "Homicide Squad."

Just as a gang war broke out among rival bootlegging factions close to the theatre with several bombs exploding, loud speaker emitted its siren blasts, adding to the confusion.

### Libson's Key Deal

Ike Libson, who sold his theatre holdings to RKO last year, is in New York on an attempt to turn over the Key theatre and building, Cincinnati, to the same circuit.

House seats around 2,000 and is on a straight film policy. It's the only theatre which Libson and his partners retained at the time the RKO deal went through. If nothing happens, Libson will close the site.

### Big Hop for Mgr.

Rochester, N. Y., July 4.

Manager Charles Raymond of Loew's Rochester leaves to become manager of M-G-M's new theatre in Johannesburg, South Africa. He will have six weeks' training in English theatrical management before taking over. His wife and two children will go with him. He has been with Loew's organization 12 years.

Edward J. Meinerick comes from Cleveland to manage the Rochester.

Hollywood, July 4.

Picture business is returning to the old days when every Hollywood street intersection was a potential set, and if the sun didn't come out the cameras couldn't turn.

Filming at the major studios is more or less as always, but the recently augmented ranks of indie producers have turned back time in Hollywood to the pre-sound era. If they can get away without cost of using artificial light or sets, they do so. This means working with a couple of sun reflectors and outside of the studios.

Arrival of summer, and plenty of daily sun, has also stimulated outdoor activities of the indies.

Cobwebs

Opening up of some of the older lots and their use by independents has also aged the appearance of film production. Scenarios are turned out in cobwebbed offices with torn wallpaper and occasional roaches. Pictures are shot off the cuff, if necessary, as dialog is cut to a minimum in scenarios.

Absence of talk in the outdoor scenes makes it unnecessary to haul expensive sound equipment.

At Bryan Foy's studio the 'sound' stage has its front end entirely open, with only a canvas to shut out the light. Stage is only 100 feet back from the interurban car tracks but studio doesn't even bother about getting a car schedule. Only trouble comes from the airplanes.

Roach's silent "Fast Boys" short was filmed mostly on Culver City streets, saving cost of lights and sets.

# BERT WHEELER

Playing Limited Engagement  
FOR  
PARAMOUNT-PUBLIX  
4 Weeks of Personal Appearances

MANAGEMENT

LEO FITZGERALD

**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 Switcher"  
"F & M's" "Parlous Revue"

**JANICE WALKER**  
Doing "Cinderella Brown"  
"F & M's" "Parlous Revue"

**GILBERT BROS.**  
"MALIBU BEACH" Idea

**FANCHON & MARCO Presents**  
**ZELDA SANTLEY**  
"VEILS" IDEA

**JOE and JANE**  
**McKENNA**  
Headlining  
LOEW'S STATE, NEW ORLEANS  
"Stick to Time" Idea

**BERNARDO DE PACE**  
"Wizard of the Mandolin"  
Assisted by CELINE LESCAR

**EDDIE BRUCE**  
HEADLINING  
"Gus Edward's Radio Stars"

# FOX TO THE

## with six summer life-savers!

- Fox comes through in a pinch with pictures with a punch. Hits when hits are needed most. Winding up the season with six smash bets that would be hailed with delight in *any season!* Look them over and you'll book them fast!

*All released before August 15th.*

### REBECCA OF SUNNYBROOK FARM

It's the making of two new stars!

**MARIAN NIXON**  
Mae Marsh

**RALPH BELLAMY**  
Louise Closser Hale  
Directed by AL SANTELL

From the famous stage play

### ALMOST MARRIED

Not since "Frankenstein" has there been such a horror picture. Promise them plenty on this thriller!

**ALEXANDER KIRKLAND**  
**RALPH BELLAMY** **VIOLET HEMING**

From Andrew Soutar's novel, "The Devil's Triangle"

**JANET GAYNOR**

**CHARLES FARRELL**

in FRANK CRAVEN'S stage success

### THE FIRST YEAR

Tender situations and merry complications in the first year of married life!

Directed by WILLIAM K. HOWARD



# RESCUE



## BACHELOR'S AFFAIRS

Menjou as a gay old dog whose new tricks  
gave his joints new cricks!

**ADOLPHE MENJOU**

Minna Gombell, Arthur Pierson, Joan Marsh  
Directed by ALFRED WERKER



## AFTER THE RAIN

Smash drama of flaming South Seas  
passion. Tracy amazes!

**SPENCER TRACY**

**PEGGY SHANNON**

William Boyd, Irving Pichel, Raoul Roulien  
Directed by JOHN BLYSTONE



## ELISSA LANDI in A PASSPORT TO HELL

Sex was her weapon . . .  
and her weakness

**PAUL LUKAS**

Warner Oland, Alexander Kirkland  
Donald Crisp, Earle Fox  
Directed by FRANK LLOYD



## KEEPING UP WITH F. & M.

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

### Bughouse Actors

Charley Foy has realized an ambition that Dad Eddie never saw fulfilled, provided he had it. Fanchon and Marco have named an idea after him. Called "Charley Foy's Bughouse" this idea is riot of fun, as title indicates. Directed by Larry Ceballos and has Maxine Lewis, Olga and Mischka, Eulalia, Sextette and—of course—the Foy stooges. Latter figured by experts to eventually outclass Ted Healy and other stooge gangs.

### Ripley Inspection

Ripley is eyeing the Fanchon and Marco forces for "Believe it or Not." Seized on Four Albee Sisters for their billiard playing, and John Tio, the wonder parrot—as just that. Rip states Tio is the only bird in the world who really knows what he's talking about. Albee and Tio in new F & M "Gus Edwards' Radio Idea," produced by Jack Partington in Manhattan and opening on Coast.

### Simple Title

Maybe the simple democracy of the Democratic convention did it but anyway the title "Bon Jour Paris" idea has been dropped in favor of "Hello, Parise." Set for St. Louis opening this week. Paul and Nino Ghezzi, Lynn Cowan and Company, Hamon and Virginia, Jack Rosnier and Sherry in the line. Settings of musical comedy magnitude are carried and idea is advanced from main studios as well entertainment.

### Et Tu Dewey?

The Performer, famous show parer of London, in story on British artists with Fanchon and Marco cites DuCillon, Natacha Nattova, Hamilton Conrad's Pigeons, Gold and Ray Abd Batio and Mann. How come Mario and Mann into this roster, when they've been Yanks ever since birth? Guess it's because they like these boys in the tight little isle. Closing with F&M "Stage Door" idea, Bob Hall sails next week for engagement at London Pavilion.

### Talkie Contract

Fox Films are looking to future talkie stardom for Nell O'Day, feature with Joe Cook in "Fine and Fancy" and other hits. Before Joe-cooking, Nell broke into show biz as a Fanchon and Marco girl, adding another Sunkist to the stage-screen list of future greats. Lydia Robert and Lucille Page, F & M discoveries, considering Broadway starring offers for next season, based on current season individual hits.

### Hot Welcome

Oodles of publicity has been given various welcome homes accorded Fanchon and Marco girls on conclusion of their tours, but warmest welcome home ever known surely goes to Mignon Gallichotte, of "Stage Door" idea. Dad Gallichotte's garage somehow ignited just before Mignone got into and the kid had to behold a home in flames as she arrived. Loss covered by insurance, however.

### Peabody Peering

Eddie Peabody catching shows all along route of his F & M "Happiest Show," keeping eagle eye open for budding talent. His sure company in current idea all juvenile specialists. Arnsat Brothers have been signed for F & M's "Mickey and Minnie" idea, which has Foster and Van, Monty and Karmo, "Toots Novelle" and the gorgeous Sunkists.

### Studio Reports

Gae Foster's next idea, as yet untitled, will have the happy Flo Lewis, O'Connor Family and Pasquall Brothers. Leonidoff is producing the Blanche Sweet idea, which will have the Stroud Twins, Chamberlin and Hines, Loc Lorraine and Al Rinker. Gilda Gray's "Ubangi" idea has Fields and Bell, comics who boast the tallest stooge in any F & M idea; Mullins, seventeen years old and seven feet, eight inches tall.

### Display Space

Freddie Schader tied F & M's Pat West up with the Crowley-Miller store, Detroit, in novel television show stunt that netted Pat and the Fox Theatre display space in all newspapers. Just before dimming lights on Ideas at Fox, Atlanta, Lionel Kcene tied up F & M's Lorell Gaines with Kilde revue for Scottish Rite Hospital and Atlanta Georgian noticed it with tremendous picture spread on first page.



# GET THE MOST out of Fanchon & Marco

- IF YOU RUN A THEATRE, Barnum & Baileyhoo your F. & M. troupe. It gives your house publicity obtainable in no other way.
- IF YOU HAVE AN ACT, you will find that F. & M. publicity builds you to a national name by the time you play the entire route.

### *This Was Done for One Star\**

**ADVANCE.** Photos and stories in local papers. Beauty window tie-ups. Tie-ups with candy, drug and grocery stores.

**THURS.** Met at station by city officials, Chamber of Commerce, press. Photographed with notable who arrived on same train. Breakfasted with newspaper men. Photographed in well-known car. Interviewed by newspaper critic.

**FRI.** Photos taken for candy company... used on 1000 boxes. Interviewed by critic. Photographed at beauty shop for news ad. Posed for artist. Interview by famous psychic. Dined as honored guest by town notables.

**SAT.** Christened Legion model ship (photos). Photos for piano store display and music store window. Presented winning trophy at dog show.

**SUN.** Interview by newspaper critic.

**MON.** Attended tea given by newspapermen's wives. Called at veterans' hospital.

**TUES.** Dined at Breakfast Club. Visited famous knitting mill. Called on florist who had furnished her flowers.

**WED.** Attended women's tea given by local social leader. Honor guest of Advertising Club. Radio interview by famous playwright.

\* Betty Compton at Fox Paramount, Portland, Ore.

# FANCHON & MARCO

INC.

Offices

HOLLYWOOD • SAN FRANCISCO • SEATTLE • MILWAUKEE • NEW YORK

## BOMB INJURES PATRON IN HARRY ARTHUR SPOT

New Haven, July 4. Ruby Adams, patron at Fox, was seriously burned as result of chemical bomb explosion. Incident believed to be another one of a series of such explosions which have hit various New England houses operated by Arthur Theatres Corp., which is currently at odds with cities and both unions.

Cities already affected are Hartford, Worcester, Providence and Bridgeport. Police reported as investigating theory of out-of-town job, with no blame laid at door of local unions.

## Oakland's 2d Darkens

San Francisco, July 4. Charlie Carroll, after six weeks of trying to put over the long-darkened East Bay house, American is the second Oakland first run to fold up within the week, big Fox Paramount also having shuttered.

Reported Fred Siegel, former owner of Roxie, may take the American.

## F-WC Appeals Damages Of \$7,500 for Customer

Los Angeles, July 4. Attorneys for Fox-West Coast have made a motion for new trial following the verdict by a jury in Superior Judge J. P. Sproul's court Wednesday, 19, \$7,500 in his damage suit for \$50,273.

Defense brought out that Verrengia sat through the show after falling against a seat in the balcony, and two days later was placed under quarantine at the General hospital for infantile paralysis. It is contended that his present illness was not caused by accident.

## Ramish's \$60,000

Los Angeles, July 4. Asking \$60,000 for the furnishings in the Mirror theatre, Hollywood, Arthur William Green, attorney and assignee of Adolph Ramish, is suing Strong & Wilson, owners of the building.

Ramish gave the pair a chattel mortgage on the equipment he installed to secure his lease on the house, and when they took the theatre away from him he contends the lease was broken and the mortgage voided.

House was then known as the Vine Street and played legit shows. Now a grind picture theatre operated by Westland Theatre.

## Shutting in Calif.

San Francisco, July 4. Five small town indie houses are slated to close within next two weeks due to bad business.

Darkening theatres are Smith's, Xuba City; Star, Sonora; Greenville; Gem, Colusa, and the Rex, Oroville. Xuba City and Oroville will be without show shops.

## WAYNE DALLARD OUT

Kansas City, July 4. Wayne W. Dallard, city manager and publicity director for the Public-Dubinsky theatre, has resigned. He will be succeeded here by Will Dubinsky, city manager at St. Joseph, Mo.

## Woman's Big Show

Los Angeles, July 4. Cashier in a Main street all-night 10c grind house also speaks candy and gum as a sideline while on duty.

Front and side windows of the ticket box are so heavily stacked with the sweet stuff there's trouble raking in the admish and passing out the tickets.

## RKO-FWC POOL IN N.W. NEARING COMPLETION

Los Angeles, July 4. Charles Skouras, operating head of F-WC, is preparing to leave for the northwest to complete final details for the pooling of RKO and Fox-West Coast in Spokane and Tacoma.

Deal was arranged in New York between Spyros Skouras for F-WC and Harold B. Franklin for RKO.

## MGM's 'Star Sports' for Release During Games

Culver City, July 4. Six of the 12 'Star Sports' shorts slated for Metro's '22-23' program are completed, and will be released simultaneously with forthcoming Olympic games.

Balance of series will be filmed during the games.

## STROHEIM SCRIPT SET

Hollywood, July 4. Eric Von Stroheim states that the shooting script on 'Walking Down Broadway' as he has it arranged will run a little over 98 pages. Production is scheduled for July 15.

Expected to make the picture in five weeks at the Fox Westwood plant.

## Ray Directs '13th'

Hollywood, July 4. Albert Ray will direct 'The 13th Guest', starting tomorrow (5) at Monogram, produced by M. H. Hoffman.

## BUFFALO ACCORD

Lafayette Settles With Union For Reduced Personnel

Buffalo, July 4. The Lafayette downtown (independent) first run house has settled its difficulties with the stage hands union on the basis of the proposal originally made by the house to the hands. The union walked out a month ago when its demand for four men on the stage during the summer instead of two was refused by the management. Present arrangement negotiated by New York officials of national union calls for two men back on the job at the former \$60 wage per week each.

Negotiations are now on between the house and the operators for further reductions.

## More Theatres

Minneapolis, July 4. That Minneapolisians want picture theatres was demonstrated again at a special election to determine whether the city council should issue a permit for the construction of a new independent showhouse. The referendum took in seven precincts in one ward and showed 1,469 votes in favor of the theatre and 841 against it.

Six other similar elections have been held from time to time and in every instance the electorate voted to have the theatres built.

## Pre-Closing 10% Cut

San Francisco, July 4. Employees of Warners theatre took a second 10% cut.

It's a reminder the house plans to close in about six weeks.

## MGM WINS ON DEFAULT

Los Angeles, July 4. Metro-Goldwyn-Mayer exchange secured a judgment of \$4,157 by default against Harry Popkin, exhibitor on a breach of contract suit in Superior court.

Amount was for pictures furnished the Jewel and Crystal theatres.

## Operators Make More Than the Theatres State Minn. Owners

Minneapolis, July 4. A move is under way among independent exhibitors in the territory to use pressure on union operators for pay cuts.

Exhibitors declare that in the majority of instances the operators are making more money than the theatre owners.

## 6 Mos. for Stench Bomb

Spokane, July 4. Kermit Ness, printer, was found guilty of placing a stench bomb in the Ritz and Egyptian theatres March 5, a jury in superior court decided today after a 20-hour deliberation. The 20-year old youth appealed a six-months sentence imposed in police court following his arrest. He admitted attending both theatres on the same evening, but denied he placed the ill-smelling chemical underneath the seats he was alleged to have occupied.

## A LOEW PRODUCTION "HELLS-BELLES"

July 2, Palace, Washington

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The Suave Deceiver

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Dir.: AL GROBMAN

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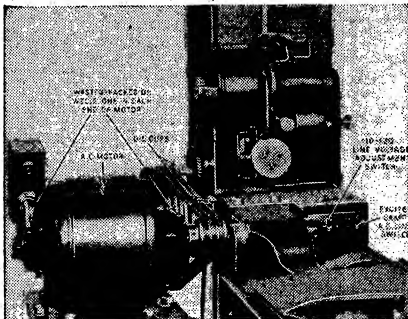
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Photophone Division

## RCA Victor Co., Inc.

Camden, N. J.—branch offices in principal cities

## Vaude Time on Coast Cut Down to 35 Acts Wkly. as RKO Houses Close

Los Angeles, July 4. With the folding of RKO's m.c. policy at the local RKO and the Golden Gate and Orpheum in Frisco scheduled to close July 8, there remains only six and a half weeks of vaude dispensed by local bookers. Three of the houses playing vaude, the Million Dollar and Downtown here, and State, Long Beach, are full weeks; Gardfield, Alhambra, Strand, Long Beach and Hippodrome here are split weeks.

Remaining two weeks are made up of one and two nighters booked by the Bert Levy, Melkijohn, and Fanchon & Marco offices. Latter time consists of houses continually jumping from vaudeville to straight pictures depending on screen strength.

### 35 Weekly Limit

A total of about 35 acts can be placed here weekly. Budget of the

six theatres regularly using vaude totals \$2,700 weekly, or about \$75 per act for 35 acts, no matter how many people are in the turn. And that's without the usual 5% agent's commission and 5% booking fee deducted. Top price for a vaude bill is paid by the Downtown, \$700 for six acts.

Currently there are about 300 acts out here to supply the demand. Daily more troupes in from the east and Chicago. All are just around for a vacation which seems to end in about 24 hours, or as long as it takes them to locate the three booking offices. Of course, they're just looking for a date to try out a new act, but they're looking just the same.

Same condition exists in the north. Out of San Francisco there is one week of one and two nighters. Only other spot where an act can pick up any time is in Portland where Joe Daniels has two weeks of two and three nighters.

## Actors Must Eat

Birmingham, July 4. A hush has been laid on displaying a sign reading 'All you can eat for 20 cents.' After vaude was put in a theatre a block away the sign was taken down.

'Those actors can do something else besides act,' the proprietor said.

## STATE, MINN., MAY REINSTATE SHOWS

Minneapolis, July 4. The State, ace Public house here since the closing of the Century and Minnesota, and operating on a straight film policy, will use a stage show in addition to its screen program the week of July 8. John Fried, Public district manager, denies any plans are being considered to change the theatre's policy.

For a single week of stage show the State will have the Mills Brothers and a 12-piece stage band under the direction of Lou Breese, formerly at the Minnesota.

It is believed that the State will make further excursions into stage shows whenever attractions are available.

Since the Minnesota's closing a month ago, Public has been without any Twin City stage show representation. In its advertising, the RKO Orpheum, playing five-act vaudeville unit shows and pictures, has been boasting 'the only stage show in town.'

The present 'nut' of the State, without stage shows, is approximately \$7,000 a week. Before the advent of the Minnesota in the old F. & R. days the State was the kingpin house here and used stage shows. It has 2,200 seats; 55c top.

## \$500 Royalties Pro Rata For F&M-RKO 'Whoopie'

Fanchon & Marco and RKO are figuring a minimum of 44 weeks for the tabbed 'Whoopie,' Ziegfeld musical, to be put on the combo stages by F. & M. Total weekly costs would amount to around \$500 if figured pro rata weekly from the \$22,500 which F. & M. is paying for the piece.

There are around nine splits to the 20 grand. Biggest share goes to Florenz Ziegfeld, who gets \$12,500. That's merely for the use of the play name and his own. Sam Goldwyn gets \$3,000 because he owns the film rights. Anthony W. McGuire gets \$3,000 also as author of the musical.

Sam Harris, who owned the original 'Nervous Wreck' from which the musical was made, is the only one to agree on a weekly royalty basis for pay. Others get flat amounts.

## Mayfair, Buff., Assigns For Creditors' Benefit

Buffalo, July 4. The Mayfair Burlesque and pictures made a general assignment for the benefit of creditors. The house, formerly the Palace, is being operated by Nate Boasberg, who continues for 30 days under authorization of the court. The house gross was stated to be between \$1,000 and \$2,000 per week, just about sufficient to meet the overhead.

Dewey Michaels, manager of the house while named the Palace, was also made a co-operator with Boasberg.

## Gordon's Agency Spot

Hollywood, July 4. William Gordon, son of Vera Gordon, has been added to the staff of the Lichtig & Englander agency and will specialize in handling the foreign-language field.

Gordon has been with the Rosa Moreno act for the past four years and managed it during its European tour, making a study of Spanish talent while in Spain.

## POGANY'S PUPPET SHORTS

Hollywood, July 4. Willy Pogany, New York artist brought here by Sam Goldwyn as his art director, is organizing a production company his own to make a series of puppet pictures with new figures he has developed himself.

Pogany has been working on the idea ever since he left Goldwyn several months ago.

## RKO's \$25 Top for 5-People Acts Has Indies Booking at \$1 Per Actor

### New Dates on Route

#### Cause F&M Shuffle

Los Angeles, July 4. Charles Foy featured, after three day break in the local Manchester jumped direct to Portland and will precede 'Desert Song' one week right through to Chicago.

As result of unexpected business of latter unit in several of the San Joaquin valley towns, F&M has decided to keep this unit out as long as possible.

Portland, Seattle and Vancouver this week switch from a Saturday to Thursday opening. Following the 'Desert Song' dates, units will break the jump into the Northwest by playing alternately Sacramento, Stockton and San Jose. These towns will be three day stands.

Due to union difficulties, Fox, Atlanta, playing the F&M units, went dark (24).

### Police Restrained from

#### Picketing L.A. Burlesque

Los Angeles, July 4. Superior Judge Marshall McComb has continued, until July 20, a restraining order against police picketing or blockading the burlesque show at 235 South Main street. Suit of Harry Horowitz, the producer, against the city of Los Angeles will be heard then.

Horowitz says the cops picketing the doorway had talked loudly, interfered with the performance, and several times had broken down doors to dressing rooms.

### Arnaute Join 'Mickey'

Los Angeles, July 4. Arnaute Roy joined Fanchon & Marco's 'Mickey and Minnie' unit July 2 at Vancouver.

They replaced Roy Rogers and Sanna and Loomie.

RKO is entering into competition with the indie vaudeville booking field for the first time as far as salaries are concerned. In Lynbrook, L. I. and Westwood, N. J., both RKO-booked, the top salary for any act for two days is \$25.

That \$25 top applies to flashes and other acts of more than five people. Other salaries range from \$10 for teams to \$15 for trios, or at the rate of \$2 per day per person.

Several indie bookers around New York are using RKO's retrenchment as an alibi for slashing indie date salaries to formerly unknown levels. One booker with a two day upturn stand has set a limit of \$1 a day per head for all acts. That's not enough to cover the carters from Times Square and three meals. Trios receive \$5, or \$5.75 net, for these two days, with the booker's commission (10%) on such acts amounting to 30c.

### Moran-Mack Starting

#### After a Year's Delay

Hollywood, July 4. After nearly a year of preparation, the Moran and Mack feature, W. C. Fields starring, with W. C. Moran, will get started at Sennett's July 8, Mack Sennett directing. Others in the cast so far are Charles Murray and Marjorie Beebe. Picture will be the first World Wide release.

### RKO VAUDEVILLE INTACT 85

#### ROSETEE and LUTTMAN

#### In "Dance Studio"

With GRACE & BEATRICE WYLLIE (Dir. of Max Tishman, Flunkett offices)

### DE VITO

#### and DENNY

#### with DOT STEVENS

In "Lady Harrow's Reception" (Direction of Chas. Wilsbiss)

### LITA GREY

#### CHAPLIN

#### "The Charming Chatterbox"

Personal Mgt. Nicholas Gorry (Booked by Weber-Simons)

### RKO VAUDEVILLE INTACT 85

(Week July 2, Los Angeles, Calif.)

### THE GENIAL ROTUND

#### LARRY

#### RICH

#### with CHERI

"Miss Part of Paris" TOMMY LONG

South America's Newest Dancer TOMMY LONG

"The Elongated Express of Comedy" AL HODGES

"Oklahoma's Ambassador" ENGLAND ONG

The Chinese Helen Kane JOE BELL

"The Voice with a Heart" GILBERT LAWRENCE

and His Snake Hips

### RICH RHYTHM BAND

(Direction of Blondell & Mack)

### RKO VAUDEVILLE INTACT 85

(Week July 2, Denver, Colo.)

### The Dark Cloud of Joy

#### BILL

#### ROBINSON

#### IN

#### "HOT FROM HARLEM"

WITH JOHN MASON

PUTHY DA DORRIDGE MYRA JOHNSON

NAOMI PRICE

FERDIE LEWIS

SMITH JACKIE YOUNG

and

#### "THE BROWN BUDDIES"

Chorus of Eighteen

(Direction of Marty Fortkins)

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**CARL FREED**

THE CROWN PRINCE OF MUSIC

Material by EUGENE CONRAD

Direction CURTIS & ALLEN

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# 40 RKO Weeks Will Include 30 Full Weeks; 5 1/2 for F.&M. Units

The RKO book vaude has now been set at 40 weeks of playing time for next season. That figures 30 full weeks and 20 split weeks. There will be nine weeks around New York and six weeks on the Coast. It means that RKO will go blanket vaude on the Coast outside of Tacoma, where the stage fare is definitely out.

Palace, New York, is to stick to its vaudeville policy, postponed until July 16 for its inaugural. The Hippodrome, when reopened, may go straight film on a multiple change policy. That is not yet definite.

Of the 40 weeks planned for the fall five and a half have been granted Fanchon & Marco.

## Full Week List

Full weeks on the RKO book under the new policy follows: Majestic, Dallas; Albee, Providence; Keith's, Portland, Me.; Keith's, Syracuse; Memorial, Boston; Keith's, Boston; Albee, Albany; Palace, Rochester; Albee, Brooklyn; Proctor's, Schenectady.

The Manhattan spots include the Prospect, Brooklyn, which shows vaude indefinitely and the local break-in spot. The 86th Street, Palace, Kenmore, Madison, Fordham, Coliseum and Flushing are the others.

The western full weeks are the Palace, Cleveland; Orpheum, Los Angeles; Hill Street, Los Angeles; Chicago; Chicago; State-Lake, Chicago; Orpheum, Frisco; Golden Gate, Frisco; St. Louis, St. Louis; Orpheum, Portland; Orpheum, Seattle; Orpheum, Denver; Orpheum, Omaha; Main Street, Kansas City, and houses in Houston, San Antonio, New Orleans and Minneapolis.

Whether or not the Riverside, Milwaukee, goes to vaude depends on union conditions. Formerly labor regulations in the downtown stage crew, but RKO can't see that kind of expense there, which may thus eliminate this theatre for vaude. For F. & M. this means RKO direct approval and marks the first time that its shows will have advanced to more than a full week's playing time at any given period with this chain.

## F. & M. Spots

Under RKO's new operating policy, the F. & M. shows now being spotted at the Albee, Cincinnati, will shift to the Palace, Cincy, after Labor Day. Full weeks to continue. This is the one full week allotted by RKO to F. & M. Remaining four and a half weeks are made up by splitting time with RKO vaude in nine spots. These are Dayton, Grand Rapids, St. Paul, Columbus, Cleveland, Akron, Salt Lake and Youngstown. In Cleveland F. & M. will play the 16th St.

RKO will maintain two regular split weeks of vaude at the Orpheum, Oakland, Cal., and the Embury, Ft. Wayne. Oakland split is dependent on whether the house shuts back to Fox West Coast, as may be likely. If so, RKO may make up the week by reopening the Ritz, Birmingham, to a combo policy.

So far as Tacoma is concerned, vaude is out of there permanently, according to RKO. Same goes for Yonkers. Latter town can't support the stage staff from RKO indications.

## FLO LEWIS TAKES COUNT ON STAGE; NOT SERIOUS

Los Angeles, July 4. During a performance of the 'Bombay' unit at Loew's State Friday (1), Flo Lewis took a heavy bump and the count.

At the hospital she was x-rayed for possible skull fracture. No cracks found. She will continue with the F. & M. unit.

## Just for the Ride

Eddie Dowling and Rae Dooley sail for Europe July 19 for a couple of weeks.

They're just going for the ride.

## BOLGER ILL, OUT

Ray Bolger was suddenly taken ill Saturday morning (2) and had to drop out of the Paramount stage show.

Jimmy Savo jumped in.

## Mama

Los Angeles, July 4. Woman patron of the F.W.C. Florence left her seat while picture was on and calmly walked on stage, in front of screen. Taking a small can from her purse she proceeded to sprinkle the floor, while the audience watched fascinatedly. Manager rushed down, but was assured by the patron everything was o.k. 'My little girl is dancing here tonight, so I wanted to put some rosin on the stage for her,' was the explanation. From Variety's Hollywood Bulletin.

## CAPITOL DOING \$14-18,000 BILL

Loew's will shoot the works at the Capitol on Broadway week of July 14 with a stage week of picture names rating from \$14,000 to \$18,000 in salaries. Payroll is indirect because the top name is not yet set. Robert Montgomery is probable.

Billing will be 'Hollywood On Parade.' Set this far are Una Merkel, Jean Harlow, Lew Cody, Armda and Anna May Wong from films, Jack Benny, m. c., and the Abe Lyman band.

Herholt and Miss Merkel are Metro studio bookings, as will be Montgomery. Others were obtained from the outside.

## CBS Acts in Indie

### Theatres on Salary And Percentages

CBS has started lining up indie vaudeville dates for its contract acts. Three of the network trunks are set for indie theatres, booked through Arthur Fisher.

CBS gave Fisher the alternative of playing the other artists on percentage basis, which the network prefers, or straight salary. Fisher took the salary arrangement.

Three acts set for indie theatres so far are Arthur ('Street Singer'), Farley, who plays the Grove, Prescott, Long Island, the first half of July 16, three days, figured on a pro rata basis of \$2,000 for six days. Vaughn De Leath has been booked into the same theatre preceding Tracy, the first half of July 8.

Little Jack Little is the third CBS act set for an indie theatre. He goes into the State, Middletown, New York, for three days starting July 30.

CBS is now working on a percentage indie booking for Tracy after the latter completes one week with Warner, July 22, at the Earle, Washington.

## BURNS AND ALLEN PERSONAL

Los Angeles, July 4. Burns and Allen, here for Paramount's 'Big Broadcast,' will do a week at the local Paramount theatre.

Date isn't set till after the picture schedule is worked out.

## MARSHALL'S 5 RKO WKS.

Everett Marshall from the musical 'The Singing Fool' is a single, opening this week for RKO in Boston.

Marshall has five RKO weeks on a Weiner-Kalchman booking.

## Sweet's 'Sweet and Lovely'

Los Angeles, July 4. Title of Fanchon & Marco's Blanche Sweet unit, opening July 7 at Loew's State, will be 'Sweet and Lovely.'

Other talent set for the unit includes Stroud Twinn, Chamberlain and Himes, Lou Lorraine, the Catchatots and Al Rinker.

## SHUBERTS TAKE BESSER FROM VAUDE FOR 2 YRS.

Joe Besser, vaudeville comic, was last week placed under contract for musicals by the Shuberts. Legit firm has Besser for two years on a 30-week guarantee yearly.

## Palace's \$6,000 Top for New 6-7 Act Combo Idea

RKO's Palace, New York, will spend between \$5,000 and \$6,000 on its six and seven-act vaudeville bills under the vaudeville combination policy that starts July 9. Under an 8-act top, including tax, the house figures it can break at \$12,000 during the summer while the rent, amounting to about \$4,000, is off.

At the Palace will run only a nickel behind the Mayfair, which plays the pictures first, on the admission scale at night. At other times during the day the Palace admission will be higher than the Mayfair's, particularly before two in the afternoon.

## NEW RKO SAVING IDEA ON PROPS

From now on, by order of the RKO theatre department, any special stage props required will have to be provided by the acts themselves.

If a needed article is not in the act's property room, the act must buy it. In the past ordinary props, if missing, were paid for by the theatre and added to the prop room collection for future use. The amount saved by RKO by the new order is indefinite.

## 2 ACTS OVER \$10,000 AT PARAMOUNT, N. Y.

Bert Wheeler, at \$4,250, plays the Paramount, New York, next week (3) before leaving for Hollywood to make one picture with Bob Woolsey for Columbia. Wheeler had figured on two or three extra stage weeks in the east, but the Columbia call precludes chances.

With Wheeler at the Brooklyn Park currently for the same salary. With him is Polly Walters, also of films, who moves over for the New York week.

With Wheeler at the New York Park and headlining will be Harry Richman. He's in for \$5,000.

## Sid Piermont Secretly Weds Jacqueline Feeley

Stoney Piermont pulled one of those secret marriage things, having been joined to Jacqueline Feeley, showgirl, three months ago. The Loew booker kept it under cover until he called with the bride on the 'Belgianland' Friday (1) for Bermuda.

## Commish Claim Vs. Gilda

Los Angeles, July 4. Harold Berne has filed municipal court suit against Gilda Gray for 10% on her Fanchon & Marco tour at \$500 weekly.

Offers a contract showing he was to get that and \$25 on out weeks where salary dropped below \$500.

## BEERLE ON A BOAT

But of a short ocean cruise with a professional show is due to sail this week-end. The 'Belgianland' departs for a six-day voyage, touching at Halifax and Hamilton, Bermuda.

Show includes a revue and floor show, with Milton Berle m. c., a gypsy orchestra and Alfred Chigi.

## Forced to Cut NVA's Mounting Expenses to Prevent Crippling San.

### Can Be Had

Los Angeles, July 4. Eastern vaude names are flocking here and spreading it around that they're open for picture or coast week dates. Included are Al Klein, Bert Gordon, Sid Lewis, Jean Barrios, George Givot, Mitchell and Durant, Count Berniville, Miller and Mack, Don Carroll and Teddy Joyce.

## STAGE NAMES CHILLING F-WC

Los Angeles, July 4. Costly stage names as added talent at Fox-West Coast houses will no longer be tried as a result of loss on Al Johnson's week at the Fox, San Francisco, and even break on Eddie Conlon, the same house the following week.

Johnson was booked into the Fox at a flat \$15,000. House did \$30,000, dipping into the red because of the Johnson salary. Cantor drew \$7,500 salary for his week. Boosting the gross temporarily with expensive names is a bad policy, thinks the circuit.

Frisco booking for Johnson was arranged as a result of his strong showing there several years ago, when he boosted the house gross above \$50,000. F-WC execs are emphatic in stating high-priced talent is out.

## RKO Switch to F. & M. Is Not Policy Change, Argues Agent Over Act

Containing a change from regular vaudeville to Fanchon & Marco units does not actually constitute a change in policy, Irving Yates is suing RKO over the cancellation of the act of Stewart and Lash, which he owns, in Boston. Act was booked for week of June 11 at the Memorial theatre, but rubbered out by the booking office upon the switch to F. & M. shows.

Yates contends that vaudeville and the F. & M. type units do not differ, under the presence of a chorus and some production, and that the difference is not a policy change necessary for cancellation under the RKO vaudeville contract.

## 6TH FLOOR RAMPAGE

Heat Gets to Colored Porter—Chases Hodgdon with Lead Pipe

Charlie Woodley, colored porter, and Martin Beck's handy man on the booking floor for 25 years, went on a rampage Thursday (30). George Rohloff, a uniformed RKO office guard, was mugged up in Charlie's first assault and Ray Hodgdon drew a lacerated eye in the follow-up.

Charlie picked a hot afternoon on which to go testing. He started on Rohloff and when Hodgdon stepped in to stop the fight, Charlie went after Hodgdon. After putting Ray in the eye he grabbed a lead pipe and chased Hodgdon all over the sixth floor.

Some of the boys grabbed Charlie while Hodgdon was ducking the pipe and managed to quiet him down.

They sent Charlie home and told him he'd might as well stay there.

## Split After 13 Yrs.

Kansas City, July 4. Alan Cross and Eddie Healey dissolved a 13-year stage partnership after their date at the Mainstreet last week.

The team determined to go it alone in the future.

## Waldrons for F. & M.

Los Angeles, July 4. Jack and Harriet Waldron have been placed under contract by Fanchon & Marco.

No assignment so far.

In the past four months the NVA charity disbursement in New York has increased \$15,000, with \$4,000 now distributed monthly. This extra \$18,000 expense yearly, together with failure of the last money collected to equal normal expenses, necessitates the cutting of the NVA club and fund overhead which commenced last week.

Eight let-outs from the NVA Fund staff included Major Donovan and Bill Sullivan. Only Martin King, as general counsel, and William J. Lee, of the relief committee, were retained. Both are on the Fund's board of directors. Donovan continues with the VMA as head of the Joint Complaint Bureau without NVA connection. He has been handling the annual NVA drive for funds for years.

Further cutting will be necessary in other departments in order to reduce the present \$150,000 New York overhead by at least \$75,000. Last week's dropouts leave around \$45,000 still to be cut. A minor economy is a two week vacation without pay for all NVA employees this summer.

There are some factional differences within the organization over touching the Saranac sanatorium for economy purchases. Those in opposition contend that of the two NVA phases, Saranac and New York, the former is the more worthy. The san end also involves about \$150,000 yearly on which the Saranac institution has been barefooted to get by. Besides being forced to economize generally, the sanatorium is handicapped with incomplete hospital equipment.

## New 21-Year Lease

Agitation for the closing of the society New York clubhouse and social center still persists and lately has increased. Due to a raise in operating cost through reassessment and a jump in the rent from \$800 to \$1,200 a month on the 4th street building. The lease was renewed in May for 21 years to save the high investment, with this item used as the principal argument against closing the club. Henry Chesterfield maintains a lessee is still sought and it found, the club will be moved to cheaper quarters.

Heads of the contributing theatre circuits are noticeably missing from the NVA Fund's new board of directors. At least one, the resignation route, including Sam Kats, who was replaced by Pat Casey as president. Ed Schiller of Loew's and Hiram S. Brown of RKO are among the missing. Warner Bros. and RKO are the only circuits now represented on the board, by Moe Silvers, Sam Dambow and Major Leslie Thompson, respectively.

There won't be any election of officers for the club by the NVA's actor-members this year. It's considered useless. Ted Healy and Phil Baker were unanimously elected president and vice-president. The club is now closed for business at the clubhouse since. Chesterfield runs the club anyway, officers or no officers.

## N. Y. HIPPIE DAILY GRIND AS PALACE NOW COMBO

Hippodrome, New York, on reopening in the Fall by RKO may go straight pictures on daily change policy similar to Loew's New York, on Broadway, according to present indications as the result of the Palace, New York, ace RKO house, being turned into the former combo policy of the Hipp of vaude and pictures. Hipp is closed for the summer presently.

RKO's lease on the Hipp which was to be a picture house has been renewed for an additional term of three years by RKO with the usual three-months' option clause in favor of RKO. Reported rental being paid by RKO is \$25,000 weekly.

## Minstrel Wed 50 Yrs.

Springfield, Mass., July 4. George R. Guy, one of the veterans of American minstrelsy, and Mrs. Guy celebrated their golden wedding anniversary. Mr. Guy is now 77. A grandson is Al Pinard, musician with Downey Brothers Circus.







# Variety Bills

NEXT WEEK (July 9)  
THIS WEEK (July 2)

Numerals in connection with bills below indicate opening day of show, whether full or split week

## RKO

**NEW YORK CITY**  
Folies (9)  
Fred Keating  
Leon James  
Diamond Boys  
Insignia  
(Others all 11)  
Nelle Armat Co  
Jan Granger  
John McConnell Co  
Joe Penner  
Living Jewelry

**CHICAGO**  
Ruita and Bonito  
Edna Gable  
Lamb & Bell  
Nan Halperin  
Benny Marot Orch  
(2)  
Bob Rite  
Marty May  
Anatole Showboat

**PORTLAND**  
Marus Rev  
De Wolfe & F  
Madeline Patricia  
Fred Sambo  
Golden Blossom  
3 French Misses  
June Carr  
Nick Lucas  
Willie Watt & Mc  
Kath's (9)  
De Wolfe & F  
Madeline Patricia  
Fred Sambo  
Golden Blossom  
3 French Misses  
June Carr  
Nick Lucas  
Willie Watt & Mc

## IT PAYS TO PLAY JACK POWELL

He's a  
**"RESULT GETTER"**  
For Further "Fertilizers"  
See LEDDY & SMITH

**CLIFFORD & MARION**  
Joe Moss Orch  
John Williams  
June Parlano Co  
Collins  
1st half (9-11)  
Henry Burble Co  
Portland Romance  
(Three to 11)  
2d half (11-15)  
William O'Neal  
(One to 11)  
2d half (9-11)  
Malrods  
Gale & Redford  
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2d half (9-11)  
Malrods  
Gale & Redford  
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Gale & Redford

## Fanchon & Marco

**BROOKLYN**  
Gold & Ray  
Paul Hall  
Frank Smith  
Karl & Kay  
George Jones  
Henry Sunkist  
(9)  
Metropolitan  
Stage Night  
1st half (9-11)  
2d half (11-15)  
Dorothy June  
Sunkist  
(9)  
Metropolitan  
Stage Night  
1st half (9-11)  
2d half (11-15)  
Dorothy June  
Sunkist  
(9)

## Picture Theatres

**NEW YORK CITY**  
Paramount (1)  
Rex  
W. B. Howard  
E. H. Morgan  
Jimmy Seal  
Rubin  
"Make Me a Star"  
BROOKLYN  
Paramount (1)  
Ed Lowry  
Charles Thomas  
Sophie Tucker  
Mack  
CHICAGO  
Chicago (6)  
"The Great Gatsby"  
E. H. Morgan  
Jimmy Seal  
Rubin  
"Make Me a Star"  
BROOKLYN  
Paramount (1)  
Ed Lowry  
Charles Thomas  
Sophie Tucker  
Mack

**NEW YORK CITY**  
Paramount (1)  
Rex  
W. B. Howard  
E. H. Morgan  
Jimmy Seal  
Rubin  
"Make Me a Star"  
BROOKLYN  
Paramount (1)  
Ed Lowry  
Charles Thomas  
Sophie Tucker  
Mack  
CHICAGO  
Chicago (6)  
"The Great Gatsby"  
E. H. Morgan  
Jimmy Seal  
Rubin  
"Make Me a Star"  
BROOKLYN  
Paramount (1)  
Ed Lowry  
Charles Thomas  
Sophie Tucker  
Mack

## Gyp Control Lost

(Continued from page 1)

price, the simple requirement being that 10% apply on such excess—not 50% as formerly. Later was a regulation of a previous Congress which cut the rating of gyping. New law leaves that field wide open.

The curious feature of the new law is that while there is no penalty on high premiums, there is a penalty on low ratings. It is not a doubt about the intent regarding reduced prices—tickets sold above the regular price must be accompanied by a 10% tax on the original or box office price. Cut rates are mentioned throughout the text of the law. It would seem that the framers concentrated on Broadway, so exacting are the regulations. What applies to cut rates goes for prices reduced directly at the box office, also free passes both of which impose are further managerial annoyances.

The cut rating of tickets as established by the late Joe Lebling and continued to enterprise by his widow, is singled out for attention, it would seem, by the new admissions tax law. Regardless of the managerial pros and cons of that portion of the ticket business, it is mentioned throughout have aided any number of shows.

**Tax Reaches 24%**  
One department in the cut rates had a fixed policy of selling at half price. A \$3 ticket was received from the box office and the tax of \$1.20 therefor was 15 cents. Under a previous ruling the tax was based on the actual selling price and the tax therefor was 15 cents. Under the new law the tax demanded is based on gross tickets at 10% on \$3 the original price. That means the patron must pay 20% tax and based on the price from the box office the tax rate agency (\$1.20), the tax is 24%.

Reaction by the public as to the payment of the new tax has not been had as yet. It is expected that the cut rate agency will be forced to revise the prices paid. Instead of \$1.20 per ticket the rate will probably be \$1.10. That would force theatres to pay half of the tax which the new law exacts on bargain tickets. The legal action on the new season starts. Some box office treasurers are proceeding on their own, not having been officially advised of the new regulations. In some theatres the tickets are stamped (prices reduced, a hard ticket stamped with the actual selling price replacing the tax usually taken up by the ticket taker) the tax is being collected. The tax collector has ruled that that is what the law requires.

One attraction has been distributing passes exchangeable plus 50 and 75 cents for a \$3 show. The box office has been stamping the back of the tickets at whichever price the customer pays and is paying the tax itself—that is five cents if the customer pays 50 cents and eight cents if 75 cents is paid. In this case tickets have the price of \$2 and the ruling is that 29 cents is required on each ticket so sold.

Other meetings will be held by Goldberg on his way back east, at exchanges in Portland, Seattle, Minneapolis, and Chicago.

## Ed-W.W. Meets

Los Angeles, July 4.

After attending two-day sales conference of Educational World Wide division managers here, Joe Goldberg left Thursday night (30) for San Francisco to hold a local sales meet.

Other meetings will be held by Goldberg on his way back east, at exchanges in Portland, Seattle, Minneapolis, and Chicago.

## Al Hirsch's New Post

Al Hirsch has been moved from the Paramount story department to supervision of a newly created publicity service for Par's own (public) theatres. The service is designed especially for theatres and their use locally.

**CLIFFORD & MARION**  
Joe Moss Orch  
John Williams  
June Parlano Co  
Collins  
1st half (9-11)  
Henry Burble Co  
Portland Romance  
(Three to 11)  
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William O'Neal  
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Malrods  
Gale & Redford  
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Malrods  
Gale & Redford  
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Gale & Redford  
Gale & Redford

## RYAN and NOBLETTE

Still on vacation.  
Open next week  
on RKO route.

**PHILADELPHIA**  
"Reflections"  
A. B. Jones  
Maretta  
Ward & Pinks  
Duke  
Sunkist  
(9)  
Metropolitan  
Stage Night  
1st half (9-11)  
2d half (11-15)  
Dorothy June  
Sunkist  
(9)

**PHILADELPHIA**  
"Reflections"  
A. B. Jones  
Maretta  
Ward & Pinks  
Duke  
Sunkist  
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Metropolitan  
Stage Night  
1st half (9-11)  
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Stage Night  
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"Reflections"  
A. B. Jones  
Maretta  
Ward & Pinks  
Duke  
Sunkist  
(9)  
Metropolitan  
Stage Night  
1st half (9-11)  
2d half (11-15)  
Dorothy June  
Sunkist  
(9)

## OUT ON

A Fanchon & Marco Tour  
"BILK ARONSON"  
"Milk" Mimm  
Placed by  
LEDDY & SMITH

## WARNER

**MEMPHIS**  
1st half (9-11)  
2d half (11-15)  
William O'Neal  
(One to 11)  
2d half (9-11)  
Malrods  
Gale & Redford  
Gale & Redford  
Gale & Redford  
Gale & Redford

## DETOIT

**DETOIT**  
"Chicago Palace"  
A. B. Jones  
Maretta  
Ward & Pinks  
Duke  
Sunkist  
(9)  
Metropolitan  
Stage Night  
1st half (9-11)  
2d half (11-15)  
Dorothy June  
Sunkist  
(9)

## NEW YORK CITY

**NEW YORK CITY**  
Paramount (1)  
Rex  
W. B. Howard  
E. H. Morgan  
Jimmy Seal  
Rubin  
"Make Me a Star"  
BROOKLYN  
Paramount (1)  
Ed Lowry  
Charles Thomas  
Sophie Tucker  
Mack  
CHICAGO  
Chicago (6)  
"The Great Gatsby"  
E. H. Morgan  
Jimmy Seal  
Rubin  
"Make Me a Star"  
BROOKLYN  
Paramount (1)  
Ed Lowry  
Charles Thomas  
Sophie Tucker  
Mack

## Cabaret Bills

**NEW YORK CITY**  
Paramount (1)  
Rex  
W. B. Howard  
E. H. Morgan  
Jimmy Seal  
Rubin  
"Make Me a Star"  
BROOKLYN  
Paramount (1)  
Ed Lowry  
Charles Thomas  
Sophie Tucker  
Mack  
CHICAGO  
Chicago (6)  
"The Great Gatsby"  
E. H. Morgan  
Jimmy Seal  
Rubin  
"Make Me a Star"  
BROOKLYN  
Paramount (1)  
Ed Lowry  
Charles Thomas  
Sophie Tucker  
Mack

**NEW YORK CITY**  
Paramount (1)  
Rex  
W. B. Howard  
E. H. Morgan  
Jimmy Seal  
Rubin  
"Make Me a Star"  
BROOKLYN  
Paramount (1)  
Ed Lowry  
Charles Thomas  
Sophie Tucker  
Mack  
CHICAGO  
Chicago (6)  
"The Great Gatsby"  
E. H. Morgan  
Jimmy Seal  
Rubin  
"Make Me a Star"  
BROOKLYN  
Paramount (1)  
Ed Lowry  
Charles Thomas  
Sophie Tucker  
Mack

## LONDON

**LONDON**  
"The Great Gatsby"  
E. H. Morgan  
Jimmy Seal  
Rubin  
"Make Me a Star"  
BROOKLYN  
Paramount (1)  
Ed Lowry  
Charles Thomas  
Sophie Tucker  
Mack  
CHICAGO  
Chicago (6)  
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E. H. Morgan  
Jimmy Seal  
Rubin  
"Make Me a Star"  
BROOKLYN  
Paramount (1)  
Ed Lowry  
Charles Thomas  
Sophie Tucker  
Mack

## Week of July 4

**Week of July 4**  
1st half (9-11)  
2d half (11-15)  
William O'Neal  
(One to 11)  
2d half (9-11)  
Malrods  
Gale & Redford  
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## Diary of a Stooze

By Claude Binyon

Hollywoodland, Friday.  
Yesterday I was as upset about Tillie doing so good that I forgot to give Mr. Bowers his checks to sign that I wrote for him. We handled it this evening when he came home, and he said I could pass as a secretary if I learned to write better.

I told him his mail was all bills and people asking for money, and he asked me what's the difference, and I said none. So we ate dinner and Mr. Napoleon made for us and then Mr. Bowers took me to the Chinese where Greta Garbo is. A lot of people yelled hello to Mr. Bowers and he introduced me as his private secretary and a confidential banjo player. I had a fine time and people like me a lot.

When we got home I answered a letter that Mom wrote and told her about being Mr. Bowers's private secretary. I said it was a job that made me use my brain instead of being hit with tomatoes or making a fool of myself in moving pictures. If she thinks that means Tillie it's not my fault.

Hollywoodland, Saturday.  
Mr. Bowers must think I don't mean what I say. This afternoon when he came home from the studio he brought Tillie with him.  
It was all kind of sudden and made my face feel like it was swollen up, because Tillie has learned a lot of things about me to look pretty and already had the best build in Florida.

"Don't you two people remember each other?" Mr. Bowers asked us. We just stood and looked away from each other for a while, and then Tillie said, "Hello."

"How do you do?" I said back at her, as though she was a bill collector.

"Don't be such a baby," Bowers said to me.

That made me mad. "I'm not a baby," I said. "I am your private secretary and all I have to do is be polite to your guests. I don't have to fall over like a check."

Mr. Bowers laughed and Tillie tried to smile. "California is very

(Continued on page 41)

## CLASS PROS LET DOWN HAIR FOR GRUB'S SAKE

Hollywood, July 4.  
Willie Hunter, one of the country's top golf pros, who is currently giving lessons at a local practice driving range.

Other pros are looking around for locations where they can lease golf, business at the class private clubs being at a standstill. Pros say the roadside ranges are more lucrative than private clubs where the market and general conditions has slowed up the members' spending.

## EX-WIFE FIGHTS DIVORCE

Decree Granted on Charge She Upbraided Spouse as Actor

Los Angeles, July 4.  
Through her attorney, J. L. Jackson, Mrs. Helen Davidson has filed a motion in Superior Court here to vacate a judgment awarding her husband, William B. Davidson, a divorce, and asking permission to file an answer and complaint.

Davidson secured the interlocutory divorce in April, when she charged his wife had deserted him and before that upbraided him for being an actor. He testified that she said he was no he-man, and that she'd rather see him dig ditches than be an actor.

## Blonde Darkens Hair, And Meets the Law

Pittsburgh, July 4.  
Going from platinum blonde to brunette brought Miss Claire, former chorus girl at the Elbright into court here last week. When Miss Claire's hair turned dark via the dye route, so did the wall-paper in her room and the tub in an adjoining bathroom.

As a result her landlady called a policeman and had the chorine taken to a mental clinic. Miss Claire promised to make amends and was released.

## Card Matinees Off

One of the popular hotels uses second floor rooms for afternoon card and backgammon games. Charge was \$5 per session. Rate now is \$5 for afternoons with few takers. Revenue from these is way down, too, because the players are not using much charged water and ginger ale.

## Gagster Minevitch

Got Himself Gagged,  
And Good This Time

Borrah Minevitch's disappearance abroad, and subsequent discovery, was not strictly a press stunt, although it started as somewhat of a lark. Those who knew the prankful virtuoso of the harmonica were only somewhat sustained through the disturbing press service reports from the Riviera by a belief it was another of Minevitch's gags, although the manner in which it had prostrated his mother offset that.

It was as he was known to be very much attached to his family. Minevitch had been shanghaied by some Corsican seaman on the sloop he had chartered to man the hop from the south of France to Tunis, North Africa. Having promised the Corsicans 1,000 francs a day (\$40), the sailors decided to stall on a five-cent \$40 per day stall, with the result that when he was four days overdue, his wife, the former Betty Bruce Henry, who had accompanied him abroad, became alarmed. She had started out on the African trip but changed her mind and returned to Paris.

The feeling that this was a lark was supported by the name of the private sloop being Lydia Ellen, which is the name of the recently born Minevitch heiress. But when even his phlegmatic wife in Paris, who is used to Minevitch's extreme ideas of gags, didn't hear from her husband, she too became mildly alarmed.

The gag, behind the entire trip to Tunis was Minevitch's statement that if he became the father of a girl he'd drown it and go to Africa. It's strictly his idea of comedy as he's as enthusiastic about baby Lydia as if it had been born a Borrah. In When Minevitch went abroad in the Roxy-Martin Beck party, he persuaded that he was going to Africa to "get away from it all."

It got so on Rothafel's nerves in London that Roky made \$1,000 he had to leave the ship and ask Roky to buy the paper, paying 10% out of their weekly salaries, brought some \$5,000, which money will be refunded to those who subscribed.

Since the "Graphic" has been in existence, libel suits totaling \$7,000,000 were filed against it, but only \$5,000 in judgments and settlements were actually expended.

Of the \$750,000 liabilities, Macfadden Publications is listed for \$487,000 for monies and materials loaned and advanced. Graphic Building, Inc., of 1926 Broadway, New York (the headquarters of Macfadden Pubs) also claims \$23,000 for rent and Perkins-Godwin Co. has a bill for paper for \$33,700.

Ed Sullivan, former sports writer, succeeded Walter Winchell as the "Graphic's" Broadway columnist when Winchell shifted to "The Mirror." Sullivan has a contract with Macfadden Pubs, not Graphic, Inc., so he's little concerned. It has two years to run.

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## STYMIED

Can't Quit Golf Club Unless Okayed,  
L. A. Judge Rules

Los Angeles, July 4.

There is no such thing as resigning from a golf club if the by-laws and constitution of the organization say that the board of directors must accept his resignation and the directors refuse to do so, Judge Thomas Gould has ruled in Los Angeles Superior Court.

John R. Haynes sued the Annandale Golf Club to compel the ritzy Pasadena course to accept his resignation. By-laws of the club provided that the board of directors must give each withdrawing member the notice.

Judge conceded that the rule was onerous and burdensome, but held that Haynes was bound by the terms of the contract, as incorporated in the rules of the club and could not be freed any relief from his liability to pay dues and other obligations that the club might incur.

## N. Y. 'GRAPHIC' MAY SUSPEND

About a year ago, Bernard Macfadden was reported having had an offer for \$1,000,000 for the purchase of his evening tabloid, the New York "Graphic." Latter part of last week a voluntary petition in bankruptcy was filed by the same paper. Its status now is about the same as it was at the time of the reported offer.

Sundry rumors have been current, but denied all around, that the "Mirror" (morning tab, A. J. Kohler publisher) was thinking of a merger with the "Graphic." The dope was that the "Mirror" figured it had a better chance by switching itself to an evening tabloid.

Daily Graphic, Inc., may suspend publication the middle of this week it was last reported. Schedules filed by Joseph Schultz, Macfadden attorney, list liabilities of over \$760,000, owed mainly to Macfadden Publications, Inc., and assets of \$165,000, plus debt-wid and other intangibles. Circulation is 227,000, and about 300 persons are employed.

Started in '24 as a subsidiary enterprise of the Macfadden Publications, was started as New York's only evening tab Sept. 15, 1924. A formal statement volunteered the information that the holding company felt that no further advances to the "Graphic" were warranted in view of conditions.

Macfadden shifted three weeks ago for the employees of the "Graphic" to buy the paper, paying 10% out of their weekly salaries, brought some \$5,000, which money will be refunded to those who subscribed.

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## Framing Walker

Character of the city official to be picture in "Night Mayor" will be developed partly from grab shots of Mayor Jimmy Walker. Columnist is looking for stills of Hizzoner showing him in various poses and costumes.

Among snapshots sought are those taken of him when at Palm Springs in his silk pajamas and Gandhi sheet.—From Variety's Hollywood Bulletin.

## Las Vegas Resumes Biz After Bombings Raffle Fright Wig

Los Angeles, July 4.

Picture people returning from Las Vegas, one of the two wide open spots in Nevada, bring reports of a resumption of unrestricted gaming, and with saloons doing a landoffice biz. Recent bombings, outgrowth of a gang war between rival bootlegging factions, closed the town up for a few days, and a number of the more shady joints are still locked.

The A-1 up-and-up resorts, however, are again doing business, and flourishing, according to reports. Good grades of liquor are retailing across the bar at 50c and 50c, and there is a heavy demand for Canadian beer, with seemingly an unlimited supply. Prices for the best grades of liquor are down to 75c, purchased in bulk. Beer is down to \$30.00 a barrel (pints).

## 24-Hour Service

Cafes, and the adjacent gaming tables are virtually open 24 hours a day, with trade taking another jump July 1, when an additional 1,000 men went to work on Boulder dam, close by.

Las Vegas is 300 miles northeast of Los Angeles, reached over the finest kind of paved roads. Absence of "gyping" at the better type of resorts is proving a lure, especially for the picture crowd.

Town leaders are sending out word that things are perfectly safe for the visitors and point with pride to the fact that the leading resort is the police station, and the second best cafe-gaming house immediately adjoins the county jail.

## Married 61 Yrs.

Los Angeles, July 4.

George Mosser, showman, to San Francisco this week-end to attend the wedding of his only son, Ed, to his parents, Mr. and Mrs. Samuel Mosser.

The same day is also the 61st birthday of his father.

## Juice Joint Floor Show

Mexico City, July 4.

Soft drink vaude combo, shows free for patrons, attempted in a new theatre on a local main sten folded program.

Management admits there was plenty talent eager to function on a co-op basis, but couldn't be made to pay.

## BIRTHS

Mr. and Mrs. Spencer Tracy, son, Good Samaritan hospital, Los Angeles, July 1. Mother is Louise Tracy, former stage actress. Tracy is screen player.

Mr. and Mrs. Joseph Kaiser, daughter, in New Haven, July 1. Father is with Arthur Theatres Corp.

Mr. and Mrs. Lou Strauss, son, June 30 in New York. Father is Dr. Strauss & Grannin, press agents.

Mr. and Mrs. Jack Clifford, twins, boy and girl, in Hollywood June 29. Father is the picture actor.

Mr. and Mrs. Jascha Heifetz, son, at the Cedars of Lebanon hospital, Sayre, June 29. Mother is the former Florence Vidor.

Mr. and Mrs. Max Bradford, daughter, May 25, in Los Angeles. Father is concert master at Loew's State Theatre.

Mr. and Mrs. Charles Fulton Oursler (Grace Perkins), son, Fairmount Heights, Mass., June 28.

## I'm Telling You'

By Jack Osterman

## OSTERMAN'S DECLARATION OF INDEPENDENCE.

Dear Ed (not Sullivan):  
As the Fourth of July rolled around we figured now would be the time to declare ourselves and also try to establish our independence.

We are going on our sixth month on "Variety," which is the longest run any actor, outside of those in "Of This I Sing," has had this season. We've adhered to all the rules of your publication and have kept as quiet as possible in the office while the other mugs were asking their associates how to spell words. When we had a grouch we took your tip and looked at Pulaski so we could smile.

If breaking Abel Green's type-writer is cause for dismissal, we apologize. We also apologize for stumbling over Joe Bigelow, thinking it was a dark corner. So, we ask forgiveness for using our word pass one night at the Palace, and remind us never to borrow it again.

As for now on this glorious Fourth (this is the first and it's swell day) we would like to declare ourselves on a few subjects.

You must admit the column has been pretty clean, and probably accounts for us not getting paid. You must admit we've tried to be different. In your copy reading you have let to run across anything pertaining to the Palace, Jess and Norma Talmadge. Did we harp on Storch while he hopped on the critics? No. Did we say we were going to go to the opera, while everyone else but the doorman at the Adelphi planned one? No. Did we kick because we had to sit through three plockies while Abel got the opening night for "Show Boat"? No.

St. Osterman is mighty easy to get along with and therefore wants to declare, without deletion, that Jerry Wald got a tough break. B'way natted him the back, and passed as long as he had a pencil and pen in his pocket, but we have every reason to believe he'll come back some day.

We declare the outcome of the Palace situation a very sad thing. You can't headline microphones and expect to turn them away, unless you want to turn them away over to the doorman. They offered us three Saturday night appearances for nothing, but we figured unless we got six, to hell with it.

We declare that Lew Brown has one of the best minds in show business and his crack is priceless about feeling so bad that doctors hate to examine him because he's so good.

We declare Billy Smith has the coolest tavern in the country and that in checking up we have mentioned Moore's more than anyone.

We declare that all the newspaper boys have been very nice to us and we appreciate it.

We declare that being a leader of an orchestra gives us a great kick. You know we're at the Sea Breeze Beach Club, West Long Beach, every night with a very torrid outfit (plug).

We declare a swell opening, but one of your other men covered it. I hope. After all, being a leader and m. e. is enough for one night, although it would be much easier to be a comedian.

Well, hope the boys had a nice holiday and all we ask of you is bigger pads and sharper pencils. And if it ever occurs to you that we are using the same coin, the same color as some of those other phonies on your rag knock off, give us a ring. Your loving 'cub' (we nearly forgot to ask you, ARE YOU READING?) Jackie.

## Flag as Tipoff

San Francisco, July 4.

First of those "where shall we go" cruises has started here, an outfit calling itself Bankers' Travel Service, promoting a series of house party cruises on ships flying the Greek flag.

Flag is the tipoff that liquor is sold aboard, brooches on the cruises offering all the European beverages you can drink with meals. "A limited passenger list that endures intimacy" is another catch line.

Tariff ranges from \$40 to \$130, depending upon length of trip.

## East

Helen Gertrude Swazer Williams, 74, once a star baroque rider, badly injured when struck by an auto in Haverhill, Mass., June 27.

Pola Negri in N. Y. following her tour.

Oiga Petrova back to N. Y. on the Far East to ship news reporters about instability of American marriages. Nothing personal.

Charles MacArthur and Helen Hayes (Mrs. MacArthur) back from Europe deprecate alienation suit by Cary Frink MacArthur, Chi film critic.

Out of 216 fines of \$25 or two days for five violations, 115 elected to take the two days. More time than coin.

Oceanic theatre, Magnolia, Mass., opens July 18 with "M. Possession."

Larry Laaky, who was for three years with Paramount-Public in New England as press hustler, is now general manager of the J. J. Theatrical Enterprises, with several theatres in Mass.

Daniel Frohman given a dinner by Actors' Dinner Club last Wednesday to signalize his departure and the arrival of the Actors' Fund. He has been an officer continuously.

Sonja Stockstad, Norwegian actress, asking action in her suit against Mrs. Mary K. Simkovich. Brought a motion for summary judgment before trial. Suit relates to alleged fraudulent procurement of release against Stevens, charged with the settlement worker, for reputed maternity.

Alan K. Foster, who used to stage at the Winter Garden, planning a new type of negro revue next fall.

Questioning a recent statement in the "Sun" that Marc Connelly's \$200,000 from "Pastures" was top money, Eugene O'Neill says that "Strange Interlude" royalties topped that. Figures that "Electra" will do even better.

Ernest Schelling, conductor of N. Y. Philharmonic, summering in Switzerland, rescued a woman in Lake Geneva and hailed as a hero.

N. Y. cops go alligator hunting. Pola which have outgrown her name dumped in the Bronx river.

Alice Brady guest starring in "Road to Rome" with Monmouth Players at Red Bank, N. J.

Robert Duffy, actor from Des Moines, taken to Bellevue with a fractured skull. Found in an alley with a knife. Duffy, 45, was the first thought to be serious but out of danger.

Erin O'Brien-Moore back on the Berengaria Friday (1). Going to Magnolia, Mass., for summer stock.

Tom Terriss, who does "Vagabond Adventures," tells Kiwanis of the opening of King Tut's tomb. One of the four surviving members of the men who were present. Tut's curse got the others.

Marion Talley, opera singer and barrette, married the actor, German pianist, at White Plains, N. Y., June 30. No preliminary announcements.

Sensation started last week when it was made known that Borna Minewitch and the Minewitch started for Africa to hunt lions. Ship failed to arrive and daily cables started. Then Mrs. Minewitch turned up in Paris and a couple of days later husband reported that the African lions had been killed on the job. Paid by the day and trying to make the job last. Now he's in Paris and heading for home.

Frances Madoux, radio and nightclub singer, to go into summer stock for the training. Wants to go on the stage.

Alurion Realty Corp., which owns the American theatre, Eighth avenue at 42d street, to raise the house. Originally opened by Savage Opera Co. in 1933. Housed William Morris vaude for a time, then moved to Loew's. Most recent a burlesque house and so occupied when it was gutted by fire about a year ago.

Suits filed in Mincola courts against William Fox Jack Leo and M. J. Meenan & Co. by Fox Film charging fraudulent entries to control transactions.

George Leyden College, formerly with Arthur Judson, Inc., and Co.

## 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.

Lumbia Concerts Corp. opening his own offices in New York.

Marshall Hall, American dancer, badly beaten in Neuilly-sur-Seine, near Paris, France, last week, and in the hospital. Face contusions and internal injuries.

Three years ago Natalie Chadwick, showgirl, and Joseph Nelson, salesman, were arrested on a larceny charge for the alleged theft of \$10,000 worth of household effects from the cottage of Polly Lu, a friend of Miss Chadwick. She got a year in Auburn, being recently released. Sheldon, her trial and only pleaded guilty last Wednesday (29).

Estate of late Lya De Putti to sue H. Walter Blumenthal, banker, on a contract between himself and the actress. Will toward support of her two children.

Sidney J. Root, well known to players, new manager of the Chesterfield hotel.

Hollo Peters forms the Rockland County players and elected president. To foster both professional and amateur theatricals in that section of New York state.

Members of Bridal Wise planning several co-op productions on their own. Will show already released for stock.

Globe theatre opened Saturday (2) with Gloria Swanson's "Indiscreet" and Chester Morris' "Alibi." Latter released in 1932 while the Swanson play is dated April of last year.

Mrs. Berende Ehlers, wife of William Ehlers, in "Showboat," is suing Mrs. Claire Eugene Smith, rich widow, for \$200,000, alleging the theft of her husband's affections. Charges that Mrs. Smith met Ehlers while he was m.c. at a class speakeasy, and through his influence obtained a divorce. She claims to be penniless. Motion for questioning before trial. Ehlers also known as Carlos Roas.

Padlocks planned for 274 speakeasies in Manhattan. New high for any month. Most are closed for only six months, with the others taking a full year.

Jimmy Kelly, minor pugilist and cafe owner, arrested on a theft charge on the accusation of a patron.

William A. Brady back from Europe and announces a plan for Sunday night subscription performances if he can get a sufficient number of subscribers. Also condensed of two shows daily for shows which click. Points out that three London drama theatres are following that plan.

"For Husbands Only," by Basil Lawrence, believed to be the pen name of her husband, began a play for a tryout in his Westport theatre. It opened yesterday (4).

Gilbert Miller moved from the Empire theatre last week to make his office in Henry Miller's theatre.

Second Philharmonic concert at Lewisohn stadium draws 6,000 hearers.

Federal judge upholds govt. men who raided without a warrant because they could smell the fumes of the law. Overruled previous decisions that a warrant was required.

Letter postage goes up to 3c tomorrow (Wed.).

Mrs. Pearl Spector, who charges that her husband blamously married Olive Bond, actress, has begun divorce proceedings in Buffalo.

Leah Banks back from Hollywood, headed for Quebec where he will take ship for London.

Pollon slaters reappear. Suing Covit Friede, who published "The Great Mouthpiece," for \$100,000. Charlotte alleges that in the book she is made to appear as a woman of disreputable character.

Man alleged to be Fritz Duquesne and who was arrested as a fugitive from justice, freed last week after being authorized to refuse to press charge. Had been employed on "M. P. Herald" as Frederick de Trafford Craven.

Cable from Clemence Dane announces the completion of her

Bronte play for Katherine Cornell. May be done here next season though the actress already has announced "Allen Corn" and "Rape of Lucrece." It is the fourth play Miss Dane has done for Miss Cornell.

Lakemont Park theatre, Altoona, Pa., opened June 28. Will try for 10 weeks. At least three troupes used. Co. is the university players, a laboratory group from Mt. Lakes, N. J. Co-op.

Monogram pics' has a new monthly house organ, "Magnet." First issue last week.

General Electric announces a new "hydraulic" photograph motor. Invented 30 years ago by Steinmetz but only recently developed into a practical product. Has been about to reach the market.

New studios of Universal broadcasting studios in Philadelphia will take a new lease. The studios will be at one end of the room in a sound proofed or 'dead end' section while the other end will be a third, which has reverberant walls. V-shaped walls will further prevent reflection from opposite wall.

Pennsylvania supreme court affirms decision of lower body granting Tom Loe a new trial in the 1918 broken contract case. Has been dragging along in Erie for a couple of years.

Capt. Jack Messer lost his carnival outfit and Westchester police are helping him look for it. The outfit is a circus and there may be a connection. Anyhow, his show vanished overnight with Mme. Juliette Zozzini (the wife) and two employees.

Mrs. Alice Fox appeals to Supreme court. Loe, who was married to her two children that on their behalf, she may sue William Fox for allegedly raiding her luncheonette in 1928. Has been recited that when William Fox quit the company he founded he sought to reach the court from forming a picture company carrying the Fox name. When Aaron formed a picture corp., she alleges that William Fox conspired with him to force him into a sanitarium in Hartford, where he now is. If she gets the papers she is suing for \$250,000 on behalf of the children.

Katherine Krug will have two lead roles at the Newport Casino this season. She's the wife of Ashton Stevens, Chi critic.

Kay Francis remaining in town because of a sort throat. Had planned to pull out for L. A. last week. May now go the end of this.

Robert Crawford of De Sylva, Brown & Henderson offers two pupils in the school. Judging on Wed. (5).

Vincent Lopez will conduct the N. Y. Police band in three numbers at Bryant Park Sunday evening (10). Is an honorary member of the police Honor Legion.

"Graphic" goes bust. Macfadden refuses to continue support and voluntary bankruptcy petition filed in Federal Court. Projected co-op movement found impractical and the Graphic stock will be returned to employees.

Mary Boland has to quit "Face the Music" to make the Coast for Paramount, so Sam Harris will shut the show (Saturday) (9).

Arthur Edson and George Burton announce four plays for next season. Always with an "If." They are "Incubus," "The Girl in the Red Roman Bohemian," "Behind the Screen," by N. Brewster Morse; "We Three Girls and Other," and "Exactly Like Louise," from the Hungarian.

Otto Kahn gets another delay in the suit to the Roadmaster libel suit. It has been three years on the calendar.

Total of 158 broadcast stations kept on the air for nearly 12 hours to give listeners news from the continental United States as a record continuous broadcast.

Receivership for Roerich museum dissolved, court holding that the museum for same had been improperly granted.

Court orders a retrial of \$26,812 suit brought by T. J. Mara, sports promoter, against Gene Tunney for

services, in connection with his fights. Mara's appeal.

Claude P. Grenekier, Shubert p.m., headed for Denver to promote "Cynara," which opens its road tour there July 15.

Sara Pomeroy Burbank, society amateur dancer, marries Ricardo Romero, South American pianist. As she is rich and Romero isn't, they'll make it companionate, the bride living with her mother while he keeps a cold apartment.

Mark A. Luescher, RKO publicity man, and estate of Harry Black to compel payment of \$33,378.13 claimed due him. He allegedly aided Black in selling a half interest in the Hippodrome and the sum represents 5% of a profit made by Black in the sale of the property. The executors refused the claim, so the Surrogate is asked to decide.

Earl Carroll offices moved to 1897 Broadway. The Fifth avenue offices, taken after the Carroll theatre closed, too remote.

Federal court has permanently enjoined the Leontine doing business as American Trading Association, from selling or advertising for sale any prints of Masoco's serial, "King of the Kongos."

Edward K. Bender, former picture actor of the Coast, being sued by Pennsylvania state troopers. Wanted for abduction. Lost his right hand in a picture studio fire and was unable to continue acting. Recently obtained work on the farm of William Reese, near Bristol, Saturday (2) arrested and taken there with a pitchfork when he refused to elope. Bender attempted to quit him, but the police arrested him with his band and two of his sons, making for the woods with Mrs. Bender.

Waltham Watch Co., suing Federal Broadcasting Co. for \$25,000 for failure to live up to contracts. The latter alleges failure of the broadcasting company to merge WBNZ, WMGO and WCDA as required by the Federal Indemnity Co. joined as defendants.

Supreme court orders a new trial of the suit brought by 24 persons against the Yankee Stadium for \$732,000 damages sustained in a rush for the gates about five years ago. Jury found that both sides were negligible, and a double appeal was entered.

"Crimson Clouds" is John Golden's newest idea of a good play little. It is to be written by "You Go Back" anti-Soviet drama. Was to have been authored by Montague Glass and John Golden, but the latter scenario, but after they tried, he decided to do the job himself.

Booze prices so low booties are turning to the manufacture of fake morphine. One outfit raised last Friday night (3) prices look all right, but mostly quinine.

Katharine Cornell sailing Thursday (7) for a vacation in Europe. Press department reports that she grossed nearly \$1,500,000 with "Barrett's" in New York at high peak at \$33,557. Holy Week, at that.

That Elsie failed chicken feed suit up again. Unable to make personal service on the manager, the Dobbs Ferry train Co. obtained a court order to tack a summons on the producers' front door at his Hastings home. Claim runs to \$908.27.

Gertrude Lawrence may be back on Broadway in the fall. Gilbert Miller may bring her over in a Van Druten comedy.

Willie and Eugene Howard announced for "Ballyhoo," but George White says he has a contract for "Scandal" which will go on tour in Sept. Will hold them to that document.

Vincent Youmans suffers from the heat and postpones his "Hit the Deck" revival until late in August.

Wm. A. Brady all set to cast "Dominoes," but decided to wait a while. Went to Red Bank to help his son get a stock company started there.

George S. Kaufman asking his lawyers about Warner's "Dark Horse." He feels the stolen speech gag is his by prior right. Used in "The Ladies" four several years ago.

Eleven more summer stocks open this week.

Musical producers setting active "Flying Colors" goes into rehearsal July 13 for Max Gardon, with Cliff

ton Webb, Charles Butterworth, Patsy Kelly cast leads. Phil Baker makes his show "Laugh It Off" and rehearses next week. Billy Rose calling his "Motions" up, and Allen K. Foster his "Southland."

"Gold Coast" opening postponed indefinitely; was slated to come in at the Forrest, N. Y., Thursday (7).

Lionel Hyman producing "The Chameleon," to open July 18 at the Masque, New York.

Billie Burke leaves for Hollywood to start film contract with RKO-Radio.

Joseph Verner Reed and Theresa Helburn, new legit combo, to produce "The Story," by S. N. Behrman, next fall.

Estate of Anna Christine Norman, actress and playwright, whose committee suicide last year, has dwindled about 50% in value since her demise, due to stock and property value shrinkage. Heirs getting smaller amounts than bequeathed.

## Coast

Annual squabble over bathing suit ordinances on southern California beaches is now in full swing.

Mme. Ernestine Schumann-Helldorf, as first summer concert of 1932, Grifith Park Greek theatre.

Phillips Holmes paid a \$7,000 fine after a warrant had been issued.

E. Harold Mason-Foxworth, director of the Coast, has been paid in his \$75 per month payments for support of his daughter, 14. He was divorced in 1929.

Las Vegas apes and reports have been padlocked in a lawsuit to signalize the Coast. The reports were particularly burned at the importation of racketeering methods in operation of the hot joints.

To help H. K. Mallen, convicted of stock ways out of jail, Mack Bennett is offering him a job night. Mallen must spend his days in jail. So he will pay \$1,561 he allegedly stole.

The Seattle police have orders to arrest anyone who resembles Harold Lloyd. Man who looks like the comic is wanted for robbery.

Dorothy Allen, 25, actress, was sentenced to two years in county jail for allegedly forging checks totaling \$51.

Guy Hudson, husband of Mrs. Minnie Kennedy, was examined on his financial condition by court. Guy's salary was \$1,000 a year. In 1931, he said, was \$300 for vaude appearance for RKO.

Mrs. Genevieve Davis Cosh, formerly of musical comedy, had her American citizenship restored. She lived in Australia four years after marrying there.

Mexican government has appointed a receiver for the Playa Hotel at Ensenada, the hotelery that cost Jack Dempsey and others \$1,000,000.

Jack Townley, writer, filed a bankruptcy petition. Owes \$2,399 and has only \$48.

Neighborhood kids swiped some property from a clothing number from the Pasadena Community Playhouse's "Hullabaloo" company, but cops recovered the goods in time for the curtain.

Eddie Brandstadter, Hollywood cost owner, is choosing applicants for liquor permits in Los Angeles, filed in one day last week.

Million-dollar libel suit of Alma Rubens' mother against "Photoplay Magazine" ordered off the Coast. The mother demanded back-dated jury was dismissed.

Damage suit of Elsie DeVilane, actress, against Dashiell Hammett, film writer and author, for \$38,000, lost trial. Glue changes Hammett beat and assaulted her.

Buster Keaton is reported piloting his new \$100,000 yacht down from Seattle himself. Ship is a "peace offering" to his wife, Natalie Palmdale Keaton.

Peter the Hermit will make his debut as a baritone singer in local church services.

Capt. M. E. Gillette is being sent to Hollywood by the War Dept. to study sound pictures. Motion Picture Academy will help.

William Conklin, Academy executive, and Mary Heath, actress, applied for a marriage license.

Creighton Hale, actor, is protesting in court attempt of John Miljan to add Hale's two sons, Mrs. Miljan was formerly the wife of Hale. (Continued on page 36)

# Broadway

Edgar Carter to the Coast.  
Buy Oso a crack amateur photographer.  
Mrs. Al Sherman to Pennsylvania to recuperate.  
Ned Dobson's Montauk Point sword fishing.  
Lou Zimmerman, pres. of Sterling films, Britain, here.  
The Jack Weiners are coastbound in the family buggy.  
Sam Zolotow taking three weeks off to read three books.  
Henry Salsbury grows his own vegetables up Stamford way.  
Fred Zweifel took his white shoes and collegiate hat band to Atlantic City.  
Lee Tracey back on Broadway taking his mother around to the show.  
Shipwreck Kelly summoned to job on Boston Post road near New Haven.  
The "most consistent inquiry to 'Variety' is the exact age of Chic Sale. It's 36.  
Charles Pettijohn covered the Democratic National Convention for the Hays office.  
Meats, fish, vegetables and fruit frozen brick hard at 50 below zero in class grocery stores.  
Dave Wolf, California cafe man, is still around N. Y. and remains Abe Lyman's dining pal.  
Lee Shubert and Harry Kaufman (Kay) to Bermuda last Saturday. Expected to be a secret.  
J. A. Hirschman getting ready to sail for Europe July 9. "To study piano with Schnable in Berlin."  
C. N. Hasker, former governor of Oklahoma who cast 22 votes for Will Rogers, is father of Mrs. Frank Richardson.  
Broadway's hot weather driers are ruining the former established meet-and-eat place. Too hot to eat, so they don't meet any more.  
Publix h.o. people working an extra half hour daily to 5:30 p.m. instead of 5. But they got all day Saturday and Monday (2-4) off.  
Mrs. Dmitri (Albertina) Rasch Tomkin's new cook quit her job after two hours. Complained that Dmitri's piano playing got on her nerves.  
Community warehouse for the making of legit productions, which seven Broadway producers were planning to open, looks cold, maybe permanently.  
Jack Osterman has been billed and bullphood for more things than he's not going to do. Included are a showboat appearance and a new musical.  
Stein & Blaine, Inc., East 57th street modest, well known in the profane, in voluntary bankruptcy with estimated debts of \$325,000 and \$50,000 assets.  
"Holiday weekend showboat cruises not so hot. The 'Berengia' was sloughing off the less desirable accommodations at \$25 straight for one four-day cruise.  
Gertrude Mansfield Wilbur off the Berengia and into hot weather after a year of wandering between the Canadian Rockies and Russia. Started out last July.  
Walter Batchelor, the misanthrope (Janet Radden) and Danny Dare dropped \$35 in fines when revenuers found hooch in their car as they crossed the border on return from Montreal last week.

# Paris

Fingerlings now purple.  
Alfred Savoir to the south.  
More trade papers planned.  
Blake Scott still in Majorca.  
Lou Barker trying new numbers.  
Lawrence Tibbett finally arrived.  
Petrova to England, then sailing.  
Tito Schipa packing them again.  
George Canty writes he likes Berlin.  
Hector Turnbull back at the Carlton.  
Mistakingly opening Riviera night club.  
Hank Arnold taking a place out of town.  
The Harry Lachmanns back in Paris.  
Preston Sturges eating up on the Butte.  
Austin Melford writing a few songs.  
Dolly Davis pouts when he misses a gala.  
The Ruddy Mates on a short vacation.  
Morris Bagby over for annual vacation.  
Michael Arien still fancies his tennis.  
Peggy Meehan to London for a month.  
Harry's Bar is full during sport events.  
Gambly dashing from show to parties.  
Roger Davis buying a lot of clothes.  
Fannie Brice taking children to seaside.  
Sandy Greenburger over from London.  
The George Oppens are house hunting.  
Leslie Hensen over for his annual vacation.  
Giles Berry back from long stay in Berlin.  
Lari Gordon stunning in all red creations.  
Gloria Swanson up for a day from the south.  
Princess Redcal playing the night clubs.  
Paul Capellani directing for own enterprises.  
Al Loney to cover tennis at Wimbledon.  
Danielle Bregis smart at the night clubs.  
Ruth Funan smart to Budapest for summer.  
Lee Flauskoy doing a fling at the Montmartre.  
Bob Wyler directing in all Joinville studios.  
Marcel de Sano at Fouquet's for late supper.  
Pearl Shepherd preparing to sail for America.  
Georgia Graves waiting for new Casino show.  
Lee Dickson back from five weeks in Bordeaux.  
Ruth Turnbull has an apartment on the Seine.  
Cole Porter to Carlsbad for ideas and the cure.  
Pearl Shepard showing her sister the sights.  
Francoise Rosay resting for first time this year.  
Charles K. Gordon dicker for the Caumartin.

# CHATTER

## London

Earl Leslie painting shingles on new night club.  
General Pershing having a good time this year.  
Arlette Marchal current biggest star draw here.  
Alf Grant recuperating from being host at Barbizon.  
Betty Marks favoring the caviar and vodka joints.  
Charlotte Greenwood taking off these glass shoes.  
Henri Jeanson adapting Roi Paulette to screen.  
Heather Thatcher got a job here while on vacation.  
Elsa Maxwell's party the event of the late season.  
Irving Schwetke giving parties for musical celebs.  
Jacques Deval content over translation of his novel.  
Kathleen Key is about ready to return to America.  
Lionel Barry getting ready for lead in "Musical Chairs".  
Pauline Garon making her third film for Paramount.  
Saul Collin browsing over manuscripts at Fouquet's.  
Harry Picer in a new part of the "Hush" with his revue.  
Caresse Crosby giving a barn dance in the country.  
Irving Schewetke says it's the Riviera this summer.  
Haik issuing a big catalog of his new season's product.  
They talk about Somerset Maugham's swimming pool.  
Dick Elliott, who promotes dance marathons, is around.

Nelson Keys on the old table.  
Yo-Yo computer catching on.  
Foulson's Club, at Datchet, thriving.  
Gladys Cooper at the Cafe de Paris.  
Now 25 night clubs at Bray. Last year 10.  
Harry Roy having a song banned by BBC.  
Embassy Club closing for July and August.  
Carmine Gallone here to make talkers for Ideal.  
Brady Pratt and Sidney Burns in close conference.  
Scotland Yard investigating out-of-town dance dives.  
Irving's theatre practically monopolizing cabaret bookings.  
Quite a sprinkling of Americans around West End.  
Fred Astaire grabbing space in article on ballroom dancing.  
Hugh Beaumont, celebrating at Ciro's after "Fanfare" opening.  
Alexander and Hughes, old standard English act together again.  
Dora Maughan high-hatting Nan Blackstone at the Cafe de Paris.  
John and Edith Farrell singing at Lady Roxborough's party.  
Percy Athos just missed production job at Leicester Square theatre.  
Tom Titt's biting caricatures of theatrical celebrities at the Cavalier Bar.

# Hollywood

Nickel shines all over town.  
Cyril Hume prefers to be called "Cy".  
Lila Lee resting again at Playas Del Rey.  
Jack Mass, Mario Music's hustling young man, is out.  
Eddie Small back after two months in the east.  
Gordon Clifford around again, but minus his appendix.  
Lew Lipton's champ "heart" kibitzer at Hillcrest.  
Clara Bow and Rex Bell went for a new high cost budget.  
Sign in vacant storehouse downtown. "The rent is right".  
Will Hays, Jr., is an ardent ocean swimmer at Santa Monica.  
George Naylor back from three weeks territory o.o. for Col.  
Harry Round is pres. of the "What new? How's tricks?" club.  
Clara Bow in town getting used to the city before starting at Fox Aug.  
Barbara Weeks taking lessons in flying and about ready for that pilot license.  
Lloyd Corrigan, back from Europe, takes the trip over again every summer.  
Dog races getting a strong picture played, and picture names being trotted to death.  
Herbert Munden moaning because he can't find 'em. "mound chops served as he likes 'em".  
Lew Lipton expected out of the hospital any day now. Abdominal op. two weeks ago.  
Rhy Duserne, Love's State manager, worked right through a pneumonia attack last week.  
Oberman Stevens luncheon guest of the L.A. Agents at Elks Club next Thursday (7).  
Regis Toomey bought a new car to give his wife what she got out of the hospital Tuesday (5).  
Virginia Wood, Paul Snell's secretary for five years, promoted to Paramount publicity planner.  
Gregory Ratoff taking reducing treatment for five years, promoted to 'ba' for half an hour at a time.  
George M. Cohan trying to get permission to drive his car on the Paramount lot to avoid panhandlers.  
Tom Van Dyke has arrived to do a series of articles on the film industry for "Liberty" and other magazines.  
Arthur Lyons has sold his cow opera to be filmed in New York and contemplates making a social splurge here.  
Fred Niblo, Jr., and his uncle, George Cohan, are lunch partners at Paramount daily. Niblow is 's' writer on the lot.  
Bill Thomas says John Medbury is now writing material for people who talk to themselves and don't know what to say.  
Helen Hunt knows the Latin terms for every bone in the head, which qualifies her according to state requirements to be head head-dresser for Columbia studios.

## NEW YORK THEATRES

"One of the finest plays of the year, subtle, beautiful and tender."  
— *Edwin*  
"Another Language"  
with Glenn Anders, Margaret Wycherly, Dorothy Stickney, and the Band  
BOOTH Theatre, 45th St., W. of B'way. Ev. 8:30. Mat. Wed. & Sat., 2:30

COOL Jean HARLOW  
BURN Red-Headed Woman  
55% with Chester Morris  
On Stage—Revue  
Capitol "Bells & Bubbles"

LOEW'S GAYETY 25th St. FRIDAY 10:30-12:00  
Edw. G. ROBINSON  
in "TWO SECONDS"  
See Youville!  
Norman Tauroghe  
Others

## Loop

Low Pollack now on space for College Inn.  
Irving Mills in for Duke Ellington tonight at the Lincoln Tavern.  
Corinne Griffith around between train connections for the coast.  
Jimmy Petrillo taking bows for bringing the 1932 A. F. of M. meet here.  
William Paley and bride made it a three-hour stopover on the way back to New York.  
Floyd Gibbons sneaked in an Abe Waxman crack during one of his convention broadcasts.  
That sudden pickup in the sheet music business here was due to the Jack Robbins presence.

**RKO**  
MAYFAIR Broadway and 47th Street  
HOLD OVER TWO WEEKS  
★★★★ FOUR STARS  
Daily News  
FRANK BUCK'S  
"BRING 'EM BACK ALIVE"  
RKO Radio Picture Produced by Val Buress Corporation

**PALACE** B'way & 47th St.  
JOE MOSS & Grs. — "Hew" WILLIAMS  
LULU MCCONNEL — JOE PENNER  
CLIFFORD & MARION, and Others  
EVEN at 8  
Sun. and Mat., 2:30-7:30-9:15  
Mon. to Fri., 2:30-7:30-9:15

**86th ST.** 86th St. & 3d Ave.  
Continuous Shows  
Wed. to Fri., July 6-9  
"NIGHT WORLD"  
with  
LEW AYRES  
MORIS KARLOFF  
GEORGE RAFT

**81st ST.** On Broadway  
Continuous Shows  
Wed. to Fri., July 6-9  
"NIGHT WORLD"  
with  
LEW AYRES  
MORIS KARLOFF  
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## 15 YEARS AGO

(From 'Variety' and 'Clipper')

More than 100 vaude acts under contract for musicals for the coming season. Vaude managers worried.

Houses in the south were doing a record business in spite of heat.

Frank Fay was suing the late William Rock for \$25,000 charging alienation of the affections of his wife, Frances White.

Loew office was offering 40 weeks including the Fantasia time.

Most of the shows being readied for fall were musical comedies. Public wanted light stuff to offset the war.

Chaplin had a contract with First National for eight pictures. With a bonus of \$50,000 he grossed \$1,890,000. Later, First National sold the pictures to Pathé Exchange, second release, for almost what they cost.

Goldwyn, with a studio at Fort Lee, hired 500 men, women and children for the tent stuff in 'Polly of the Circus.' They waited at the ferry for two hours before they were told that the Mayor would not permit the work to be done on Sunday. Each given a dime for carfare and told to come back next day. Each was then paid \$1.70 for nine hours work.

White Rats held their 16th annual meeting and spent a lot of time denouncing labor leaders for non support during the strike. Disclosed that Frank Fogarty had paid \$200 for a life membership but reneged and got \$137 back.

Small time acts were hoping for the big route when the draft took the headliners overseas. Not many profited.

Charles Frohman, Inc., talking of a stock company at the Empire, New York, headed by Ethel Barrymore.

## 50 YEARS AGO

(From 'Clipper')

John L. Sullivan, newly arrived champion, gave a picnic at Washington Park, N. Y., July 4. Main bout was Sullivan against Jimmy Elliott. Latter to get \$500 if he lasted five rounds. Put to sleep in third.

J. H. Haverly incorporated his enterprises for \$300,000. Over expanded and eventually went broke.

Manager of the 14th Street theatre propositioned the Police Commissioner. Was playing Gus Williams in 'One of the Finest,' a police play. Offered half the take to the police fund if cops were permitted to sell tickets. Proposition accepted. One of the first examples of a new common stunt.

Charles H. Day, one of the star press agents, got a new two year contract with Forepaugh. That's where he got the material for the reams of circus stuff he wrote later on.

Seth B. Howes rated the richest showman in the world. Had about \$3,000,000. Barnum spent much of his on such splashes as Iranistan, his Bridgeport home where he used an elephant for plowing.

John Theurer announced that he had patented the idea of standing on his head on a trapeze bar while doing tricks and warned against infringement.

Charles Frohman bought from Harry a minstrel outfit then in England. Planned to merge it with Callender's troupe, where, which he owned with his brother, Gus.

## Inside Stuff—Pictures

Mix-ups caused by booking both English version and direct shot for film in the U. S. market have considerably upset exhibs, with New York theatre men especially perturbed. United Artists' action in booking the original German version of 'Congress Dances' (Ufa) into the Little Carnegie Playhouse, foreign suresteer, only three weeks after the English version of the same picture closed at the Rivoli on Broadway, is the latest burn for naïve bookers.

U. A. is offering the picture in both its versions throughout the country. Those booking the English version feel in some instances that consideration of the film's drawing power lies in the German target, which is aided by showing of the picture in its original.

Same sort of argument is also being put up to RKO by exhibs who have taken 'The Office Girl,' formerly known as 'Sunshine Susie,' only to learn it's an English version of 'Die Privatsekretarin,' distributed to German film theatres last year by Capital Film Exchange.

Exhibs feel that American distributors of the foreign ought to stick to only one version of the film, whether in English or the foreign language, with the break, if any, coming to release in its English dialog form.

Church of England synod passed the following resolution at annual meeting in Toronto:

'This council notes with appreciation the efforts of the Ontario board of censors in reducing the number of scenes in moving pictures showing (a) gangsters and gun-play scenes; (b) scenes with undue sex-suggestion; (c) methods of administration of justice not in harmony with our own; (d) public drinking scenes; and would welcome similar efforts, if possible, towards the reduction of scenes ridiculing or belittling the marriage tie.

'The council is also glad to learn of the increased number of British films and newsreels being shown and hopes that increased public support will be given to the exhibition of the best of these pictures, and also of those marked suitable for children.'

The class religious denomination up here also suggested that the government take such steps, either by reducing the duty on American newsreel plants, or otherwise, as would permit the resumption of their financial Canadian scenes and events, for use in Canada and elsewhere.

Radio has a cost plus 10% setup for its three independent producers who will make pictures at the Pathe studio, for the RKO program. Under this deal the outside producers figure that their net will be much bigger than if they made their films at one of the many indie lots available.

Indies will be called upon to pay the usual studio rent but set construction and salaries of technicians, etc., will be held to them at cost plus the tenth. Including the help in the arrangement is what is chiefly irking the producers, as they will have to pay 10% more for the workers than for what they could engage them directly.

Exhib who recently led a price cut in his town sums up the average result in a letter in which he says:

'We put on a terrific price cut campaign, and now the whole town is down to our prices, and everyone seems worse off. Having handled price wars before, I felt that we were going to mop up the town, as I did not feel the opposition could afford to try to compete with us on our slashed scale. We are all losing more money each week than before, and it only looks like a case of which one can stand the drain the longest. (And the funny part of it all is that the dear old public doesn't seem to appreciate what has been given them.)'

Will Hays in speaking at Maquers' dinner to Governor James J. Rolph in Hollywood commented on the fact that several years ago while attending a dinner Rolph, who was Mayor of San Francisco, asked him a number of questions as to campaigning. Shortly afterward Rolph announced his candidacy for the governorship. Hays-figured Rolph might have used the advice he had given him.

'When the Governor got up he replied that he had followed Hays' advice throughout and was still following it. One pointer was to visit every county in the state each year and meet the people, for which the Governor is noted.

An independent serial producer on the coast has a new way of procuring story and production ideas without paying for them. First procedure is to invite a down and out writer out for lunch and discuss certain story ideas across the table. By the time lunch is over, the producer has several ideas which he files for future reference and when ready to start production hires a \$50 a week scribe to work out a continuity.

Same method applies to any difficult production problem, such as trick work and process shots.

Hays office, after examining the script of 'Okay America,' Universal columnist story, returned it to the studio stating that its kidnapping sequence of a 22-year-old girl smacked of the Lindbergh case and would not be appropriate, also that it was a violation of federal statutes. They stated that if it was kept in the script, it would have to be accepted all responsibility so far as censorship is concerned.

Hays office also objected to a scene where the columnist is shown on friendly terms with the President of the United States.

Despite protests from Italian officials, Paramount has taken a determined attitude concerning the Italian war retreat in 'Farewell to Arms,' and the script now calls for the 'black page in Italian history' to be shown as told in the novel.

Requests from officials, when Par bought the book, that this part be toned down, were never granted by the studio, but it had indicated there would be nothing to cause Italy any worry.

WB will reveal the first natural color feature in some time when 'Mr. X' starts its screen travels. As the title implies it's a mystery film with the studio awaiting results before making further and similar type stories in color. Tracey is among the principals.

Out at Burbank they believe the hues are going to be a help. Picture was processed by Technicolor with which company WB has a contract holding over from former musical days.

Reported that one angle on Frank Borzage being taken off Fox's 'Cavalcade,' now assigned to Frank Lloyd, is that Borzage has but one more picture to go on his present contract. With adjustments on all tickets in view, a big picture like 'Cavalcade' might cause Borzage to hit his peak and make contractual demands accordingly.

Borzage has been sent abroad to view the Noel Coward play in its original London setting.

Because a double who resembles Gary Cooper appeared in Japan-made sequences of 'Madame Butterfly,' Paramount can't pick the actor it wants for the picture. Studio previously decided to use Cooper and Sylvia Sydney for the leads, and used doubles for them in long shots with Japanese backgrounds.

Par doesn't want Cooper for the part now, so has about decided to use Cary Grant, who could pass for Cooper in a pinch.

Unusual outcome in the proposed chance for a build-up of a performer is Warner Brothers' concern over Dick Powell. WB grabbed the m. c. out of Pittsburgh for a small part in 'Blessed Event.' Powell handled

## Inside Stuff—Radio

It wasn't until the morning after Amos 'n' Andy had appeared in a five-minute act before the Democratic convention in Chicago that several newspapers here and around the country woke up to the fact that their photographers had overlooked snapping a picture of the team on the Stadium's platform. Boys, it developed, had been too overworked by the personal appearance to think of their jobs.

Cameras appealed to NBC's press department to get the backstage pair down to the meeting hall for the poses they had missed. Network's p. a.'s tried hard, but Correll and Godsen refused.

Indifference of a number of the party's bigwigs toward keeping scheduled engagements during the Democratic convention had the Chicago stations so peeved some arrived late at the mike, others sent shoo, while some failed to show up altogether.

Hearst's 'Herald and Examiner,' in particular, took an editorial sock at the delinquent statesmen, declaring that it is 'hard to imagine how men who will be begging the radio public for votes a few months hence can act so independently now.' H-E operates KYW.

Hearst organization has totally severed KTW, Chicago, from financial interlocking with the 'Herald and Examiner,' through which daily the station had hitherto been operated. Separate set of books have been assigned to the outlet and the sheet will now buy its time and be charged for it accordingly like any other customer. Unlinking of the wave length from the H-E payroll comes on the heels of Westinghouse's move for federal permission to shift the station to Philadelphia. Hearst is a Westinghouse lessee.

With the Wynne-Richman-Burns and Allen type of dialog comedy clicking on the air, an epidemic of script commercials is foreseen for the fall. As long as anything that goes over with the public is not to be dramatized, the broadcasting powers will much prefer if some new style of musical and dramatic presentation evolved.

The air moguls are committed to the idea that music particularly is the backbone of radio and would rather that the ether progress continued more along musical lines.

Wire charges for an out-of-town network broadcast are less if the act itself is paying for it than if an ad agency is footing the bill. In every Merzmark's broadcast, held Sunday nights, some prominent NBC program is kidded with a burlesque of each performer, and all slogans used.

KHJ, Los Angeles CBS outlet, has built up a program through desire of some staff members to have fun at NBC's expense.

On every Merzmark's broadcast, held Sunday nights, some prominent NBC program is kidded with a burlesque of each performer, and all slogans used.

William S. Paley of the CBS wanted to sign Phil Harris, the Cocomat Grove orchestra leader in Los Angeles, to a radio contract but Ben Frank of the L. A. Ambassador hotel wouldn't release him.

Formerly of Lofner and Harris, the comedian half of the team, formed his own orchestra and took it south from the St. Francis hotel, San Francisco, into the Grove.

the role well enough to extract a contract from this company, but the worry is still there.

It's predicated on Powell, in 'Event,' having been directed to make his interpretation of the character, really the script's light 'heavy,' a bit nancy. Hence, the WB wrinkles over Powell have to do with the question of being able to overcome this first screen impression for him and whether they made it too strong in the first instance. Due to subsequent events, Powell is cogitating, too.

George Arliss took top place in the picture star popularity poll of the Manchester Guardian.

Next in affections of the English paper's readers are Charles Chaplin, Marie Dressler, Ruth Chatterton, Olive Brook, Janet Gaynor, Norma Shearer, Ronald Colman, Gordon Harker (English player) and Emil Jannings.

Present tendency of major studios on the Coast to unload contract players, directors and writers is reviving business for the free lance press agent.

Studios which heretofore barred the presence of a solo p. a. are now unconcerned, as the free lance artist is only employed for one picture and any outside torch bearers for that particular player could not materially interfere with the studio publicity campaign.

Paramount has turned one of its stages over to Stuart Walker, head of the coaching school for his exclusive use in training promising players for build-ups. Players who have 'arrived' will also have the privilege of using this studio school. Walker has been on the lot six months coaching talent.

Though Carl Laemmle, Jr., states there is no intention of Universal taking the satire out of 'Once In A Lifetime,' now in production, the sequence with the Schiepin Brothers is out.

This bit had a family of 12 brothers visiting the rival producer in the play.

Difficult for lodges and societies to find silent comedies for their meetings. Few have been able to change to sound apparatus.

One indie film firm seems to be the only company still chasing this business. It is not making any new subjects, but seems to replace worn prints with new copies and manages to command quite a little trade.

Radio's production of 'Liberty Road,' chain gang story, will contain at least 10 oldtime 'prisoner' songs in addition to an original thematic number created by Clarence Muse under the title of 'Liberty Road.'

Muse will also sing this number in the picture.

In line with Radio Pictures' hunt for talent in the east, the RCA Photophone studio on 5th avenue, New York, is making an average of six tests weekly.

Third quarterly statement for Warner Brothers will be issued Aug. 1st. Losses, it was stated, will be under those of the previous quarter, which were given as \$5,400,000.

RKO's attempt to have Col. Butterfield and Gov. Sterling, the owners, reduce the rent on the Palace, Rockford, Ill., met a cold refusal.

Good westerns, these days, from a distribution angle, grow as around \$175,000.

# Low Cantor's Hollywood 'Showcase'

## For Inducing Film Buys on the Spot

New method for displaying to film executives shows which for one reason or another have not been bought for pictures, has been worked out by Low Cantor, who will be established in a Hollywood theatre with a stock company under the guest star system. Rights to present about 100 plays for picture rights purposes have been arranged for, the coast spot to be known as the 'Hollywood Showcase.'

First 10 shows have been selected. Nearly every play in the group had received a picture offer but the producers held out for higher bids, picture people in the meantime growing cold or slashing the original bid. Managers now would be willing to accept moderate money for the rights.

Cantor will act in the guise of an agent, producers and authors, retaining the full view of the sales percentage. Managers whom he will represent are John Golden, Arthur Hopkins, Theatre Guild, Shuberts, L. Lawrence Warner, A. H. Woods, George Tyler, Charles Kins, Lawrence Rivers, W. A. Brady.

**'Saving Time.'** Expectation is that by putting on shows in the heart of the studio area will be a saving in time in reconsidering the picture possibilities, because executives and directors would be able to observe without the matter going through intermediaries. There also will be the opportunity of seeing new talent perform.

**'List of plays first to be given are:** 'Topaz,' 'On the Spot,' 'Bird in Hand,' 'Carmel Through the Needle's Eye,' 'Experience Unnecessary,' 'Philip Goes Forth,' 'Behold This Dreamer,' 'Maggie the Magnificent,' 'That's Graditude.' At least two in the group played a year on Broadway.

Cantor is a vaudeville and legit producer. His most successful try in the latter field was 'The Great Original Picture Play' was claimed to have been \$80,000, which he rejected, only later to sell the rights for \$40,000.

**'(Savoyettes)'** will change the bill weekly. Admission will be \$1.50 top.

## BLIND GIVE OPERETTA, DANCE ENSEMBLES, TOO

**Toronto, July 4.** Remarkable persistence of Brantford House for the Blind of 'Princess Ju Ju,' Japanese operetta, attracting interest. Cast and chorus entirely composed of sightless actors and actresses of experience in what was thought to be a closed realm for the blind will undoubtedly excite widespread discussion among those interested in their education and recreation.

**'Delivery of lines and singing of principals were splendid, but what filled spectators with amazement was the ease and grace with which intricate dance ensembles were presented, second night as it were controlling the movements of the principals.'**

## Pittsburgh. Stock Prospect

**Pittsburgh, July 4.** Ed Vail, former director for the George Sharp stock company at the Pitt, reported to be seeking local backing to support a stock troupe of his own at the Pitt next season. Pittsburgh, always a good stock town, considered a natural setup for a repertory troupe in the fall since there's a strong likelihood that only one local stock theatre will be in operation. Other house, the Alvin, which the Shuberts had under lease from Warner Brothers, understood to be closing permanently.

## Altoona Park Stock

**Altoona, July 4.** The Lakemont Park theatre, dark since the opening of the park Memorial Day, opened Saturday (27) with the University Players. Troupe includes Florence and Catherine Hastings, local girls, and a repertory in New York Little Theatre and otherwise; Carlton Ayers, local dramatics director; Libby Lewis, formerly Provincetown Players; Mary Lawrence and Russ Boettig.

## 64-Year-Old Opera Star \$800 Behind in Alimony

**Chicago, July 4.** Summoned for being \$800 in arrears on alimony payments, Vittorio Travasso, 64-year-old former star of the Chicago Civic Opera, painted a picture of poverty before Judge Sabbath in the Superior court. Bartolomeo described the parade of tradesmen and other creditors that were beleaguering him and pleaded that because of his age and the present state of opera he was unable to get any engagements.

Quizzed about his assets by the attorney for his wife, Cecilia, who divorced him in March, 1931, on grounds of desertion, Travasso said he owned two lots in California, valued at \$3,500. It was the judge's suggestion that he deed one of these pieces of property to his wife and he be allowed a week to think it over.

## SHUBERT RECEIVERSHIP FIRST SHOW DATE SET

No developments in the Shubert receivership situation are expected until late in the summer. At that time hearings are due on the proposed probe of the corporation since its inception in 1914. Charles E. Stuebel, Jr., special counsel, who will pass on the petition to investigate, is reported having sailed for Europe last week. With Judge Francis also week, also, no court proceedings possible.

All necessary orders from the court have been issued and the receivers 'may proceed without instruction to produce shows. Work on the receivers' first new production 'Americana' is progressing and the revue will open in Atlantic City next month. First attraction to go on is 'Carmel' slated for the coast about the middle of the month. No production schedule appears to have been fixed as yet.

## Merry Villagers Think Up One Way to Beat Tax

One of those Greenwich Village groups pulled fast one in placing critics' tickets outside the limit of the new admissions tax at the premiere of 'The Lingerer Past' at the Provincetown Playhouse.

The groups are generally on a subscription basis, with various classes of membership. Critics were established as being in 'membership class E' tickets for such members being 40 cents top. Tickets with that printed price were sent to reviewers and the membership classification was on the basis of the Seven Arts Guild Players who presented 'Past.'

While the new law stipulates that reduced price tickets call for the same tax as applies to higher priced admissions of 'similar accommodations,' the Village people claim that does not apply to membership groups. Top price at the Provincetown is \$1 plus 10 cents tax.

Broadway has no plan to take care of reviewers' tickets and for the present the theatres and show are assuming the tax burden.

## SYRACUSE'S 2D DIVA

**Syracuse, N. Y., July 4.** Syracuse will be represented by a second operetta diva in the Opera Comique, Paris, next fall. Claire Alice, soprano, in private life Mrs. Andrew S. White, has been engaged for the season starting in October.

Her predecessor there is Hallie Stille, socially Mrs. Grant D. Green of Syracuse.

## Dixon's Co. In Dubuque

**Dubuque, Ia., July 4.** Don and Maxie Dixon stock returned to Spencerville for the summer run. Here annually for nearly 10 years.

To play 25 and 35.

## Itiny Players Touring

**New Haven, Conn., July 4.** Itiny Players, who ran summer stock at their Madison headquarters past several summers, will tour this season and play Madison only one week, July 11.

## PLAYS ABROAD

### Maedchen in Uniform ('Girls in Uniform')

A play adapted and staged by Henri Varna in 12 tableaux from Christa Winsloe's 'Maedchen in Uniform' by Lotte Altmann. Featuring Jeanne Loefer, Margarete Schlotheim, and others. Studio de Paris, Paris, June 24.

Production was especially difficult due to stage being only about 10 feet deep, and difficulty of shifting props and scenery. The only thing interesting except backdrops on rollers. Henri Varna solved the problem by using a simple prop. Also, in staging the production, he considerably forgot his 'Casino de Paris' plan, and retained from projecting dirt in a show of Lesbian possibilities.

Arrangement is in 12 tableaux, including several in front of the curtain, giving time to change backdrops, with only one intermission.

Play, which shows the extreme fondness of a girl for one of her schoolmates, during the German girls' academy, has been left with the original conclusion of the girl committing suicide, contrary to the original happy ending which was found indispensable.

Arlette Marchal does the best of the schoolgirls, and is fed up, which for pulchritude, pose, and command, is on a par with that of the schoolgirls. The same part. Her performance—her first on the legit stage—has drawn more favorable comments than any acting in Paris for some time, and may mean her going to talkers.

She had only played in salons. Her last stage appearance was in 'The Lion' as the Prussian-minded head mistress. The difficult role of the schoolgirl was played by Reyna Capello. Marcelle Barry as the favorite assistant of the head mistress, does a very amusing impersonation.

Production is naturally handicapped as compared to the film by the necessity of using real actresses, while scene production was done by real schoolgirls. The place with Wanda—well known for youthful impersonations—giving a good performance. The production was another one of the girls—a screen possibility.

Due to publicity derived from the film, and Arlette Marchal's sensational appeal, show is likely to have a fair run. Despite small size of the theatre, preceding grosses over \$700, show is leaving a comparatively handsome profit, with a small net.

### Little Girl Grows Up

**Budapest, June 19.** A musical comedy in three acts by János Vasko, music by János Vasko. First presented by the City Summer Theatre, June 19, 1932. Cast: Franz Gal, Emma Kovacs, Nusi Somogyi, Pásztor Gyula, János Vasko, István Tóth, Maria Katkay, etc.

The Buda Summer Theatre has a great advantage over its winter colleagues, the more pretentious theatres, in that it is housed in a rather ramshackle timber edifice, available in the warm season only. This time the authors of the new summer operetta seem to have relied a little too much on their big-name cast. There is fun and humor in 'The Little Girl Grows Up' but too much sentimental stuff and the music too 'popular' to avoid being commonplace.

Plot concerns a little 17-year-old girl, growing up in the backwoods with four boy cousins and a girl cousin. The 'Cousins Republic,' as they call themselves, has the girl, Cenny, for queen, and the unruly children are the terror of the countryside. When pretty widowed mother tries to sell the estate, a rich old man, to get out of debt and marry her old suitor, the Italian falls in love with Cenny and mother tries to marry her to him. It is only by sacrifice herself to save the estate.

The faithful Cowboys subjects drop in to make the Cenny is unhappy because she loves George, young engineer. Mother she has just lost. Cenny tries to make her daughter unhappy just as she has been made unhappy herself, by refusing the man she loved and marrying a rich old man whereupon she sends away her own old lover and decides to sacrifice.

Francis Gal, as the little savage girl, is good as usual, but rather flat in the same type of song and many times. The most spirited comedians are two old-timers, Rakay and Nusi Somogyi, as the tutor and the housekeeper. The play will probably run throughout the summer.

Jacobi.

### 1,000 GOOD THINGS

**(Esopus)**

Two-act musical, book by Irene Hays, lyrics by J. P. Harrington, music by J. P. Harrington. First presented by the New York City Summer Theatre, June 19, 1932. Cast: Nusi Somogyi, Arlette Marchal, Jeanne Loefer, etc.

The show is somewhat along 'Wonder Bar' lines, being about a

## Plays on Broadway

### THE WEB

Madrama in two acts presented at the Moscow June 27 by Charles H. Abramson. Cast: Smith, written by Charles H. Abramson. Music by Charles H. Abramson. Directed by Charles H. Abramson. Cast: Smith, written by Charles H. Abramson. Music by Charles H. Abramson. Directed by Charles H. Abramson.

A new team of producers present a thriller with an inhuman killer, as weird an idea as any of the past season. For a change it is in two acts. First grisly, the balance uneven, with improbabilities and impossibilities piling up thickly. Little chance for this type piece, anyway in the torrid season.

Frederick Herendeen, who wrote 'The Web' first called 'Dead' may have had Poe in the back of his head, as for instance the 'Murders of the Rue Morgue' with its homicides committed by a simian. In this play a giant-spider does the dirty work.

Scene in a cottage in the midst of a Florida swamp. It is the laboratory of Professor Warren, whose theory that he could develop man-size spiders had resulted in his being hooted out of a scientist's circle when a younger man, The locale is infested with bugs of all kinds, lethal snakes, quagmires—quite a place for a murder and yet a place for a detective. The spider, Marlan has been there with him for two years.

Warren's assistant is Moto Hada, a Japanese physician. Nearest neighbor is Lett Hollins and his wife. The laboratory is a farm, just Florida crackers. The professor and his aide have succeeded in growing the giant spider, which is locked in a cage. The spider is fed on meat. Theory back of the experiment is that by the development of certain glands in the world would eventually be rid of cripples. The Japs' angle is the expectation of his becoming father to people. Russians and the Chinese look down upon the Japs, claims Moto.

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finale; the boy friend invades the living room and is done away with by a gas bomb. All the while it is raining, torrential rain, by the way, of the other bugs are in evidence. Added to the characters is an Asa, a good deal of the time, by the way. He immediately goes for Marlan and a dash of romance is supplied. More romance is supplied, by the way. He would seem the logical suitor for the girl. But when the smoke of the bomb clears, Marlan and Marlan are embracing. Nice girl who spend her days on a snake farm. As for Clark, the reporter, he is too technical about his job to be interesting.

Three dialects, Jan, cracker and Irish, are latter by Frank Shannon as the warden. Shephard Oliver is the snake boy and Harold de Becker is Moto. Elizabeth Day is Marlan, the only feminine character. William Ingersoll plays the professor, a believe-it-or-not role.

'The Web' is a picture possibility. That lets it out. Jbee.

### THE LINGERING PAST

Play in three acts presented at the Provincetown Playhouse June 27 by Seven Lane. Cast: Smith, written by Charles H. Abramson. Music by Charles H. Abramson. Directed by Charles H. Abramson.

Down in Greenwich Village the drama 'takes it on the chin plenty, but they do try anyhow. Latest at the Provincetown Playhouse is a rather agonizing effort by the playwright to make the audience feel the audience. At a country boarding house conducted by Kate and John Gardner, who, by the way, always goes fishing with a rod minus hook and line, comes Mrs. Laura Pond, an adventuress. It turns out that she is Gardner's divorced wife and had married a supposedly rich man, who died. Recently she was mixed up in a phony case, was the victim of which was given gay drops.

Laura's trouble now concerns Nancy, her daughter, who is being brought up by the Gardners. She smokes over the kid in a sudden fit of maternal anxiety and argues that the child would be the influence to straighten out her life. On the side, Laura suggests that John sleep with her and they take 'Nancy' who is skipping entrance and exits around giggles out front. In the end, it seems the mug nicked in the car crash, Laura is pinched as an accessory to the killing.

There is one mild laugh. An old maid 'boarder complains about A. T. & T. going away down under the old maid house. Laura tells her she has one share. This conversation is with a stock gypster, a fellow who 'picks like anything else but, and who seems to be an exponent of the hidden ball trick.

Esther Solvieg is the unhappy Laura. Her best appearance is made by Mara Keval as Mrs. Gardner. Cast made up of the same people who do not appear to be professionals. Admission is a buck top plus tax. Jbee.

### Future Plays

'Squarehead,' by Elliott Lester for the 'Squarehead' fall. Lester wrote 'Two Second'.

'Gay Diplomat,' by Gotwald and Lothar, for Walter Brooks next season. Also has 'Devotion,' by Elliott Lester.

'Exit,' which was given a tryout last season as 'Lily,' will be done in the fall by George Abbott and Philip Dunning, who authored it in collaboration with his wife Francis. George Abbott will direct, with Dorothy Hall featured and James Bell and Douglas Dumbrille in support.

Vanderbilt Post-Pourri, musical, being planned by Lytle D. Andrews for his Vanderbilt theatre. Will include some of the skits from 'Nine O'Clock Revue.' In rehearsal July 11, and will include Gluck-Sandor, Follies, Sorel, Burgess, Gouls and Eugene Lockhart.

'Folies Bergers' will be the title of the revue Max Rudnick hopes to bring into the Liberty theatre early in the season. Rudnick will begin this week. Harold Altavigne will do the book and lyrics, with Harry Carroll on the music. Allan K. Foster will stage.

will return in time for the show.



## B'way Legits Off \$3,000 to \$7,000; Monday's Rain Helps, Only 9 Left

Two musicals on Broadway dropped \$7,000 a piece in gross last week. That is what fair weather and the three-day holiday over the Fourth did to business.

Every attraction was affected, the average drop among the others being around \$3,000 and it was expected that this week would be just as bad. However, Monday (4) brought showers and three shows which gambled with the weather and gave matinees got a break. Usual influx of holiday suburbanites figured in attendance.

July figures to be a dead month in the legit. One or two new shows are casually scheduled to open, but that is all. Withdrawal of two shows last Saturday reduced the list of attractions to nine, plus one in Greenwich Village. By the end of this week, the survivors may not number more than six shows.

**'Face Music' Quits**  
"Face the Music" will stop at the New Amsterdam this week. It was supposed to have been set for summer, what with the operating nut paid away down. Dropped sharply last week, but a cast withdrawal (Mazy Boland) is blamed for the closing. "Hey, Nanny Nanny" was withdrawn from the Shubert but may reappear on Broadway next month recast as the "Greenwich Village Follies." A "Thousand Summers" closed at the Selwyn.

"Show Boat" got socked but topped the list at \$29,000. "Of This Sing" affected somewhat but big at \$25,500. "Another Language" best of the comedies slipped under \$20,000, but "The Web" at the Morosco has hit a cake except for picture money. "The Lingerin' Past" at the Provincetown has no chance to move uptown. No shows scheduled this week next.

The August list of musicals slated for premiere in Atlantic City during August and early September include: "Fantasia," "Ballyhoo," "Tying Colors," "Americana," Brown and Henderson's revue, with "Scandals" a possibility, while a new "Follies" is due later.

**Estimates for Last Week**  
(Top prices include federal tax of 10%.)  
"Another Language," Booth (11th week) (C-708-\$23.00). Over the holiday exodus and sunny weather got

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### Shows in Rehearsal

**'Chamaleon' (Hyman) Masque.**  
"Thanks A Lot" (Fraum & London) National.

## CONVENTION NO HELP TO CHI LEGITS

Chicago, July 4.

Cast and show put on at the DeLaurotic shindig pooled money ingredients for the surviving legit duo to compete with last week. "Love on Approval," which had held on at the Playhouse in the hope of earning a shekel or two from the convention visitors, withered Saturday (2), leaving the field intact to Law Leal's "Clowns in Clover."

Leal's is still timing away at its latest revue, last Sunday night's (26) entry at the Apollo helped to lift it into something that will make it worth \$3 to the local citizenry. Critical reaction to this one, though mixed, gave little cause for optimism. Leal went up as a big sensation that night after the opening, with Leal meantime dickered for a name comic to help save the investment.

Ticket sales to the convention gallery started off strong and developed into a run-away on the night of the platform debate. Average response here reported 75% better than prevailed at the GOF gathering.

**Estimates for Last Week**  
"Clowns in Clover," Apollo (1st week) (D-1447-\$3). With the convention out of the way, producer figures current week will give him a clearer idea of its b. o. Meanwhile he has taken a 50% cut, with full salary promised if present week hits \$12,000. Weak all through the opening, around \$6,500 on the final tally.

"Love on Approval," Playhouse (4th and final week) (C-003; \$250). At no time during the run did this Cecil Spooner cut-rater come anywhere within breaking even for all concerned. He closed at \$1,500. Cast, working on a \$25 guarantee, transported back to New York. House shuttered for balance of the summer.

### HOLLYWOOD

(Continued from page 6)

his wife, Roze Levee, have given a mortgage chattel mortgage on their Malibu beach home to Al Santell in consideration of \$5,000.

### Lighting Dark Ages

LeRoy Prinz engaged by Paramount to stage dances for "Sign of the Cross."

Jerry Horwin dispatched by Radio to Berkeley to be used in forthcoming production of "Sport Page."

**Bachman Gives Contracts**  
J. C. Bachman, who has assumed long contract obligations with Victor Schertzinger to direct four pictures, and Nydia Westman, New York actress, for five years.

**North Stays at Fox**  
Robert North stays at the Fox lot as a supervisor. He has been assistant to Al Rockett. Will supervise "Chandu."

**Testing Savoldi**  
Radio is testing "Jumping Joe" Savoldi, former football star, for "Sport Page."

**Fox wants to borrow Sam Mintz** from Paramount to dialog and adapt the story for the Chaplin children.

Four meetings are scheduled by the various branches of the Academy this week to discuss plans for the ensuing year. Branches involved are technicians, photographic, research, and art directors.

**Par Drops and Adds**  
Nathan Asch, William Kay and William Shubert were dropped from Paramount writing staff last week. Luther Reed and Gilbert Pratt added.

**U City's Jurist**  
First jurist to represent picture court in Municipal court is Edward Brand, justice of peace for Universal city, assigned by judicial council to local many courts until first of the year.

**Free 'Holiday'**  
Sam Berkowitz is defendant in labor claims of crew who assisted him in making "Tex Takes a Holiday" last August. Otto Hein, cam-

## Inside Stuff—Legit

Coast musical comedy producer is trying to figure out what has made talent harder to handle than usual. Male lead was given everything his own way as regards terms, billing, etc. After being contacted he went on a bender, tying up rehearsals for several days. Femme principals rehearsed three or four days then accepted minor picture engagements, leaving the producer in another jam and necessitating further tryouts. Plano player, engaged for rehearsals and also for pit after show opening, failed to show up for two days, then after a substitute had been hired, casually walked in and said he had been detained. Given another chance he pulled the same stunt. Producer is wondering if he'll get a competent cast sufficiently up to the scheduled opening late this month.

Several years ago a playwright who is known for his negligence in meeting obligations, borrowed \$2,000 from an actor, telling the latter he needed the money to send his mother to a sanitarium in Minnesota for an operation. He promised to pay the money within a few weeks, as he had royalty coming from New York shows.

It was not forthcoming and the playwright went to the Coast to do some picture writing. The actor followed. He pressed the debtor for the money until the latter said he would make a sporting proposition to the actor and give him \$125 in settlement. Feeling it was his only chance, the actor took it, and has been burning ever since.

Confusing reports on Broadway as to Chester Erskin's future activities. Due to the fact that Erskin has indicated he wants to do some more Broadway plays while he's let it be known he intends to stick with pictures.

Actually Erskin intends to do both. He is due in New York within a week or two, after having sat in on the adlines of United Artists' "Rain." His intention is to produce three plays on Broadway for the coming season. Then he's going back to the Coast again.

Leo Shubert has sued Billy Grady, agent, for \$101 for the train fares of three actors sent to the Detroit last winter by the agent to join "Here Goes the Bride." Seems another trio was then summoned and the return fares of the first three players was paid out of the boxoffice and never refunded.

Grady contends the money is owed by Peter Arno who presented the show which lasted five days on Broadway.

Bert Lytell, now playing for RKO, may sail later in the summer for Stockholm for color in his new play, "The Survival." Written by S. J. Taylor, Kansas City, and directed by the North Pole expedition led by General Greeley in the early '80s.

Lytell's plans are for full production with it reported he will not only head the cast but be co-producer as well.

## CHAS. RAY OKE; \$7,300 IN L. A.

Los Angeles, July 4.  
"Green Pastures" of the bird-walk dipped to \$14,000, about seven grand under the previous week. While still showing a profit, indications are that the next two weeks will just about break even, with the company slated to move on from here July 14.

"Whistling in the Dark" pulled out of the Belasco to \$4,500 on Saturday after three poor weeks. Fleco moved to Stratford for two weeks, then hops back east to Philadelphia. Belasco will remain dark for three weeks, awaiting Ina Claire in "Reunion in Vienna."

"House Beautiful," starring Charles Ray, got a profitable \$7,300 on its first week at the El Capitan. Former picture star drew good notices from the dailies, and the house worked overtime selling theatre parties.

"Reincarnation," musical rewrite of the Passion Play, by, with and directed by the run at the El Capitan, billed as the "author-tenor," had a poor start at the Figueroa Playhouse Friday night. First two performances drew an estimated 200. Kalton is supposed to be financing the venture. Supporting cast all unfamiliar names.

**Estimates for Last Week**  
"Reincarnation," Figueroa Playhouse (first two performances) (D-1,200-\$1). Messrs got tricked in on the opening and following day. Little chance for more than a week.

"Green Pastures," Billmore (3d week) (D-1,655-\$3). Dipped to \$14,000. Balcony business still capacity, but main floor falling.

"House Beautiful," El Capitan (1st week) (CD-1571-\$1.50). Better than average at \$7,300 for the opener. Oldtimers faithful to Charles Ray.

"Whistling in the Dark," Belasco (1st week) (D-1,655-\$3). Dipped to \$14,000. Balcony business still capacity, but main floor falling.

eraman seeking \$421; Forrest Rickards, boy, was \$27; Ralph Martin, \$59; Mark Hadley and C. W. Turner, \$80 and \$76, respectively.

**Par Drops Wm. DeMille**  
William DeMille has been dropped by Paramount after serving a year as director.

**'State Fair' Splurges**  
Fox has hired "State Fair" out as a special and has engaged Henry King to direct.

**Mahoney's Special Test**  
Metro prepared a special script for a test it made of Will Mahoney, considering comic for term contract.

**Shoes for the Stage and Street**  
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## CHAS. RAY OKE; \$7,300 IN L. A.

### Engagements

Beverly Bayne, Leslie McLean, Don Costello, Louis Tanno, Dorothy Watson, "Gold Coast."  
Phyllis Whelan, Bobby Agnew, Henry Howard, Adler and Bradford, "Thanks a Lot."

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Garbo and Kreuger

Presumably Garbo and the late Yvar Kreuger figure though disguised in 'The Match King,' just issued by Macmillan and authored by Philip Harwood; a signature which at least suggests access to the inside of the huge financial scandal which terminated in the suicide of the man who reared his financial structure too high.

Evidently the book has been hurriedly written to get the reader before the event was forgotten in the sea of sensational news. It is based partially on matter appearing in the daily prints with Garbo brought in for further appeal because of her nationality. But 'The match' monarch of the book, has small time for women, though they all pursue him. He is too engrossed with his juggling of funds and he deliberately tosses the film actress into the arms of a New York banker and then seeks to blackmail him into a \$10,000,000 loan. When the woman upsets this colossal gambol followed by a judgment solely as a literary product, it looks rather small, but it will catch many readers on the supposedly inside angle.

History of Jazz

'Aux Frontières du Jazz,' by Robert Goffin, has been published in French in Paris for the International Music Company, Brussels, owners of the copyright. The 256 pages, illustrated with 60 photographs, M. Goffin relates in entertaining style the complete history of jazz and has produced a work unique of its kind. The origin of jazz, straight and hot, and its influence are treated with skill and bands, famous and otherwise, and their leaders are described in a manner possibly only one who has had acquaintance with them has been really intimate.

The author conducts the reader on a tour of the most famous dance establishments in the world, and his experiences of the hectic years immediately after the great war form an adventure worthy of a romance. Requests for translations in other languages have already been received by the copyright holders. In future editions of the original French M. Goffin would be well advised to have the English edition be done by a competent translator. It is a falling common to continental authors not to worry about the English; they are all too fond of using adjectives which make themselves appear ridiculous. M. Goffin, by the way, admits that he has been totally unable to find an adequate French translation for 'Not' as applied to jazz.

Ellen Terry's Biography

In view of what the book collection of the George Bernard Shaw-Ellen Terry letters did for Putnam, that house has had a new Terry memoirs, first published in serial form in 1907, and will issue it in full book form. Edith Craig, the actress's daughter, and (Miss) Christopher St. John, who arranged the Shaw-Terry letters, have gone over the Terry memoirs, and have added a preface and additional photographs and letters, inasmuch as Mrs. Terry lived for 20 years after the first publication of her memoirs. The Terry autobiography upon its first publication bore the title, 'The Story of My Life.' Putnam will issue it as 'Ellen Terry's Memoirs.'

Neck and Neck

Past move by MacKinnon-Fly enabled it to get its own New York Times, has resigned to devote himself to book writing. First work will have Montana as a historical background and his gone there to complete the data from remaining old timers. Later Hutchins will go to the south of France to complete the book. John Byram back from a European honeymoon is again editing the 'Times' drama department.

Best Sellers

Best sellers for week ending July 3, as reported by The American News Company

Fiction	
'The Fountain' (\$2.50)	By Charles Morgan
'Benefits Received' (\$2.00)	By Alice Grant Roman
'Younger Sister' (\$2.00)	By Kathleen Norris
'The Year of the Wolf' (\$2.00)	By Margaret Wilder
'Undertow' (\$2.50)	By Hamilton Gibbs
'The Colossus' (\$2.00)	By Edgar Wallace
Non-Fiction	
'Only Yesterday' (\$3.00)	By Frederick Lewis Allen
'A New Way to Better Golf' (\$2.00)	By A. J. Morrison
'Twenty Thousand Years in Sing Sing' (\$3.00)	By L. E. Lawes
'Epic of America' (\$2.75)	By John Truslow
'What We Live By' (\$2.50)	By Hamilton Gibbs
'Once a Grand Duke' (\$3.50)	By Grand Duke Alexander

Forced Sale Prices

Although a number of offers of purchase are understood to have been made for 'The Outlook and Independent,' some of them at nice figures, when the next first was published, the price paid for the publication when it was put up at auction last week amounted to only \$15.00.

Successful bidder was Frank A. Tichenor, publisher of a couple of magazines, including 'The Spur.' Tichenor, he has announced, will continue publication of the mag along former lines.

Newspaper Boys Abroad

Bill Boehnel, New York 'World-Telegram' picture critic, is back on the job after a couple weeks in Europe. Boehnel sailed suddenly with Ben Washer, who is still abroad reporting for the 'Telegraph.'

Still remaining abroad currently is John Cohen, Jr., picture critic of the 'Sun,' who's looking things over in France, Germany, and Ireland. Richard Watts of the 'Herald Tribune,' who rode all the way to Moscow to lamp picture making abroad, also is home.

'Curiosities' Strip

With assistance of Robert Welch, artist, Walter Puter is hoping to syndicate a strip depicting curiosities similar to those involved in his 'Screen Curiosities' now being released through Columbia.

The future strip will be a composite of actual photographs and drawings furnished by Welch.

Exploitation Book

Bert Perkins, exploiter with Metro and other picture companies has done a book tentatively titled 'Exploiting the Motion Picture.' Not romances but a manual on how to put them over with campaigns.

Will be published by Mancell Pub. Co. presently.

Open Air Eats

Beth Brown has done a story for 'Heller' of the same name, partly based on her recent auto trip from Hollywood. Outside of that, she is playing with three novels, one of which is practically completed.

Contest Expose Story

Next week's 'Liberty' magazine will carry a story by Courtney Ryland Cooper and Bill Rice exposing the various commercial tie-ups as put over for baby, beauty, and auto contests.

Hutchins Turns to Books

John Hutchins, assistant dramatic editor of the New York Times, has resigned to devote himself to book writing. First work will have Montana as a historical background and his gone there to complete the data from remaining old timers. Later Hutchins will go to the south of France to complete the book.

John Byram back from a European honeymoon is again editing the 'Times' drama department.

\$50 Subscription

Extension of services given to subscribers, with a big increase in the yearly subscription fee and in the single-copy prices has been put into effect by David Lawrence, publisher of 'United States Daily.' Lawrence discovered that cost of printing or mailing was too much for the paper's \$10 subscription price. Hence this schedule. 'U. S. Daily's' special reporting service, headed by a new unit, the Bureau of National Affairs, with subscription to both it and the paper, at \$50 a year, is available to subscribers to the Bureau's weekly pamphlets, 'David Lawrence's Weekly,' as well as service in obtaining copies of

Government documents, legal decisions, etc. Price of single copy of 'U. S. Daily' has been raised from five to 20 cents.

Chatter

Dayton Sioderott of the 'Morning Telegraph' to complete the Great American Novel.

Those numerous 'forewords' have enabled Lowell Thomas to enlarge that upstate place of his.

Damon Runyon has joined the Central Post West colony.

H. C. McNeille's own name will go on his next 'Bulldog Drummond' story instead of his pseudonym, 'Sapper.'

Hugh McNair Kahler to Maine.

Louella Parsons will come in for treatment in Daakle Hammer's forthcoming book, 'Eminent Americans.'

Winfield Shiras, now in France, will live there.

Percy Crosby's writing a new 'Slippy' story.

Sam Hoffenstein has yet to select a title for that new book of poems he brought east with him.

Sherwood Anderson has another novel.

William McNeal threw up his job as chief editorial writer on the Minneapolis 'Tribune' to write 'House of Vanished Splendor.'

In his novel, which he sent to Putnam from Paris, where he is living, Eugene Carlow has a hero over nine feet tall. Bigger and better heroes?

Ellery Walter has gone to Germany for six months, at least.

Novel which Elsie Lauder has now done, deals with the Hollywood scene.

Mary Margaret McBride and Helen B. Joseph won't even lecture singly.

Joseph Hergeheimel in that Bavarian outfit.

A. Hamilton Gibbs has taken up painting.

Add R. C. Hutchinson to the advertising copy writers making good as fictioneers.

Marie Belloc Lowndes got the theme of a struggle for mere existence.

Marie Belloc Lowndes got the theme of a struggle for mere existence.

Marius Charles Underwood uses (Continued on Page 44)

How Stars Changed

(Continued from page 1)

tive and burlesque a complete wash-out.

Legit and Vaude

In legit 19 players stood out above the pack, but the majority were established comedians who were duplicating past performances. Vaudeville's failure to unearth new material of importance was attributable to its devotion of all its time and energy to a struggle for mere existence. Vaude preferred to string along with established goods rather than chancing mishaps with new people.

The Palace, New York, in the past the principal medium to prominence for vaudevillians, manifested the general vaudeville trend during '31-'32 by repeating the old reliable act borrowed from the other show branches for its principal attractions. As a result Milton Berle was about the only new personality developed at the Palace or within all vaudeville during the year.

The rise in the number of new national radio names was due to the spread of network broadcasting, which changed the old vaudeville act by which either talent can be developed into national rating. In various sections there are numerous local air favorites who are bigger in their own localities than they are in the national program seen in by the network. But local prominence counts locally only. Radio's 11 new national names and programs dur-

ing '31-'32 were the Boswell Sisters, Bing Crosby, Russ Columbo, Mills Bros., The Goldbergs (Gertrude Berg), Walter Winchell, Ed Wynn, Guy Lombardo, The Three Bernies (orch), Cab Calloway (orch), and 'Sisters of the Skillet.' Broadcasters' actual drawing power cannot be accurately measured, but the Boswell Sisters are thought to have the edge over the field in national coverage and ranking.

Picture Lineup

The boys predominated, eight to five among the new picture stars. The 13 are:

Fox—Warner Baxter, James Dunn, Sally Eilers.  
WB-F-P-Kay Francis, James Cagney, Dick Calkins, Leslie Howard, Edna May Oliver.  
Universal—Sidney Fox, Boris Karloff.  
Paramount—Sylvia Sydney.  
Metro—Jackie Cooper.

The 23 who dropped from star billings and are continuing with the old pack is separated from films altogether were Grace Moore, Lawrence Tibbett, William Haines, Jack Oakie, Winnie Lightner, Frank Kaye, Guy Mackail, Martin Miller, Otis Smith, Marian Marsh, Lil Dagover, Bert Wheeler, Robert Woolsey, Eddie Quellan, Mary Astor, John Boles, Genevieve Tobin, Norma Talmadge, Evelyn Laye, Chester Morris, Ian Claire and Clara Bow. Miss Bow slipped out by dropping out of pictures for a year and is coming back in the fall. She is in next season's product through Fox.

Among the horde of new support or featured players in pictures, 32 were considered to have stood out on impressions made by frequent or telling appearances during the year, a number of whom give promise of future stardom. They were:

Carl Grant, George Raft, Frances Dee, Leslie Bruce, Sari Maritza, Charles Starrett, Melvyn Douglas, William Bakewell, Kathryn Crawford, Wallace Ford, Helen Hayes, Kaye, Ross Alexander, Adrienne Ames, Adrienne Allen, Juliette Compton, Arline Judge, Madge Evans, Virginia Bruce.

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Mun's film score was in the nature of a comeback for him, needing only one talker, 'Scarface,' to turn the trick. Other strong picture comebacks by vets were credited to Tom Mix, Marion Nixon, Lily Dammit, Gene O'Brien, Eddy Van Stroheim and Jack Holt. Later is starring again for Columbia after a long featured billing stretch.

Robert Ames and Robert Williams, through death.

Among the starred or featured players besides Mun, Howard and Miss Hayes, who were cut out were Frank Morgan, Helen Broderick, Bettina Hall, Billy Gaxton, Lupe Velles, Lola Moran, Bert Lahr, Edna Best, George Raft, Eddy Van Stroheim, Everett Marshall, E. Banks, Alfred Lunt, Lynn Fontana, Alice Brady, Alla Nazimova, Ruth Gordon and Bert Lytell. But most of these have been as well known before the '31-'32 season. Lahr starred for the first time, in 'Hot-Chat,' while in the same musical comedy, the film star, Lahr did a turn around by reaching almost equal prominence in person. Vallee's 'Scandalous' record made him the year's only legit-radio double star. The comedy act, the click in 'Bandwagon,' a musical, was complete for a former member of the light comedy and dramatic stage.

Diary of a Stogie

(Continued from page 33)

...I said, 'I'm giving you every chance in the world to get yourself straight with Tillie. Do you know why?'  
'No, sir,' I said to him.  
Mr. Bowery swallowed some more. He became livelier in love with Tillie myself. He set his glass down so hard it almost broke and he turned away. I felt like I had been shoved off a cliff. I looked at Tillie and she was staring at Mr. Bowery. 'Why, Mr. Bowery,' she said. 'You didn't tell me.'  
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# RADIO CHATTER

## East

Pearl McKinney and Eunice Posters of Birmingham have switched from WABC to WAPI.

Hill Page is expected to take over WAPI, Birmingham, having leased it for \$775. He will also replace Ormond Black as general manager.

Country Club Trio on WOR, New York, the result of locker room harmonizing, Jack Bolney, Larry Laros and Charles Meeker, all members of the Swimming River Country Club, Red Bank, N. J., went pro after getting together a couple of times under the shower.

Father, Flint of WLWT at Bedford, N. Y., for the summer.

Jerry Wald was the first g. o. h. at Palisades and Nick Kenny, of

the 'Mirror,' was the No. 2 man the following week. It's a regular Wed. nite custom.

David Freedman scripting for Harry Richman.

Frank Parker is organizing an NBC polo team.

WSPC, Penna State college radio station, has discontinued broadcasts for an indefinite period.

'Ukelele Pat' Haley now m.c. of the 'Sun-Telegraph Nite Club' of the 'Uke' on WCAE, Pittsburgh.

Among jobs Lovell Thomas held before he became a globe-trotter were: Gold mine, managing editor of two Cripple Creek, Col., dailies (at 19), cow puncher, editor of Denver University Weekly, professor of forensic craniology at Chicago Kent College of Law, and leader of prospecting expeditions into Alaska and Arctic ocean regions.

Billy Payne getting a summer rest at Laconia, N. H.

Carl S. Wheeler, president of the Bay State Broadcasting company, vacationing at his camp on Lake Moosehead in Maine.

Avila Larson Richardson, conductor of 'The Music Box' over WGY, Schenectady, off until September.

Oliver Taylor's now the only out-of-town orchestra broadcasting locally over WGY, Schenectady.

Yere E. Johns, drama and other editor of the 'New York Age,' colored newspaper, is on WOR, New York, once weekly with news stuff.

Patty Joan, hostess on station WJAN in Cleveland, will be official hostess of National Air Races starting in August.

Phil Schenectady announcer for Thilledown track over station WGAR in Cleveland, has celebs autograph \$1 bills which frames on walls of home. Prize-exhibit is a saw-buck woven into a towel.

After farewell program July 1 over WTAM, Cleveland, Gene and Glenn went off NBC for two-month vacation.

James Melton giving up vaudeville for boating in hot weather.

Connie Boswell introducing a new shade of blue in costumes.

Johnny Marvin treasures a letter from the Prince of Wales' aide-de-camp thanking him for a uke sent to the Prince.

Ranny Weeka, Boston baritone, takes up water polo.

Kid Stoopnagle and Budd heading for Detroit, taking with them an announcer with them.

Nat Wolfe, former talent director with the Buffalo Broadcasters' company, now with Al Bossberg's new agency in New York.

Ozzie Nelson is now six nights on the air over WABC from the Glen Island Casino instead of three. This is more broadcasts weekly than any other CBS band.

## West

KMO, Tacoma, selling want ad ether.

Justin Johnson new program director at KMTT, Hollywood.

KHJ, Los Angeles, has placed under contract Three Shades of Blue girl singing trio composed of Jean Schock, Madelyn Green and Helen Kelly.

Kelly Smith and Walter Preston back to their WBBM, Chicago desks, after giving KMOX, St. Louis, a day of reorganization here and there.

Ed Johnston, racehorse romancer, leaves WBBM, Chicago, for a Saratoga contract.

Networks kept their p.a. and engineering staffs covering the convention segregated in loop hotels, noboc; being permitted to go home until it was all over.

Val Sherman came out on top of an announcer's popularity poll pulled by the Wisconsin 'State Journal' WBBM. Top speaker led Tony Wons by a wide margin.

'Titan' half now predominates among the CHL NBC hostesses. Until recently it was blonde.

Sherwood Hall Jr., now announcing for KDB, Santa Barbara.

Don Lee, Los Angeles, radio owner, has a yacht called 'Melodie'.

Wife of 'Doc' Lawson, pianist and organist on WHO-WOC, is suing for divorce.

Bob Leib, violinist at WBW, Topeka, received \$700 violin for being most outstanding pupil in the Horner Institute, Kansas City.

## Canada Dry Renewals

Canada Dry has renewed its contract with NBC effective Aug. 1. Will retain the same program.

George Olsen's orchestra, Ethel Shutta and Jack Benny.

Account is handled through the N. W. Ayer & Son, Inc., agency.

## PEPSODENT'S \$1,500,000

Adds 3d Program at \$150,000 to Ether Bills

Chicago, July 4.

Pepsodent adds a third program to its present contingent on NBC the middle of August. It will be a quarter-hour Sunday afternoon session devoted to bible reading and organ music, with the credit copy confined to the program's introductory line.

Pepsodent presents Bill Hay in Sabbath reveries. Makes the first starring assignment for the announcer of the 'Amos 'n Andy' and 'Goldbergs' shows.

New program will add about \$150,000 to the Pepsodent annual ether bill, with the commercial estimated to be spending over \$1,500,000 a year for time and talent on its present pair of attractions.

## \$1,500 MONTHLY SUSTAINING NBC FEE

Detroit, July 4.

A new NBC sustaining fee under a blanket contract arrangement becomes effective July 1 with about 30 affiliated stations. It calls for each station to pay the network \$1,500 per month for the use of sustaining programs. Station has the right to refuse or accept any sustaining broadcast and is not limited to a set amount of programs under this contract.

Method which NBC has used heretofore and still in effect with affiliated stations other than those that have agreed to the new rate, is \$25 per hour for night sustainings and \$15 per day for day sustainings.

The blanket contract plan can be utilized only by those NBC sustainings that have agreed to the rates, which excludes supplemental groups of stations. A total of between 55 and 60 NBC stations are eligible.

Additional stations are expected to join the original 30.

## NBC Cancels Brusiloff

For Doubling on CBS

On the night prior to the date set for Nat Brusiloff's orchestra to replace Maurice Pack's ensemble for the Donald Novis NBC broadcast, June 23, the network ordered that the Brusiloff band be cancelled.

Reason was that Nat Brusiloff, an indie orchestra leader, has CBS commercial programs, among them being the Kate Smith La Palma period. NBC refused to permit the orchestra to double for an NBC sustaining. Ben Selvin was engaged to replace Brusiloff for Novis.

Although Brusiloff is reported to hold a written agreement with NBC for the Novis programs, there will be no attempt made to force a settlement.

## \$285,700 WIRE RELAY

Brussels, June 22.

A \$285,715 loan (when raised) will be used by the Belgian National Institute of Radiophony mainly for laying special cables.

Lines will run between the Institute's two broadcasting stations and the principal cities of the country for relaying outside stuff.

## AGENCY BOOKING

San Francisco, July 4.

Local ad agency, Hanak, Klein & Leahy, has placed Cecil and Sally on KFO for a quarter hour, six nights weekly, selling the serial team to Public Food Stores.

First program set for July 18.

Leo Spitalny's Program

Chicago, July 4.

Sears Roebuck has a musical comedy idea all ready to shoot over a 30-station NBC web as soon as the budget is straightened. Mail-order, chain store and wholesale department of the organization are jointly financing the program.

It's scheduled as a half-hour weekly evening affair, building around a 24-piece orchestra under Leopold Spitalny and names from the stage.

## Little Bits from Air

(Snatched here and there by Variety's reviewers)

Little Jack Little's 'Lullaby of the Leaves' arrangement was a pip. Good idea shifting the former a.m. radio hour into a late hour spot on WABC.

Little should feature at least one such arrangement of a current favor on every program. CBS also plus Little's stage dates after every broadcast.

Ozzie Nelson's polite music from the Glen Island Casino, N. Y., is o.k. Has a nice vocal soloist with him and band emits smooth dancipation.

Ace Brigode was the substituted CBS pickup from Chicago in place of Joe Sanders and his Night Hawks. Brigode, with a sippy dance hall style of music, came through snappily from the Merry Gardens ballroom, Chi., over WABC, N. Y.

From Chi., Charlie Agnew and his Edgewater Beach Hotel orchestra identified with this and a variety dancipation with considerable vocal novelty. What sounded like Sam Jacaranda led off with a nice tenor. Irene Taylor and Dusty Rhodes are two other okay vocal interluders. Agnew's own dance style is ultra. Agnew's composition 'Too Many on Your Mind,' given quite an announcement, plus, listens like the money.

Will Osborne is still inclined to the Vallee idea of talking about some of the intimate but Osborn overdoes it a bit. His tenoring and Vallee's, as always, have the right to refuse or accept any sustaining broadcast and is not limited to a set amount of programs under this contract.

Osborne has a nice program over WOR but should curtail those long title announcements.

Osborne in another program Sunday night (3) featured a swell arrangement, specially announced, of the 'Eyes of the Synagogue Love Song.' It merited the special introductory. This femme composer introduced on the air, but also her 'Jazz Nocturne' (from which 'Eyes of Love' has been evolved), evidences considerable genius for unusual composition.

Osborne also repeated 'Banana,' a novelty rumba which he first introduced on the air. But the same comment goes that the announcements plugging the attractions of the Playland Casino at Rye Beach, N. Y., where Osborn plays, are a bit too thick. Under the new banner Broadcasting rules, the WOR announcer, only identified as P.D.H., piles on the superlatives a bit fulsomely.

'Tell Me Pretty Maiden' is an appropriate theme song for the Three Gibson Sisters. This modernistic trio, with the early 20th century billing, go through with the idea by the introductory theme but their stuff is otherwise very 32.

John Garrick, out of 'Face the Music,' is getting his ethereal opportunities, seemingly for a build-up. The CBS singer goes in for no little romanticism on stage and screen past performances as part of the bally.

Jack Denny, the music publisher's delight because he's that rare avian-orchestra leader who doesn't choose for special arrangements and pays for everything himself—has a nice theme song in 'Under the Stars' his own composition. It's a natural for the Starlight roof of the swanky Waldorf-Astoria hotel. Denny's dance delivery is as satisfactory as ever.

Incidentally, the ultra W-A attracts the creme de la creme of the Junior League bunch. Denny has capitalized this by organizing a distinguished sextet of society debbies. This ballyhoo idea—although the retiring debutantes probably never suspected it (oh no!)—got over well with his readers in the city columns of the 'American' this past Sunday.

Larry Revel and his Radio Revelers with a variety dance program from Euclid Park, Cleveland, were NBC's on a limited network Sunday night (3). This is in line with the extended opportunities accorded by both stations to the program. It's a good idea thus to develop new talent in music. Denny has been making time away from Broadway. Tom Manning, who did so well announcing the Radio-Walter flatstick, did the speling from Cleveland in his usual effective manner.

The fourth of the series by the

Columbia Dramatic Laboratory Players on WABC Sunday night (10:30 EDT) was a swell dramatized. The use of a burly sturdy was nicely introduced to pitch it to dramatic finale. On analysis the sisterly struggle of Ann and Jennie not be so much but its playing, especially the 19-year-old Jennie (the heavy), more than sustained matters.

Abel.

Tucker's CBS Wire

Tommy Tucker's orchestra gets a CBS wire from the Hollywood Restaurant, New York.

Orchestra will be on the network thrice weekly.

"Hello Everybody!"



**Kate SMITH**

Columbia System 8:30 P.M.  
ON LA PALINA PROGRAM

WESTINGHOUSE ELECTRIC  
Presents

## AL and PETE

(Pity Sakes Alive—We're Still On)

11:45 P. M. E.S.T.  
Monday, Wednesday, Friday—WJZ  
Tuesday & Thursday—WEAF

DUMB CRACKERS

ROBERT BURNS  
PARNELLA  
WABC  
Every Wednesday Evening at 8

## BURNS & ALLEN

ABE LYMAN

AND HIS  
CALIFORNIA ORCHESTRA

Columbia Broadcasting System  
PHILLIP'S DENTAL MAGNESIA  
Tues., Thurs., Sat. 8:15 (East)  
COAST-TO-COAST  
WABC

RAYMOND PAIGE

Musical Director KEEL, Los Angeles  
GUEST CONDUCTOR  
HOLLYWOOD BOWL SYMPHONY  
Tues. 8:30  
Directing Gershwin's 'American in Paris' and the Belcher Ballet

PHILLIP'S DENTAL MAGNESIA  
WABC—Tues., Thurs., Sat., 8:15 P.M.

## FRANCES LANSFORD

MANHATTAN MELODIES  
WOR—Wednesday, 10 P. M.  
Atop Empire State Bldg.

HI THERE!


## RAY PERKINS

Tues.-Thurs. 7:30 P. M.  
BARBAROLOIST  
Management N.B.C.

## RUSS COLUMBO

NBC and  
Victor Record Artist  
Management  
NBC ARTISTS SERVICE

John P. Medbury



Master Without Ceremony

on the  
M. J. B.  
Dinner Dance  
Revue  
at the  
Stations  
Coast  
Network

JOE CALICCHIO

(Musical Director of WJAG)  
Now at N.B.C., Chicago

PROGRAMS:  
Amos 'n' Andy, The Goldbergs  
Night  
Whoopee Program  
Sat., 9:30 to 10 P.M., O.D.S.T.

THE NATIONS STATION, NEW YORK  
PRESENTS

## SEGER ELLIS

AL WOODS

TOP OF THE MORNING  
WOLF, BOY & BOY  
Sleeping Late Sunday

EDDIE SOUTH

(The Dark Angel of the Violets)  
his  
INTERNATIONAL ORCHESTRA  
at the  
CONGRESS HOTEL, CHICAGO  
Broadcasting Nightly—KYW

JOHN SHEVLIN  
(TENOR)

Tune in on WOR  
Every Monday, 11:15 A. M.

HAL BECKETT

ORGANIST  
Fox, Brooklyn, New York  
INDEFINITELY

## KUZZNEZOFF and NICOLINA

"STEERO" Program, Wednesdays, 10:15 a.m., WEAF

# Opposish Networks Wage Battle of Banners at Democratic Convention

Chicago, July 4

NBC and Columbia's p.a. contingents lived up to expectations and at the Democratic convention pulled another one of those headline battles. On this occasion it wasn't over the buttonholing of political names for exclusive mike appearances, as developed at the GOP meet, but had to do with the right of one network hogging the platform with insignia signs to the complete exclusion of the other. As far as the chains are concerned, the Democratic nominating event will go down in history not as the battle of the century, but as the 'battle of the banners.'

When M. H. Aylesworth appeared at the opening session of the proceedings his office opened wide as he caught sight of two large silver-tinted banners reading 'Columbia Broadcasting System' strung across the Stadium's main floor. The immediate reaction of the NBC praxys was to find out why his network's insignia wasn't up there and why NBC had been shrouded out of the picture.

Inquiry was addressed to Frank Mason, v.p. in charge of publicity, who, although he didn't have the answer right at hand, hoped to get the situation straightened out as quickly as bright and large quickly made up. When it came to putting up these banners the opposition network squawked loudly and in plain to the convention's arrangements committee. As the heat of argument reached one of those points verging on action, the committee intruded with the suggestion that each network should string up a banner in front and the others on either side of the platform. Columbia had no other alternative but to assent and allow the banners to be the delegates' eyes for the rest of the convention.

## Common Foe

Shortly after this set-to the networks suddenly found themselves joined in argument against a common foe. Senator Walsh of Montana, the meet's permanent chairman, came to the conclusion that the mikes ranged along the fore and aft of the platform were obstructing his view of the delegates, and he ordered them removed. Reps from both chains blew up at the instructions argued that the mikes were removed without destroying their pickup efficacy. If the mikes shut off his vision, suggested the network p.a.'s and engineers, why not remove this? By so doing the delegates built for him. NBC and Columbia finally brought outside pressure to bear and the squabble ended in a compromise, with the networks each leaving a man in charge of moving their spares around to the side.

Due to a previous agreement between the networks did not get on Wednesday night's session until after it had been going two hours and entailing listener misout on the reading of the platform report. Chasins had figured that they would lose between the estimated \$50,000 in advertising income if they went on with the session when it started at 7 o'clock. The next day brought out a blare in the Chicago Tribune's column, announcing to the world that its WGN had achieved a nationwide scoop in broadcasting the convention proceedings. At 7:30 and 9 o'clock when the important majority and minority reports on the platform were being read to the delegates. Sheet further back of the substantial revenue the station forewent to put over this scoop. Fact of the situation was that another local station, WJJD, carried the proceedings from the starting point.

In the excitement WGN forgot to give courtesy mention to the CBS contingents it dished during the 7:30 to 9 o'clock period which brought a bump in the network's ratings. Among the CBS programs WGN had to pass up in order to carry the Wednesday night (23) proceedings of the Democratic post-war was the Eric Crime Club. So the network of the mystery series was scheduled for that evening.

Followers of the program put in a noisy squawk to the network of CBS here over the omission. CBS finally worked out its own solution to the dilemma by asking WGN to make an announcement the next

## Just a Lazy Guy

Long Branch, N. J., July 4. Thomas Burley is really the world's busiest man. Besides owning and operating stations WCAP, Asbury Park, and W. R. Red Bank, he is publicity agent for the city of Asbury Park and was president of the chamber of commerce. Also director of the annual carnival and baby parade and booker for the Asbury Convention Hall and Casino.

## Crosby-Lombardo Billing Keeps Guy Out of Par Picture

Hollywood, July 4.

On the verge of signing a Paramount contract for 'The Big Broadcast,' Guy Lombardo and his orchestra balked when he informed that he would be billed under Big Crosby. Lombardo figured his reputation would be damaged. Crosby's contract specifies that his billing be over all the other radio names in the picture. Reported personal enmity between the two was denied by the crooner. Filming starts Tuesday (5). Upon completion director Frank Tuttle will go out to photograph the radio names lined up already to punctuate the film. This footage will be processed into the rest of the film.

## COURT PANS TRACY FOR 'ABANDONING' MANAGER

Ed Wolf, manager of Arthur Tracy, the 'Street Singer' of the CBS, was fully sustained in his suit against Tracy by Justice Selah B. Strong of the Queens (N. Y.) Supreme Court. A receiver and referees were ordered appointed to protect Wolf's claims of a one-third interest in Tracy's earnings.

These suits have been in escrow for the past few months pending adjudication, both the CBS and the various theatres which have played Tracy for personal appearance without holding the money by court order. Justice Strong not only held for Wolf that the 'Street Singer' billing was his, but observed that Wolf had much to do with the making of Tracy's fame and fortune and scored the radio songster for abandoning the man responsible for his success after attaining quick fame and fortune.

Wolf sponsored Tracy on CBS and effected the 'Street Singer' CBS contract. Wolf also set forth that he created the radio style of the songster's programs and otherwise groomed him. His contract with Tracy runs until June 15, 1934.

## Unsettled Disputes

Chicago, July 4.

No decision in WBEZ's appeal against the assignment of its wavelength by the Federal Radio Commission to WJMS, Gary, Ind., is expected before the fall. Circuit Court of Appeals in Washington which had the case on docket adjourned last week for the summer.

Tribunal's layoff also leaves unsettled the dispute between the commissioner and Bob Schuler, Los Angeles evangelist. Latter was operating KGER when the commission gave it the padlock on the grounds that Schuler used the outlet for personal attacks.

## Ether Show Connects

Spokane, July 4.

Captain Dobbs and his 'Ship of Joy' company played last week and this week last week and about \$4,500. This is first radio talent entertainment offered Spokane and the natives flocked to the show staged in the Gonzaga University stadium.

Will Maylon, formerly stock actor and producer here, managed the show locally for the American Legion.

night that a synopsis of that particular thriller would be sent listeners upon request.

## WHK's, Cleveland, Deal For WAUI, Columbus

Cleveland, July 4. WHK, operated here by Radio Air Service Corp., has completed deal to buy WAUI in Columbus from the American Insurance Union. WAUI, 500-watt station with no chain affiliation, is to be used by WHK solely as an investment, according to M. A. Howlett, manager of Cleveland station. Acquisition of out-of-town spot is believed due to influence of Cleveland Plain Dealer Publishing company, which entered the radio business by recently buying controlling interest in WHK.

## PUBLIC EVENTS BROADCAST BY DISCS

Moscow, June 25.

'Radio newswell' is the latest link in broadcasting here. Events are recorded on sound films and the sound portion is then broadcast.

The advantages over the mere recital of news on the radio or even over the broadcasting of events directly from the place where they occur are obvious. The sound strip can be cut, mounted and artistically jugged to get the dramatic essentials out of news, without obliging the listener to hear the dull as well as the exciting portions of an event.

A national test of radio newswell has just been made, with practically all Soviet stations participating. It is estimated that 20,000,000 people listened in which this country is very nearly a record figure.

The subject of the test was the May Day celebration in Moscow. A newswell of some 40 minutes' duration was run off—that is to say, the sound portion of it—while the whole country listened in. By skillful mounting the effect of the day's celebration was reproduced: from the speech of War Commissar Voroshilov down to the hoof-beats of the cavalry. The whole day's proceedings were boiled down to 40 minutes' drama that was really breath-taking.

The radio newswell idea was hatched by a gifted young film director, Victor Geyman. In its ideal state, of course, the radio newswell should be combined with television. His own efforts, he told a 'Variety' correspondent, were now concentrated upon television.

## 30 Monks to Radio Eds, O. & J.'s Publicity Stunt

Olsen and Johnson sent out some 30 free monkeys, alive and with their owners, and one of them would be a swell publicity stunt. One crabby New York radio editor wanted to know whether there was some ulterior reference there.

The radio editors sent the caged animals by express to 30 or so New York radio editors as a gag to herald their radio debut for NBC on a three-ply RKO contract embracing radio, vaudeville and pictures. The comedians start with July 15 as guest stars on the Fleischman hour from WEAF.

'Variety' received one of the monkeys, but 'Variety' muggs, kind to their small, took theirs up to the Central Park zoo.

## Donald Gray Bankrupt

San Francisco, July 4.

G. Donald Gray, KYA baritone, has declared himself bankrupt, with liabilities of \$2,296.83 and assets of \$283.

## REFUSED COMMERCIAL

Phil Spitalny refused a shoe commercial over WINS. The maestro figured it would hurt his prestige to work on a lesser station, even though Spitalny is presently not tied up with anybody.

The WINS account insisted on Spitalny's name being used, no pseudonym.

## WINKLER AND JARRETT

Dannie Winkler is negotiating to take over the management of Art Jarrett. Jarrett recently completed his CBS broadcasting contract.

# Gov't Called On to Bolster Quality Of Australia's Non-Ad Air Programs

## Bed Sets

Paris, June 24.

French technical experts have perfected radio receiving sets which can be slipped beneath a pillow and tuned so that only the head which rests thereon can hear what's going on.

Contrivance is expected to be a boon to hospitalists.

## Wald Will Maintain Salary Raises Offset Paper's 'Out' Clause

While Bill Jaffe, of the Nathan Burkan office and Jerry Wald's attorney, originally interpreted his client's contract with the New York 'Graphic' as having little legal standing, because of a protective clause, the fact that the paper had raised Wald's \$75 weekly salary several times, and voluntarily, offsets the proviso of rendering services 'to the satisfaction' of the paper, according to Jaffe.

The lawyer now sees the 'satisfaction' paragraph nullified by the fact the paper had so treated its radio columnist.

Howard Swaine, the 'Graphic's' m.e., when giving formal notice of Wald's dismissal, called the columnist's attitude on this clause.

Swaine insists that Wald's Graham McNamee review had nothing to do with his ouster, but the other paper, in a recent comment, have stated otherwise, to the annoyance of both the 'Graphic' and NBC, which disclaims any squawks to the tab.

NBC states that 'perhaps' Lord & Thomas & Logan, the ad agency for Lucky Strike, which employed McNamee for the fight announcement, complicated matters.

The filing of a voluntary petition in bankruptcy by the Daily Graphic, Inc., and the decision of the Macfadden tab to suspend publication probably kills whatever merits of Wald's claim unless the ultimate accounting of moneys receivable leaves a surplus to meet all obligations.

## Virginia Rea Back as Self on NBC Sustaining

Virginia Rea, with the Palmolive hour for two years under the name of Olive Palmer, returns to NBC under a contract to the artists' bureau.

Miss Rea was signed for the Palmolive program over two years ago by the Lord, Thomas & Logan agency. She was under direct contract to the agency. After going with the soap account, Miss Rea changed her name to Olive Palmer. Four months ago Palmolive went off the air and the agency released her. She will start NBC sustaining under her own name.

On July 15 Miss Rea will 'reunite' with Paul Whiteman's orchestra on the radio broadcast. After going back early in September, she is booked for the same program for the broadcasts of Aug. 5 and 26 and Sept. 16.

## KGER's Talent Hunt

Los Angeles, July 4.

In order to use Los Angeles entertainers who otherwise would not be heard over a suburban station, KGER, Long Beach, has opened a remote control studio here, at 12th and Maple.

Mel Roach is program director at the branch.

## KMTR's Two Musicians

Hollywood, July 4.

KMTR has let out its band for the summer, intending to call it back early in September. Only instrumental music being used now is piano and organ.

## Milk Co. Flirting

San Francisco, July 4.

Bowing out of KFCR as a sponsor for several years, Golden State Milk Co. is flirting with NBC on a new serial program. Number of auditions were staged this week in search of characters.

Sydney, June 5. So loud became the outcry against weak air programs that the Federal government was forced to deal with the situation, and has appointed a new radio board to control it.

Personnel of the board comprises, Lloyd Jones, head of a big dry-goods store; Herbert Brookes, former Trade Commissioner in America; Professor Wallace, former film censor; R. B. Orchard, politician; and Mrs. Couchman of the Women's National League.

Before appointment of the new board, radio was controlled here by Sir Ben Fuller, Frank Albert and Stuart Doyle. Their term of office expires in July.

Radio in Australia is divided into two sections, and 12 stations. The A stations are not permitted to use advertising in their programs, and receive the greater portion of the 24 shillings charged for advertising on the radio. The B stations rely solely for their revenue from advertising. In Sydney there are two A stations and against six B stations.

## Disca, Ad Alternates

It is the method of the B outfit to play a record and then present an advertisement, then another record, and so on. The B stations put sporting features over twice weekly. Two of the local B stations are controlled by the courts and one by labor supporters. The big kick has been against the A stations for the inferiority of their programs.

It is expected that with the new board, into operation here, there will be a decided shake-up all around in the methods now current with the A stations.

## SKOLSKY DIDN'T KNOW RADIO IS THAT TOUGH

After all arrangements had been made for Sid Skolsky to go on the Gerardine CBS periods, which started Thursday (30), the 'News' columnist withdrew from the program. George Metzger and Bettina Hall were obtained by the agency instead. Subs were for one time only. Agency handling the action decided to change the cast week.

Skolsky originally had Russ Colombo for his opening program, which was set for Monday (27). Unaware that NBC did not want any of its contracted artists to make gratis 'guest' appearances on other stations or networks, he had written a script for Colombo and everything was arranged when NBC heard of it. This occurred three days before the opening broadcast and forced cancellation of the inaugural program until Thursday (30). In the meantime, with Colombo banned, Skolsky got Willie and Eugene Howard. The agency turned the comedy team down. That was the last straw for Skolsky, who didn't know handling a radio program would be so tough, and the columnist threw in the towel. Although he held a contract, Skolsky decided to tear it up.

Unusual part about the ad agency's selection that Willie and Eugene Howard haven't enough 'class' is that this team has been used time and time again during the past year by NBC as guest features.

## Audition Days in Dixie

These are Audition Days in Dixie around New York. July is the big open season for next season's broadcast activities.

As a result, everybody is hanging around, waiting and waiting and very much on the qui vive for whatever commercial breaks may be forthcoming.

Even the world-beat radio artists are keeping their fingers x'd for the next four weeks, with all the auditions for the new programs, now under way or about to get started.

## C. & S. RENEWS

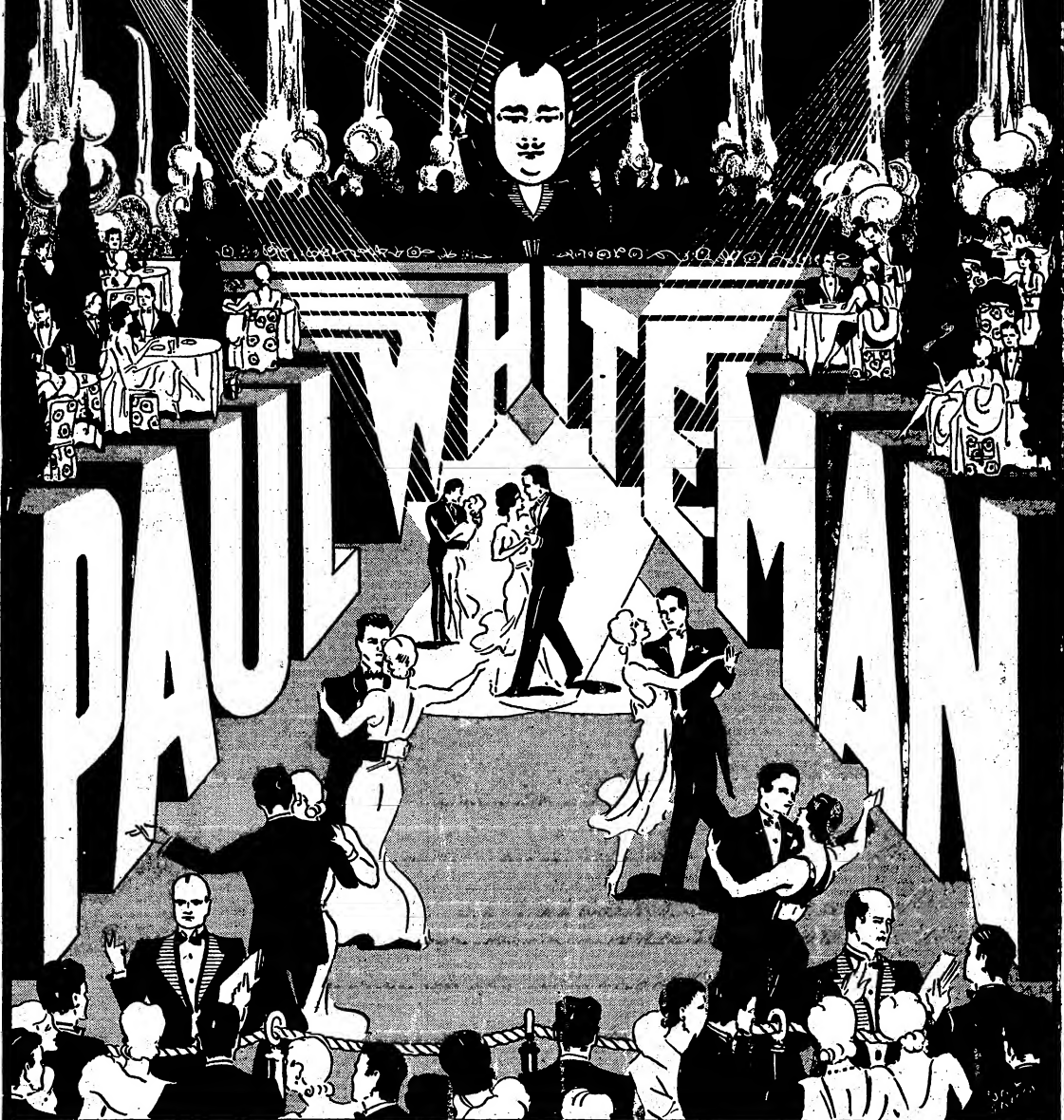
Chase & Sanborn tea has renewed with CBS for an additional 13 weeks. Will retain the same schedule and talent, George Price and Benny Krueger's orchestra.







BETWEEN THE MOON AND THE STARS  
and the *CASCADES*  
ATOP HOTEL BILTMORE  
NEW YORK  
*it's*



BUICK-OLDSMOBILE-PONTIAC PROGRAMS

EACH FRIDAY, 10 p.m. E. D. S. T.

VICTOR RECORDS

EXCLUSIVE MANAGEMENT N. B. C. ARTISTS SERVICE

Personal Representative, JACK LAVIN



# PALACE, CHICAGO

(Continued from page 31)

ally. Or so it seemed. He hardly permitted himself a smile. Hal LeRoy, closing the show, is perhaps too New Yorkish for the audience. His superior in execution of truly remarkable triple time routine is calculated to deceive those not on the inside. Still, the assembled Chicagoans did appreciate and realize that it was something extraordinary. The show was spiced, but not generally acceptable, with a boy tenor and girl dancer keeping it strictly a younger generation presentation. They did very well throughout.

Metro sloughed 'Old Morals for New' to this RKO house. Summer and the fact that Beaudyck was only two loop theatres open helps explain that. Opening his indicated little off-the-fireworks for Fourth of July week.

Land.

# LOEW'S ORPHEUM

Fast paced bill provides better than usual vaude fare for this neighborhood. Metro's 'Buddie' featuring Ramon Novarro, drew a fair house for the first show Saturday.

Leach La Quinlan Trio, two girls and one man, follow with acrobatics. Two girls are perched on pedestals on either side of the stage. A wire is stretched between them, either around their head or held between their teeth. Man stunts on the wire supported in this manner by the girls.

Will J. Ward deuced and got off slowly with his song numbers, followed by a rough stuff, but when he went into a series of Irish and Yiddish gags, that the house warmed up to him. Gags were mostly for the most part, but this mob went for them.

Russell and Armstrong, two men, followed with a rough stuff, but when he went into a series of Irish and Yiddish gags, that the house warmed up to him. Gags were mostly for the most part, but this mob went for them.

Acrobatic hoofs wound up their turn.

Harry Ames and Co., next to closing, a flash turn, but a bit overlong. Has a solid finale, an adagio between two youths and a slim girl. Number is nicely staged and well routed, but a bit of the quite difficult, are smoothly accomplished. Ames is a cobbler.

Acrobatic hoofs wound up their turn.

Bob Murphy's turn was a smash closer. Act is called, and make the grade anywhere. Two kids, boy and girl, and referred to by Murphy as 'the kids', are old youngsters and work with a swell style. Girl is a torrid songster while the boy doubles between tenor and baritone and solo. Murphy waves in and out of their work with gags and songs.

# GRAND O. H.

One of the funniest things on the stage of the Grand Opera House is a sign on the advertising drop plugging the 45c admission to the hotel. With the customers getting three and a half hours of show for two bits, the entire family would expect to feed on 85c. House runs two features, a new arrival and some more stuff in addition to a good deal of vaudeville of four or five acts. This week it's four, and all of them click.

Opener is Shepp's dogs, not listed in the file, though clearly not a break-in. About a dozen dogs and

three monkeys. Great stuff for the kids and had the smaller ones standing on the seats to get a better look. Under New Acts.

Following spot is held down by Small and Mays, two colored comedians who might be able to work out a good turn if they had better selective faculty. Open nicely with an 'stage singing' number, 'Over' in a light tenor which fools those who do not know the turn. Small does most of the work, with Mays playing the piano and accompaniments. All right when they are singing, but it takes a soft touch when they are not singing the talk. They were easy here, so came back for a shuffle after having hung around for 15 minutes. Shuffling on the stage at another night, but Small can put over a song nicely and often with distinct style. Singing in German and Yiddish, and the same house which catches on the Yiddish breaks a hand applauding an Irish number.

Josephine Harmon and a girl to feed her gets over in the wcy-atto girls who are stout enough to admit it. Always has Good nature and easy in her style, and held them with nearly 18 minutes of talk. Only song is a burlesque, and she doesn't dance.

Closer is La Costa, Carlita and the Three La Costas (New Acts). Singing in small comedy. Got a curtain bow even if the audience did know that it was the last act and time for the pictures.

Finale are 'Stranger Case of Clara Deane' (Par) and Tim McCoy in 'Riding Tornado' (Col). The western was aces with the kids.

# ORPHEUM, DENVER

Denver, July 2.

Glory F. Lee and the Harris twins opened. The Harris twins introduce the act with a little poetry about their date—and has, date with Glory, who starts by singing 'Would You Love Me Like I Love You' and goes into a great routine of long-legged legman. Opening set is a beauty.

The twins play the pianos and go in the dances. In Glory's second act, she sings 'The Girl Who Walks' and goes into a great routine of long-legged legman. Opening set is a beauty.

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# Showboat Troupe's Trouble

Louisville, July 4.

Members of the show troupe of the 'City of Memphis,' show and excursion boat, and the crew, were ordered off the boat last week after weeks of idleness.

Leo J. Sandman, attorney hired to represent the employees, succeeded in getting the crew half of their back pay and reinstatement with promise of payment from holiday money received.

Members of the orchestra and the show troupe did not return. Sandman filed a suit against the boat, claiming \$100 each for the 22 members of the crew who were ordered off the boat without being given discharge papers.

# 20 la. Fairs Agree on 1932 Policy for Gate

Manchester, Ia., July 4.

Concerted action has been taken by fair managers in northeastern Iowa territory trending toward the state of attractions and gate this fall.

Will put all fairs in the territory on the same basis. More than 20 fair officials present for sessions headed by E. B. Williams, president of the northeastern Iowa association.

Officials were for reductions in price of attractions which they will secure to coincide with ticket admissions.

Most of fairs are lining up on premium books at present and doing so in accordance with the dates of which have been set.

# Spokane Business Men Get Circus Ban Repeal

Spokane, July 4.

The city fathers voted to give the circus back to the kids. Instructions were given Corporation Counsel James M. Geraghty to draw up a repeal of the \$25,000 bond clause in the city carnival ordinance, passed last year to govern tent shows looking for the fall season.

Harper Joy, president of the local Circus Fans, headed a delegation of business men asking for the repeal. Al G. Barnes' show passed up Spokane this year in preference of bowing to the huge artery bond.

# Tents Taxed Out

Marshalltown, Ia., July 4.

A regulation scale is in order to regulate tent shows and carnivals and aimed to protect home theatres. Amusement parks will remain at \$50 a year.

Amusement parks will remain at \$50 a year. The first day, \$25 to \$50 for each additional day less than a week, and from \$100 to \$300 a week. Circuses, \$100 a day with a nick of \$5 for each show under separate management.

Permanent theatres will pay \$50 annually. Other shows, not theatrical, will pay \$15 to \$40 for first day if seating over 1,000, and \$10 to \$25 if under, with week charge from \$25 to \$100, depending on seating capacity.

# Latest Fox Suit

(Continued from page 4)

manipulation, also collected a commission. Additionally it is charged that several including Jack Leo, John Zant and others charged off something like a \$6,000,000 market loss.

When the issues will actually come out is not known, depending mostly on when Fox's attorneys will file answers before any idea of trial action can be gauged.

In the aggregate, Fox Film seeks to recover some millions above the \$18,000,000 purchase price handed W. F. by General Theatres in April, 1930. This is additional to the \$5,000,000 sought from W. F. in another suit, also filed in Nassau, by Fox Theatre.

Mostly similar in the two actions. Filing of the complaint followed months of under investigation by the state attorneys.

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# O B I T U A R Y

## MORRIS SCHLANK

Morris Schlank, 54, independent producer, died suddenly June 29 at Marietta, Hot Springs, Cal., where he had gone for a rest. Schlank had been a semi-invalid for the past 20 years, but despite physical handicap he succeeded in the production of independent pictures. At the time of his death he was head of Premier Pictures Co.

Originally the operator of a costume rental establishment with his wife, Bess Schlank, he started producing motion picture one-reelers in 1920 with Charles Chase as his star. Later, he went into feature production.

Besides his wife, Schlank is survived by three sons.

## NETTIE BURK

Nettie Burk, 90, once famous as a circus equestrienne, died in her apartment, 414 1st avenue, Sunday, July 3.

She had hidden in all of the principal circuses during her prime but retired when an unhappy marriage to a barkeeper, who died a few years later, left her ashamed to reappear. E. B. Williams, president of the northeastern Iowa association, had been under the care of the Actors' Fund for some years.

## COL. WM. F. HALL

Colonel William F. Hall, 68, widely known circus man and exporter and buyer of horses and wild animals, died at his home in Lancaster, Mo., June 30.

Colonel Billy as he was known, both in and out of the circus world, started in the show business in 1904 when he took over a small show and continued it as the Great W. F. Hall Show.

## KITTIE DELORME NASH

Kittie Delorme Nash, 69, veteran trouper, -week died in St. Louis, Mo., Sunday, July 3.

During more than 30 years in the profession, Kittie Delorme trouped the entire continent. She owned and personally directed several companies and retired only nine years ago.

Clayton Hyatt, who played minor parts in Hollywood a few years ago, committed suicide by hanging in

Windsor, Ont. He had taken reducing medicine to cut down his weight so that he might experiment with an airplane he was building. Drug weakened his heart muscles, preventing flight. Disappointment caused a nervous breakdown.

A. P. Burdick, 60, died in Wichita, Kan., June 24. He was for five years sec. of the Kansas Free Fair, lately resigning to take a government position. He served several terms in the state legislature.

T. J. Palmer, for many years drama and music critic of the

IN MEMORY OF

THE MINER BOYS

Ed - Tom - George

Mr. and Mrs. Barney Gerard

Octavia 'Citizen' dropped dead there last week. Heart failure was observed as judge in musical contests.

George M. Malcolm, 56, secretary-treasurer of the Culver City (Cal.) Kennel Club, died Sunday, Wednesday (29) after suffering a second stroke.

Victor Lawronson, 57, voice teacher, died in New York, June 28. He included many prominent stage and picture actors among his pupils. Survived by a sister and brother.

Ray E. Sohlen, 53, former theatre owner, died suddenly in his home in Reading last week. Was former manager of the Nodson theatre.

Walter Thompson, 72, exchange editor of the San Francisco 'Judge', died Tuesday (28) in Mill Valley, Calif.

Mrs. Blanche Dingley Matthews, 59, music teacher and author of an instructional method, died in Denver July 27.

Louis Berger, book stage doorman at the Marquis, New York, died July 1. He was close to 80.

# Stranded Welsh Rodeo Men Fed by Toronto

Toronto, July 4.

Humanity, and not the law, will determine the treatment of 56 stranded and unpaid cowboys of the Welsh Stampede and Rodeo Co. who are stranded here in Canada.

Appearing for the committee, J. Hall claimed that Peter Welsh was an undischarged bankrupt and that a contract with the Welsh Stampede and Rodeo Co. to put on the rodeo and meet all claims had been agreed upon for \$5,000. After the expenses were met the money was to be divided, first \$10,000 to unemployment committee and 40% to Welsh, all other money equally.

Chief of Police John Faude declared that the committee had been hoodwinked. He did not learn until too late that the percentages turned over to Welsh were not being paid on a per cent basis.

Immediate outcome is that Judge Coatsworth has ordered the sale of horses valued at \$1,100, the proceeds to be distributed among the cowboys. He said that these are being ridden on for dray purposes and nobody wants them.

# NEW TENT RULE IN WASH.

Washington, July 4.

Under an amendment to the police regulations, circuses and carnivals coming to the District of Columbia will have to secure the consent of more residents near the sites of the tents—about twice as many as in the past.

Acting in response to many protests, filed by residents located near the grounds of a recent carnival, the city has decided to increase the area from which consent must be obtained.

Three-fourths of the residents and owners of property within 600 feet of the site must now sign the papers. Previously, the area extended only to 300 feet.

# LETTERS

When Sending for Mail to VARIETY Address Mail Clerk. POSTCARDS, ADVERTISEMENTS, CIRCULAR LETTERS WILL NOT BE ADVERTISED. LETTERS WILL BE ANSWERED IN ONE ISSUE ONLY.

Cann Mildred Chambers A. B. Grover Bronx  
Daval Mrs. M. H. Hoover Alpine  
Egger Milton Merrill Besie  
Frayley Will Schopp Las Vegas  
Griffin Mrs. Pauline Edith  
CHICAGO OFFICE  
Boyd Edwin Verobol Madame  
Lavin Henry J.

# RKO STATE LAKE CHICAGO

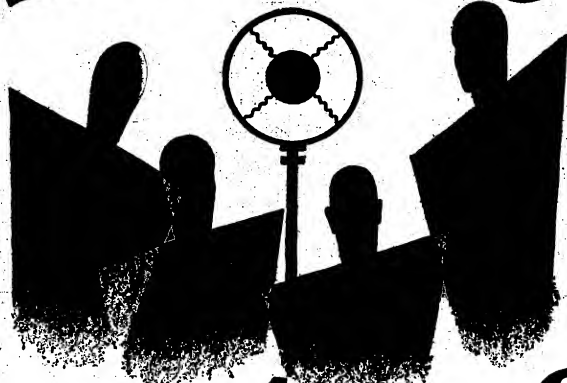
RKO-RADIO Presents FRANK BUICK (In Person) in "Brig 'Em Back Alive" A RKO-RADIO PICTURE

# DOROTHEA ANTEL

116 W. 72d St., New York City  
The Sunshine Shoppe  
New Assortment of GREETING CARDS  
For All Occasions

# grosses tell our story!

# Mills



# brothers

four boys and a guitar

The following table compares the box-office grosses of five stellar stage and radio attractions in four Paramount theatres in key cities this year. These names were selected because they are recognized as ace drawing cards.

	NEW HAVEN	BOSTON	BUFFALO	DETROIT
MILLS BROTHERS ..	\$20,000 (April 21)	\$40,000 (April 28)	\$30,000 (May 19)	\$37,000 (May 26)
TED LEWIS .....	\$16,000 (March 12)	\$39,000 (March 3)	No date this year	\$33,000 (February 3)
MORTON DOWNEY	No date this year	No date this year	\$29,000 (April 21)	\$29,000 (April 28)
BING CROSBY ....	\$14,000 (May 19)	\$29,000 (May 12)	\$22,000 (May 5)	\$27,000 (April 21)
GUY LOMBARDO ..	Never Played	\$37,000 (May 19)	\$30,000 (May 26)	\$38,000 (June 2)

All of these engagements were in Paramount-Publix houses, which explains why—after 15 record-breaking weeks—Paramount-Publix has exercised its option for 10 additional weeks with the MILLS BROTHERS.

*Exclusive Management*

*Personal  
Representative*

THOMAS G. ROCKWELL

Mills-Rockwell, Inc.

ARTISTS' REPRESENTATIVES  
799 SEVENTH AVENUE · NEW YORK CITY



CIRCLE 7-2584-S-B

*Booked by*  
**COLUMBIA**  
Broadcasting  
System  
"CHIPSO HOUR"

TUESDAY & THURSDAY  
AT 9:15 P.M.



# VARIETY

PRICE  
15¢

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VOL. 107. No. 5

NEW YORK, TUESDAY, JULY 12, 1952

48 PAGES

## B'WAY RECORD SUMMER LOW

### Ex-Gang Molls Make Useless Tries At Buying New Careers in Pictures

Hollywood, July 11.

This picture settlement has become a favorite resort for former wives, sweethearts and widows of eastern gangsters and racketeers. The women come here to forget, and try to crush pictures.

Many of these femmes evidently figure they're pretty far from Broadway and may be able to connect in a studio before the east can queer it for them. Usually they change their names.

#### Payroll Offer

A former wife of a Chicago gangster has called on several agents. "I'll put you on my regular payroll," she told one agent in an effort to have him represent her. Agent turned her down. Girl had no looks or apparent ability, although she'd had stage experience.

Another, reported, the girl friend of a late New York gambler, is here with a new title and attempting to angle films by little theatre productions. She has a press agent, throws parties and even hired a photographer to flash her with any big shots who came to the theatre. She didn't realize the surest way to exposure was having her picture printed.

As far as known, none of these women have made a picture connection.

### EVEN LANDED GENTRY BALKS AT \$2.75 SCALE

Scarborough, N. Y., July 11.

Since the exclusive Beechwood theatre opened its summer season here, the top admission price of \$2.75 has evidently been too high even for those who reside on nearby estates.

Beautifully appointed 300-seater is on the estate of Frank A. Vanderbilt. With Broadway casts and new scenic investiture, the scale looked like a natural, but attendance did not perk up until tickets were reduced to \$1.85, ranging down to 65 cents. Besides which, instead of six performances weekly, shows are (Continued on page 29)

### DRAMA AS CIVIC ISSUE

Utica Calls Mass Meeting to Decide on Backing

Utica, N. Y., July 11.

Uticans interested in an attempt to revive drama professionally will hold a mass meeting in the School Administration Building here tomorrow night (12) as the first step toward a citywide survey.

Bruce Conning, former director of the Utica Civic Theater and later associated with the Stanley here, is in line for executive director if the meeting results in a decision to financially back a resident repertory company.

### A Nickel a Day

One unemployed legit p.a. has hit on a system. He found himself 50 mugs to promise him a nickel a day. Every morning he makes the round of his 50 clients and collects. That gives him \$2.50 a day, which he can live on satisfactorily.

If a couple of his customers hold out it amounts to a 10c loss and makes a big difference.

## CRANK LETTER DELUGE IN SHOW BIZ

Show business is being flooded with anonymous letters. It's been going on for months.

Depression is blamed, but not all the letters are believed to come from cranks who always have plagued important executives, stars and others in the film and other branches of the industry.

A majority of the unsigned letters are thought to be coming from soreheads in the business, mainly pictures, while another batch is (Continued on page 34)

### 4 NEWSREEL, 6 'STILL' MEN OLYMPICS' LIMIT

Los Angeles, July 11.

A blow to the studios, most of which have fixed or vague arrangements to photograph Olympic games events for use in shorts or features, is seen in the ruling which bars all moving picture cameramen from the field excepting four newsreel reps. Rule is of long standing, having been in effect at previous Olympics.

All footage of events held in the Stadium or swimming pool will have to be taken by the newsreels. No shots of anything other than the events are permitted.

Only six "still" men will be allowed within the enclosure for the track contests, although a few extras may be permitted in the stands.

#### Vets' Nite Spot

Long Beach, Cal., July 11. Local American Legion Post has opened the American Legion Club, a nite spot, at the former home of Senator Reynolds, one of the founders of the city.

### ONLY 8 SHOWS; LIST IS WANING

Compares with 1931 Summer List of 11 and Six-Yr. Average of 25—Condition Reverts to Practice of Last Century When All Suspended Till Sept.—42d Street Showless for First Time in History

#### FALL OUTLOOK GOOD

This is Broadway's dullast summer in modern show times. Before the century turned managers shut down by May 30 and never thought of opening until Labor Day. Precedent was broken when revues were devised, but even then generally not more than four attractions constituted the summer fare up to early portion of the war. Possibility is that 1932 will go below that minimum with a high mark of approximately 31 shows ploughing through the heat two summers, while the six-year average was 25 attractions.

There isn't a legit show on 42nd street. No such previous condition is known for the once famous show thoroughfare for nearly 20 years, or the early days of the New Amster- (Continued on page 44)

### Upstate Girls Won't Go for Nature Cult

Rochester, July 11.

Rochester Gymnosophy League (upstage for naked cult) is finding difficulty enlisting girls. Special ladies day and dancing males prove no draw. One looker was offered a free membership but still no sale. William W. Newcomb, son of a minister, is director of the league and has leased a secluded spot in the woods 20 miles from the city.

Ads in the newspapers brought plenty of males ready to gamble on the green, but promises to have fair ones there to frolic, too, not fulfilled so far. Apparently the league cannot function without them for members are demanding their coin back.

#### 5c-\$1.50 6-DAY RANGE

Cincinnati, July 11.

Three price changes within six days were in effect last week at the Strand, Newport, Ky., opposite here. Changes included all-time high and low gate charges for talkers in that city.

Up 40c Sunday (3) the theatre's scale was 15c. for kids and 25c. for adults. Followed 'Grand Hotel' for four days with the road-show rate of 50 to \$1.50. A Tom Mix film went on Friday (8) with a tariff of a nickel for children and 15c. for grownups.

### T. N. T.

Hollywood, July 11.

Clara Bow has made it known that after she completes her picture for Fox she will direct her husband, Rex Bell, in westerns for Trem Carr.

Local interpretation is that as an innovation it's the closest yet to a husband and wife partnership in a bridge game.

## PLENTY SHOWS IF NO TRADE IN N. J.

Long Branch, N. J., July 11.

There are more roadhouses and nite clubs with floor shows along the coast this season than ever before. The reason being that entertainers can be obtained for clearer money.

With cost of talent down to a new low, nite spot operators figure they can't lose much more by adding entertainment and as a result nearly every food and drink place that is open after 9 o'clock has (Continued on page 34)

### MAY EVICT VALENTINO'S BODY FROM CEMETERY

Hollywood, July 11.

Body of Rudolph Valentino may be evicted from the Hollywood cemetery.

Leon Bayard De Volo, artist, has received from Sylvano Balboni, widower of the late June Mathis, instructions to sell two of the six vaults in a Hollywood cemetery owned by the Mathis estate. Valued at \$1,000 each. The four retained by the estate contain the bodies of June Mathis and three relatives. One of the two to be sold was loaned for the supposed temporary disposition of Valentino.

It does not appear that any provision has been made for the removal of the body to another grave.

### Home Talent Outdoors

Malvern, Ia., July 11.

Home talent will be used exclusively to open air acts, plays and entertainments at the Mills county fair, Aug. 9 to 11.

George Hilton, president, said it would make possible a substantial reduction in admission charge.

Reno, July 11.

As a revenue producer for prize fights or rodeos Reno is a cold potato and it's going to be quite a spell before any of the wise boys make another attempt to pack the chumps into the race track arena and put up real coin for the bally-hoo.

The Baer-Levinsky fight, promoted by Leonard Sacks, flopped to the tune of 10 grand, but those whose money was lost will never be known. Sacks' friends say he and Jack Dempsey dropped the dough while others say that the loss was saddled on Leaping Lena Levy, sister manager of the Chicago fish-market boy. Lena once said that it would be worth \$10,000 smackers to her to get Max Baer in the ring again with her brother and it is possible that \$10,000 is what it cost her.

#### 10 G's Worth of Rad

The fight, staged on July 4, grossed \$23,000 according to the best dope obtainable and Baer got \$10,000 for his end. It cost plenty bucks to rent the arena, while the publicity was not inexpensive. The preliminary card featuring King Tut and Frankie Bataglia, also cost real dough so if there was much (Continued on page 35)

### CHANGE OF PACE FOR RADIO HOURS IN FALL

A new radio showmanship is being prophesied within air circles for the fall. Advertising agencies are taking the initiative and are inquiring what's due to precede and follow their accounts at certain hours on certain nights. Objective is to get away from a succession of dawns, talking acts or crooners and to create a radio variety which heretofore, if existent, was chiefly accidental.

The trend accordingly will be to mix up crime club, mellerettes, mystery or romantic sketches with the orchestra-singer combos and achieve a pot-pourri of variety and novelty.

The broadcasters see this from the agencies' skilling until certain desired hours are booked. The agencies then come back with new hunches on training their talent programs.

### Yiddish Sex

Minneapolis, July 11.

Yiddish theatre is taking a leaf from the films' note book and emphasizing the sex features of its offerings here.

The Molly Cohn-Jack Berlin company, at the Shubert, is advertising its initial offering, "A Child of Sin," with posters in English proclaiming it "A Sensational Sex Play." Those who do not understand Yiddish are provided with a synopsis at the theatre.

# Joan Crawford Planning Screen Exit, Says She Will Retire While on Top

Joan Crawford, who knows exactly what she wants, has begun to plan her final exit from the screen. "I shall walk off," she said, at the climax. No, just before the climax. I want to do some really fine things to be remembered by, and then I shall say good-bye, thanks a lot, it was lovely."

Miss Crawford sprang up from the sofa in her hotel drawing room, touched her mahogany varnished wig to her brow in a gallant salute, and smiled. She was on her way to Europe for a vacation and making a brief sojourn in New York.

She strode across the thickly carpeted room. Suddenly she paused. But to know it when the time comes. That's why I'm always groping, seeking to learn, trying so hard to improve myself. I want so much to fight off conceit. I must never allow myself to become self-satisfied. But I don't think I ever will. My ambition is too driving, too relentless to permit me to grow complacent.

"I could never, for instance, talk over the radio. When I did this, when I did that—those silly, stupid interviews all about oneself. Who cares? If you're important enough, people will talk about you. You don't have to talk about yourself."

**A Garbo Angle, Too**  
Miss Crawford said she didn't know how good she was in "Rain," "Kluge," "Magnificent Performance" for comparison. Suddenly recalling the remarks of those people who likened her latest screen development to an imitation of Garbo. Now she was hurt.

"I admire Garbo. I think she's a great artist, and because I said so they started whispering. She's imitating Garbo—ah, ah! That's so unfair so untrue. I don't have to imitate anybody. I don't. I've my own personality. You don't know how I suffered when I first heard they were saying I cried. I wined, for I have worked so hard. I wish I could harden myself against criticism, rise above it, but I can't. I take my work seriously. At least with my temperament, I can never become static."

Sometimes Miss Crawford wonders the accolades of being a picture star is worth the heartaches, she truly does.

## Fox Nibbling at Dick Powell on Loan from WB

Hollywood, July 11. Dick Powell, picture house m. c. now under contract to Warners, is being sought by Fox to be loaned to them for a picture. If loaned he will report on the Fox lot around July 15.

Powell has a small part in "Tossed Event" (WB), his first film, and is now in the east.

## 'Butterfly' for Miss Sidney, Miriam Hopkins in 'Song'

Hollywood, July 11. Sylvia Sidney will do the title role in "Madame Butterfly" to be directed by Marion Gering for Warner Bros. Barney Glazer will supervise.

William Lebaron's second for Fox will be "Song of Songs" with Miriam Hopkins in lead.

## PINCUS AS EXPLORER

Fox Sends Scouts Thru New England to Watch Bams and Lawns

Fox is sending talent scouts through New England, hunting for resorts. Joe Pincus has left for a tour which includes 15 cities and towns.

"Pincus will not only take in plays staged in barns and on lawns, but is empowered to bring back to New York any personality he considers likely for a screen test."

**A WISE MAN WILL MAKE MORE OPPORTUNITIES THAN HE FINDS**

MR. AND MRS. JACK NORTWORTH  
130 West 44th Street  
New York  
Direct, or Your Own Broker

## Adult 'Post-Office'

Hollywood, July 11. Although appearing in but two pictures at Radio in six months, Bruce Cabot may be the most missed man out here.

Studio uses him for the other half in tests of femmes up for parts.

Cabot played in the trials for all candidates up for "Thirteen Women." The one scene, repeated on each test, called for heavy chains.

## S-J CLIENTS 'WAXED' AS LURE FOR AIR DATES

Hollywood, July 11. Selenick & Joyce are spending money in their latest attempt to sell their clients to eastern radio chains. They have recorded three sample disks to give broadcasters and advertisers an idea of what they have to offer. Records made on spec by anyone concerned except the recorder, are not for air use, but as specimens of live hookups to enable the clients to see if the S-J selling scheme goes through.

First made was a mystery by Sada Cowan, with Clive Brook, Marian Marsh and Jamison Thomas. Other two were musicals, one by Agnes, Christine Johnson, with Bebe Daniels, Ben Lyon, and David Torrance, and by Hardesty Johnson, with John Boles, Leslie Dunham, John H. Eddy and Torrance. Sam Coslow composed all numbers and Ted Dahl's orchestra was used. Cost S-J about \$100 each for their three waxes.

## Hart as M-G Writer

Moss Hart is slated for three months on the Metro lot as a writer with possibly another two months following his return to Broadway.

Hart has a play with Sam H. Harris which will be ready to go into production after his three months on the Coast.

William Morris agency placed Hart with Metro.

## Acquit Arizona Film Exec In Second Murder Trial

Phoenix, July 11. E. E. Kunselman, local photographer and former director of Arizona Pictures, Inc., was acquitted last week by Superior court jury here of a second degree murder charge. Released after verdict from Maricopa county jail, where he had been held since early April when arrested in connection with the death, as the result of an illegal operation, of Gwendolyn Duke, 20-year-old janitor.

Trial was the second Kunselman faced on charge, first jury being deadlocked.

Kunselman resigned as director of the picture company following his arrest.

## Chaliapin's 'Quixote'

London, July 11. Robert Milton, former Paramount director, now in Spain, is expected here Aug. 1 to begin production on "Don Quixote," starring Fedor Chaliapin, opera star.

Understood that this picture, being made as an independent, is being financed by Charlie Chaplin.

## Doug's Olympic Short

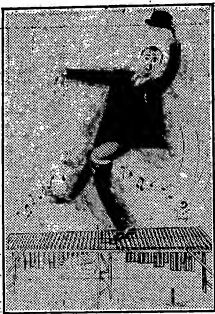
Hollywood, July 11. Douglas Fairbanks, Sr., is completing an athletic short with Olympic competitors and himself to be released July 15 in all Fox houses.

Purpose is propaganda for the sale of pins and programs.

## CAMERAMAN'S DEATH QUEST

Hollywood, July 11. Merle LeVoy, former Pathé cameraman, is here enroute to Alaska, where he hopes to recover the body of Theodore Koven, explorer, killed two years ago while climbing Mt. McKinley.

LeVoy intends to have the body shipped to Koven's family in New York.



WILL MAHONEY

Now appearing at Grayman's Chinese Theatre, Hollywood, California. The Los Angeles "Herald Express" said: "This Will Mahoney, the little broadgrinding Irish boy in Sid Grauman's prologue, is absolutely marvellous. He panicked the supernatural gathering last night at the 'Grand Hotel' opening."

Direction  
**RALPH G. FARNUM**  
1550 Broadway

## L. A. 400 GIVE STARS THE NOD

Hollywood, July 11. Los Angeles society will recognize the picture industry at an international ball given by hostesses of the Olympiad Aug. 5. Some 15 film celebrities have been invited as guests.

It's the first time in local annals that the 400 has found it necessary to use screen names to entertain.

## TRYING TO LIFT BAN ON 'LULU' FOR HARLOW

Hollywood, July 11. Metro is now trying to lift the ban on "Lulu Belle." Purpose is to star Jean Harlow in the screen version of the play of having discovered what a dark wig does to the former platinum blonde.

## M. C. Goes Western

Clifford Eiteljof, who originally produced Ken Maynard's films, has left for the Coast where he plans production of eight westerns with George Givot.

Givot is a former picture house m. c.

## Gates Allowed \$11,693

### From Almee on Award

Los Angeles, July 11. Harvey Gates, film scenarist, was successful in his suit against Almee Semple McPherson.

Awarded \$11,693 and costs for payment of a film story ordered by the evangelist for her picture debut but never used.

## For Art's Sake

Hollywood, July 11. Elysnore Dolkart, Russian writer, working on Universal's "Prison Doctor" was picked up by local police on a charge of suspicion and will be held in the city jail for a week.

It's all to enable her to obtain material for the story.

## ANNA'S WEIGHT SIEGE

Sam Goldwyn still seeks a story to fit Anna Sten, his German importation.

Actress, meantime, is drawing salary and trying to reduce at shore resorts.

## LUPE, OR UNKNOWN

Hollywood, July 11. In the event Columbia is unable to come to terms with Lupe Vélez, the femme lead in "Tury of the Jungle," an unknown will be sought for the part.

Production slated for early August.

# Newsman's Best Chance for Screen As Name Authors Stall for Price

## Hideaway Relatives

Hollywood, July 11. Many picture people, to keep their relatives out of Hollywood and the picture business, are maintaining the family in hideaway spots. One screen heavy has two brothers whom he takes care of by financing their speakeasy in a northern mining camp.

Both screen men get financial statements from their brothers and have made arrangements whereby a portion of the profits goes into trust funds. This is to take care of the principals in case the enterprises fold.

Any newspaperman who takes the screen seriously will take advice and forget beauty of verbiage for action and make the grade in pictures now. That's the consensus of opinion among studio story selectors. Latter claim that with story prices almost 50% under what they were a year ago the big time writers are stalling for better times, giving the unknowns a break at least temporarily.

An instance of unrelenting writers and the screen is Warner Brothers. In less than a year WB has accepted the first works for the screen of 15 writers. But the picture companies as a whole are wise to the average reporter with a screen vein. After experimenting on a wholesale scale with contests in newspaper offices and scouting among near-gathering ranks, the film bunch has learned plenty about news hounds.

**Nary a Prospect**  
Out of such a campaign, which will probably hit Hollywood in New York by any major company, Paramount did not get a single writing prospect for Hollywood.

Picture houses for certain are affording little incentive, but \$1,000 is held up as a lot of cash by the film end plus the chance to get in the contract ranks.

Indeed, a list of writers whose first writings for the screen were accepted by Warners are: Brian James, "Love Is a Racket" and "Crooner"; Kubec Glasmon, John Edgar "Tubby" Egan; F. J. Collins, "High Pressure"; F. J. Collins, "Mouthpiece"; Jerry Horwin, "Two Against the World"; Marion Hall, "It's Tough to Be Famous"; Warden "Twins" Thompson, "The Year"; Mary M. Nelson, "Birth"; H. Kroll, "Cabin in the Cotton"; Dave Karner, "Silver Dollar"; Huston Branch, "Merger Shark"; Max Trel, "Lawyer, Man, and E. Thorvaldsen, "Match King."

This lineup represents first acceptance for the screen in every case, and books and plays are included with originals.

## Knee Deep in Suits

Los Angeles, July 11. New Amsterdam theatre, New York, under the firm name of New Amsterdam Theatre, Inc., is in municipal court here against William Anthony McGuire to force payment of two notes totaling \$1,250. Also wants \$200 attorney fees.

Same day Albert S. D'Agostino, suit designer, made a complaint against McGuire with the unpaid commission for \$350 "in labor" for work on "The Bad Penny," local McGuire production. Julia Huon, set decorator, also filed a claim seeking \$300.

## In N. Y. Intact

Mrs. H. B. Franklin and son, Elbert, arrived in New York by train last week although they started from the Coast in an auto.

A slight altercation with a truck, somewhere in Wyoming, embarrassed the machine no little but left its occupants intact. Hence, the car was sent back west for repairs.

Both Mrs. Franklin and the boy are in New York for the summer.

## WB Frees Manners

Hollywood, July 11. After doing "The Crooner" for Warners, David Manners became dissatisfied with his contract and asked to be released in order to free himself from the obligation and contract was torn up.

Manners has been on the Warner list for two years.

## COAST PIECE POSTPONED

Hollywood, July 11. "Rose of Planders," scheduled to open Aug. 10 on July 12, postponed until 19, in order to get production in better shape.

## Stoloff Assessed Costs

Los Angeles, July 11. Suit of Mrs. Pauline M. Holcomb for \$35,000 damages against Ben St. John, Fox director, was won by plaintiff, but she was only awarded costs.

Woman sued following an auto accident involving Stoloff's car.

# THOSE BROWN EYED BLUES

## Europe Cannot Afford to Toss U. S. Film Stars

Ambrose S. Dowling ('Bo' to his friends), returned from a four months' study of the European film market, exhausted but happy.

"Quota laws, contingent laws, dubbing restrictions and their attendant complications have done their best to destroy my fine intellect. Behold a man who is physically, mentally and spiritually spent."

Exhausting depleted energy, Mr. Dowling states about his office, shouting commands, shrieking descriptions of his homework trip. "American picture companies," Mr. Dowling explained in a rare, quiet moment, "must adapt themselves as quickly as possible to the new conditions of multi-lingual production. The present shortage of foreign product is greatly in our favor. Continental operators need American releases to keep their theatres open. Hollywood stars are too firmly established abroad to be displaced with at a time when their office grosses have diminished the world over."

"Shifting the responsibility of foreign dubbing onto the studios of corresponding countries, shortens the production headache at this end. Pictures will not be booted down in foreign locales because of awkward translations or modes of thought that are unympathetic to the languages in which they are expressed."

**Eye to the World.**  
Foreign sale of American films, Mr. Dowling believes, would be greatly facilitated if home studios would keep the world market in mind during production periods. In every company's schedule there will necessarily be films that are unpalatable to European audiences. But many types of releases have universal appeal—action stories; simple, human yarns. Picture revenue could be multiplied if studios, upon the acceptance of scripts, would determine their potential adaptability for foreign audiences and, insofar as possible, cultivate universal appeal.

"Musicals," says Mr. Dowling, "are, along with action pictures, the best bets for the opera-loving audiences of Europe." Stories with some native woven into plot are sure magnets for the foreign trade—and I believe that they would be received as heartily by the American public.

"The average picture fan has had enough trouble and grief. Take his mind off his woes. Give him a song to hum or whistle as he leaves the theatre and he'll come back for more. Let pictures react to that mood, and see what happens to theatre grosses."

## PAR WANTS AMELIA EARHART FOR A PIC

Hollywood, July 11.  
Amelia Earhart, here with her husband, George Palmer Putnam, new head of the Paramount east-end editorial board, is considering a picture offer from that studio.

She promises an answer when she returns from a lecture trip in the east, on which she will start in 10 days.

## Politz Leaves WB Over OK on U's 'Lifetime'

Burbank, July 11.  
Herman Politz, purchasing agent of Warner-Fritz National, has resigned and is returning to the clothing business.

For, according to Universal, gave them permission to shoot the studio sequence of "Once in a Lifetime," which Jack Warner tried to stop. Politz' resignation went in two days later.

## Too Fast

Hollywood, July 11.

Future attempts at air records will be left to others by Hal Roach, it's because of the possible negative reaction on the part of the public.

Felt by Roach and members of his organization that during the present economic stress, it would be unwise to attract attention to the obvious sporting-venture of a film-producer going in for plane records. Recent failure because of weather conditions to make a west-east coast-to-coast record was a bitter pill to Roach when the mark was apparently within his grasp. On his present trip east he intended trying again but was talked out of it.

## Will Rogers Finds Out About Carrots; Vegetable Cinderella

Oklahoma City, July 11.  
Will Rogers dropped in after the Democratic convention to thank the neighbors for those 22 votes in the presidential nomination. But he found out what is now interesting the big shots, oil being where it is. The secret is carrot culture.

Half a dozen pictures having the lowly little red root as the base are to be put on the market. Should the project develop as expected it would make the carrot the Cinderella of vegetables. Among the kitchen adjuncts to be manufactured are: carrot cereal, carrot cocktail juice, carrot flour, carrot syrup, not forgetting carrot wine.

Fact that the vegetable has an appreciable iodine content has interested physicians specializing in the treatment of goitre.

## PAR LOANS MCKINNEY FOR B'WAY MUSICAL

Hollywood, July 11.  
Florine McKinney, under contract to Paramount, goes to New York July 16 for Schwab & Mandel's "Humpty Dumpty."

Miss McKinney resumes her Paramount contract on the termination of the New York run of the play.

Par's permission for the girl to try legit is in line with its policy to train young players wherever possible by farming them out for legit.

## Agent-Sues Spenc Tracy For \$800 Commission

Los Angeles, July 11.  
Spencer Tracy is the target of a Municipal Court suit for \$800 back commission filed by Leo Morrison. Agent says he obtained Tracy's Fox contract for him, starting in January, 1931, at \$750 a week, jumped in November to \$1,000, and in November, 1932, set to go to \$1,500 if the option is exercised. Salary hits \$2,000 in '33, and a year later can be optioned for \$2,500. Studio guarantees 52 weeks work yearly.

## Merivale and Fox

Fox has Philip Merivale on the fire for a contract. It may start at the conclusion of his legit road trip in 'Cynara'.

Merivale returned from England last Wednesday (6) to start touring next week in Atlantic City.

## AS CHAPERONE

Hollywood, July 11.  
Marcella Napp, assistant casting director at Metro, is heading east to chase the girls from the studio who will appear in the New York Capitol show opening Friday (15).

She will also keep her eye peeled for new talent.

## By Tom Mix

Hollywood, July 11.

The Brown Derby. An' one of its greatest admirers is Louie (M-G-M) Mayer, close friend of Mr. Hoover.

"I'm referin' to the Brown Derby of Hollywood an' not the one parked in the Empire State Building. Herb Somborn, a mighty accommodatin' young gent, owns the one out here, an' it's Hollywood's most important an' most talked about eatin' place—the real clean' house for movin' picture business."

"I've heard it argued—some for an' some against—that originally, Willson Mizner picked the name of the place in honor to his old friend, Al Smith. I kinda hoped this bein' a presidential year—that when Al Levy opened his new place across the street from the Derby he'd call it The Rapidan Camp, thus givin' the sheep an' the goats an opportunity to separate. But he muffed the chance an' today it's just as ethical for Louie Mayer to patronize the Brown Derby as Mr. McAdoo."

Anyway, somethin' suggested the name, for at the time the place was started there wasn't in all Hollywood a hard-boiled, hard-boiled, hard-boiled color—not even in the comedy wardrobes. "Personal, if some-one should ask my advice about namin' a restaurant, I'd suggest a story conference with the bird who makes the Pullman cars—I don't know who he is—but he's good."

But gettin' back to the Brown Derby, which, after all, is the subject of this column. I remember a young lady named Vicki Baum wrote a story, 'Grand Hotel'—but she'd never had lunch in Mr. Somborn's place or the locale of her story. "I would have been Vine Street, an' not Berlin. For there's more goin' on, more tragedy, more humor (an' what some fellers put out a-hopin' it's humor), more contracts that almost got signed, more plans for new studios that never got started, more scenarios outlined that never got into script form, more bull thrown from table to table in the Brown Derby each day from noon to 2:30 p. m. than in all Miss Baum's 24-hour year. And think of the cast she'd have. In fact, food is the secondary consideration at the Derby, at that the food isn't fine for it is—but Brown Derby patrons go there to talk, to be seen an' to see others. Eatin' is just incidental."

## Surfing

If you're anybody in Hollywood you go, to the Brown Derby. If you're nobody an' hope to be somebody, you go to the Brown Derby. You can't afford to stay away. Another thing, the current wave is to bust into one of the Hollywood columns, providin' the columnist can "see you" an' there's quite a few, big an' little—that are still waitin' their turn. But fitch the wrong gal to lunch, an' they'll see you. Your wife may only read Louella Parsons, Harrison Carroll an' Jimmy Starr now an' then, but take a blonde to the Derby, an' that'll be the day friend wife reads all the news—if she don't the neighbors can be depended upon to Winchell the dirt.

Today, psychology lecturers have a lot to say about the importance of the approach. That's where the Brown Derby shines—on 'the approach.' Said one of the players, "Sure, you're the best an' you'll see a lot of keen-eyed young men watchin' every one who turns in the Derby door, an' makin' notes on little cards. Presently a hawk-eyed agent in white flannels comes down the street. He nods to one of the note takin' boys. 'Anythin' don't?' says he. The outside tyler shakes his head. 'Too early,' he said, or 'Sure, you're the best an' you'll see a lot of keen-eyed young men watchin' every one who turns in the Derby door, an' makin' notes on little cards. Presently a hawk-eyed agent in white flannels comes down the street. He nods to one of the note takin' boys. 'Anythin' don't?' says he. The outside tyler shakes his head. 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# Hays Again at Bat on Ads; Dismissals Promised and No Support for Offending Exhibs

Hollywood, July 11. Will Hays again laid the law down to the producers on what he claimed is a growing policy of studio and theatres to violate the code in the matter of salacious and off color advertising.

Outburst came at a Producers' association meeting attended by an almost full membership.

Hays drew from the members a promise that studio officials will discharge any employee having any part in the preparation of offensive advertising.

It was also agreed that exhibitors who make use of salacious copy will be denied industry support and co-operation.

**Blames Exhibs**

Hays placed much of the blame on exhibitors, who, he charged, are ignoring advertising material from

**Paper's Title Ban**

Los Angeles, July 11. Los Angeles, Times' has refused to accept any advertisements on Paramount's 'Merlly We Go To Rio'.

Harry Chandler, owner, has since notified that his staff will not accept any picture advertising in future if the titles are regarded as offensive.

Editorial department was also warned not to make any reference to such titles in the news columns.

Coming under the 'Times' ban are several pictures from various studios whose titles have already been announced.

the distributing organizations and warn up their ads hoping thus to stimulate receipts. But he also exhibited some glaring examples, culled from newspapers, prepared by some of the circuits.

Meeting also authorized the purchase by the Association of the International Circuit of the Criterion library, formerly owned by Louis Howland, who died recently. Included in the purchase are some 11,600 photographs and other data valuable for picture research.

Producers have agreed to create a committee of publicity heads from the studios. This group will meet weekly for two months and will have the power to censure upon property of material questioned.

Any company appealing from a decision of the committee can submit the question to a jury of three members of the committee, with a different jury for each appeal. Further appeal may be taken from this jury to the Hays board of directors.

First move in the code, up to is halt the distribution of news and off color stills to the fan mags.

Skouras Brothers instructed all Fox West Coast managers that they must live up to the code and advertising code in a notification sent out today (Monday).

"Sell shows for mothers, fathers, sisters and brothers who like their lives and loves in the parlor—no the paddock," reads the Skouras despatch to the managers.

## 'Closed Set' Order on Cantor, Starts July 22

Hollywood, July 11. Sam Goldwyn will adhere to a strict 'closed set' policy in the production of Eddie Cantor's 'Kid From Spain'. Order is due to the employment of 70 chorus girls few of whom have had previous stage or screen experience.

Picture goes into rehearsal July 18 and shooting starts July 22. It has a five week camera schedule.

Final principal cast selections being made this week, but Lydia Robert is only one certain star. Others likely are Gilbert Roland and Nina Quartero.

## SWITCH FOR MAYO

Hollywood, July 11. Archie Mayo, on loan to Paramount from Warners, has had his assignment shifted.

Will direct 'Night After Night' instead of the next Tullulah Bankhead feature, as yet untitled.

## Some Studios Do

Hollywood, July 11. New cure for any and all headaches of studios was offered Columbia by members of the National Astrological association.

It was proposed the studio hire an astrologist to run the lot by what the stars say.

# Indie Victory in Nebr. Is Played Down by Co.'s

The Youngclaus decision in Lincoln, Neb., outcome of a long fight against protection agreements between distributors and exhibitors, which it broke up, is not seriously disturbing eastern distributors, though hailed by the independent side. The New York translation of the verdict is that two or more distributors cannot get together with two or more exhibitors to agree on protection. Since this is the decision's meaning, any distributor acting singly with an account can demand any protection he desires.

If anything, according to the eastern interpretation, the exhibitor will be more at the mercy of the distributor under the decision than previously. With no zoning agreement in force, the distrib is given unlimited latitude on protection. As a result of this pronounced angle, industry spokesmen in the east do not regard the Youngclaus decision as a victory for the independent exhibitors of Nebraska, a majority of whom, it is insisted, have been satisfied with protection right along.

Distributors involved will appeal the Youngclaus decision. Nebraska exhibs contributed financially to the Youngclaus cause in the fight for last week's victory.

Lincoln, July 11. William N. Youngclaus, theatre manager of Madison, Neb., was declared winner in his fight against the practice of zoning of the major producers as a protective measure against the smaller exhibitor.

Judge J. C. Munger signed the decree enjoining all defendants from carrying out the system. Court found the plan to be in violation of the Sherman anti-trust act.

Defendant producing companies, individual members of the zoning committee, Omaha film board of trade, the Motion Picture Theatre Owners Association and all others within the jurisdiction of this court are forbidden to operate the zoning system against Youngclaus.

## UNIONS' LOW FUNDS SPOIL FILM IDEAS

Hollywood, July 11. Low reserve funds in local studio trade unions will forestall an attempt by certain member groups to use these funds in making a series of pictures for the state right march.

Depression and relief work among unemployed members have ebbed the unions' treasuries, with delinquent duespayers also hurting. Cameramen's local intends building a reserve fund of \$100,000 by a 5% assessment on working members to meet heavy expenditures.

## Vic Clarke New Labor Contact for Producers

Hollywood, July 11. Victor H. Clarke succeeds John Cain as labor contact man for the Producers' association.

Clarke was a former executive studio manager at Paramount, but more recently identified with a group of capitalists in a hotel project here.

# MANKIEWICZ QUILTS PAR, MAY JOIN RADIO LOT

Hollywood, July 11. Dissatisfied with the production setup on the Paramount lot, Herman Mankiewicz finally resigned from the studio over a dispute on 'Phantom President'. Supervisors' resignation was tendered Manny Cohen, studio head, Saturday (9).

Original intention was to develop this story along musical comedy lines, but it was developed as a straight comedy with some of the musical treatment, worked on by Rodgers and Hart for six months, tossed out.

Studio thought the first part of the picture excellent but regarded the last half as entirely too serious. Production was to have begun last Friday (8), but it is now delayed until next Monday (18) to give Harlan Thompson and Walter DeLeon, original writers, opportunity to re-write.

Barney Glazer will supervise in place of Mankiewicz. Latter, seven years with Paramount, says he will freelance but it is regarded as probable that he will go to Radio as an associate producer under Dave Selznick.

Manny Cohen will supervise 'Horse Feather', Marx brothers picture, which was prepared by Mankiewicz.

# A.M.A. MEETING ADUD; SO WHAT!

Hollywood, July 11. Anticipated protechnics at the meeting of the Artists Managers' association failed to burst into anything more heated than a discussion of the free-lance player situation. No one dissatisfied any interest in the Fox baring of Joyce Selznick or any desire to hear Frank Joyce explain his side, as latter offered to do.

Little spoke regarding the studio practice of hiring freelance actors on a two or three-day basis and then tying them up for a week or more by not working them on consecutive days. Little headway made during the meet and little else taken up.

## Ziedman Drops W-W Plan, to Join Radio And Replace Darnour

Hollywood, July 11. Benny Ziedman has announced his plan to make independent pictures for World-Wide to supervise the four William Boyd pictures which Larry Darnour was to have made for Radio. In addition, Ziedman will supervise the Tom Keene westerns and other westerns to be made by Radio.

Joe Brandt, declares that Ziedman will return to World-Wide later in the year to carry out his contract. He is to make 'Alimony Racket' and two others for W-W.

Darnour's retirement from the Radio project is due to the withdrawal of Henry Clay Siegel. Latter negotiated the proposition with Ben Kahane, using the firm name of Egan Pictures, with Darnour named as producer. Siegel left town without notification to Darnour and the latter withdrew as he did not want to finance the release on his own.

Siegel is a close friend of Lewis J. Selznick, father of the Radio production head.

## RIAN JAMES' 8 WEEKS

West for WB at \$350 Per and Options—Sells Another Yarn

Rian James, the Brooklyn 'Eagle' Broadway columnist and a prolific novelist in the past couple of years, left for the Coast last Thursday (7) on an eight week contract at \$350 a week for Warner Bros. There are two more options at 20 weeks each.

Warners, which screened James' 'Crooner', also owns 'Some Call It Love', the story of a parachute jumper, which Douglas Fairbanks, Jr. is to produce. Fairbanks, prior to sailing for a European vacation with his wife (Joan Crawford), conferred with James.

# Fox Film Likely to Go into Roxy Assuring Product, Avoid New Debts

## 40-Ft. Connie

Largest photograph of any person ever constructed is being built for RKO. It's of Constance Bennett and goes up on the Mayfair, New York, in place of its regular sign display Thursday (14) when 'What Price Hollywood' (Head of Miss Bennett is 40 feet high and is put together in 27 sections.

# Strike Activity Brews on Coast; Force Sanctioned

Hollywood, July 11. Three separate unions affiliated with the IATSE have broken their solemn attitude of the last few weeks and threaten trouble which, in two spots, is still in abeyance.

Obtaining sanction from eastern headquarters for full IATSE support, the soundmen revived their fight on the recently established wage scale with a threat that all IATSE crafts will be pulled from the independent companies continuing to ignore the wage revision demand.

Laboratory technicians have held one meeting with another set for next week to strike decision against Consolidated. Protest here is the latest cut of 10%, and a new working arrangement at the laboratory whereby overtime is eliminated and employees are forced to take a week's layoff every month.

**Cameramen's Peeve**

Cameramen's union got in a fever over the omission of screen credits in three recent Universal pictures. Conference between Henry Henigson and labor officials brought out the fact that no provision was made for credits in the studio's agreement with the photographers, and that in none of the cases did the cameramen have contracts calling for such recognition.

Universal has agreed to restore screen credit of cameramen and technicians.

Decision applies to all but three pictures already in the can. Settlement was made by Henigson, Richard Green and Victor Clarke.

Following the IATSE backing, officers of the soundmen formally made demand that the indie companies still ignoring the new scale to pay up or else face a strike. Three studios involved in this situation are Sennett, Tec-Art and Ralph.

**Columbia-Roach Wait**

Two others not recognizing the scale, yet paying it under protest and waiting a conference between Pat Casey and labor officials in the east, are Hal Roach and Columbia.

Conference is to decide whether or not these companies, members of the 'Producers' association, should not be included in the previous basic agreement with the members of the association. Both companies were overlooked in the signing of the pact.

## McGUIRE AS DIRECTOR AND WRITER FOR U. A.

Hollywood, July 11. William Anthony McGuire having finished the script on Eddie Cantor's 'Kid from Spain', has been given a term contract from Joseph Schenck to both write and direct.

First script will be 'Whistling in the Dark'. Intended for Stuart Erwin in the event Harold Lloyd refuses to buy it.

## U's 2d Cut

Second general cut, reaching all but the sales department, which had a shearing in May, is effective in Universal this week.

Cut is on a sliding scale from 5 to 25% with all salaries included.

Fox Film may enter the Roxy, N. Y. picture to clear the present unsolved situation of the de Luxe. Since its receiptship the Roxy, under former Harry G. C. each as receiver has piled up a \$80,000 deficit in four weeks. Fox will not in some advisory capacity, certain of the company's exacting agreement to sit in and help the Roxy extricate itself. House tentatively is scheduled to reopen July 29.

Advisors may include Spyros Skouras, Fox theatre chief, W. C. Michel, executive v.p. of that company and W. W. Atkinson, president of Fox Theatres Corp., which is in receivership. Herbert Lubin, advisor to Skouras, reported to remain as producer.

**Aid in Finances**

Entrance of Fox Films into the picture is designed to accomplish two things: the house. One is that the house will be sure of a limited number of major first run films. Other is that Fox's entry may obviate any necessity of the issuance of receivers' certificates to finance the spot.

So far as known nearly all of the expensive talent used the final week of June have not been paid off.

Although receivers' certificates had been authorized by Federal Judge Caffery to the amount of \$150,000, these cannot be utilized by the present receiver without consent of the bondholders' committee. Latter has authorized \$100,000 of this amount to be sold. This amount is to be devoted to payment of the staff of the house while it is kept dark.

Not of the receivers' certificates, according to authority, can be used for payment of any debts which accrued prior to July 1, when the house closed. That applies to salaries for the closing week.

## CRITERION THEATRE BECOMES A BILLBOARD

First theatre to be completely sealed and transformed into a billboard is the Criterion, New York. Paramount does not intend to reopen it, if even until times are sufficient to make it pay as a theatre. In place of the theatre with two entrances is a complete wall of blue with framed pictures of Paramount stars and framed synopses of features in which they are to appear.

Transformation of the Criterion into a billboard started several months ago when attractions, current at the Paramount and Rivoli, were played in the Criterion marquee and regular window card space. Two weeks ago Paramount took four pictures on the '32-33' schedule, including 'Lionel Lincoln', 'The Madge and Chevalier', and put them in the Criterion lighted area, as new season headliners.

Final step in literally moulding a theatre into a billboard, however, did not occur until Broadway avenue to find a complete gallery of press agent art.

## 'Redheaded' Loses 6 Mins. In Pa., Held Up in Ohio

Pittsburgh, July 11. 'Redheaded Woman' (HG) almost ran up against a stone wall at Pennsylvania censors. State board at first threatened to turn it down altogether but later relented in part.

Total of six minutes yanked.

Cincinnati, July 11. Release of 'Redheaded Woman' in Ohio has been held up by the state censor board.

Picture was booked for first run here this week at the RKO Palace, 'Roar of the Dragon' (Radio) substituted.

## Dorothy Janis' Sister Lands with Goldwyn

Hollywood, July 11. Alice Arnold, sister of Dorothy Janis, who retired from the screen prior to marrying an eastern orchestra leader, has been placed under contract by Sam Goldwyn for 'Kid from Spain'.

Miss Arnold is a graduate of Hollywood High school, this year and has changed her name from Alice Jones.



# QUARTERLY SALES YEAR

## B. O. Survey Shows May Was Bottom; 3 Main Keys Increased 2.5% for June

The pictures business reached its rock bottom seasonal decline last May, according to a survey, based on "Variety's" weekly boxoffice figures. Indications are that the closing of certain first runs in principal key spots undoubtedly helped the houses that were kept in operation. The first upward gain for the entire season came in June, when grosses among the principal first runs in the three biggest keys, New York, Los Angeles and Chicago, showed a gain of 2.5% over May. This gain is reflected mostly in the upward tilt of Broadway totals, which jumped 9.0% ahead of May figures.

Both Chicago and Los Angeles actually show a June drop below May, but these declines are smaller on the aggregate than in previous month-to-month surveys during the season. Chicago declined 5.7% under May and Los Angeles was 5.5% off for the same period.

Some encouragement is observed in the figures for these three situations, which show shifts between June, 1931, and June, 1932, the drop is only 6.73%. Place May, 1932, against May of 1921 and the same box offices show a fall off of 23%. Chicago suffered the biggest drop below June of last year, 9.53%, New York is second with 9.36% and Los Angeles, the least of the three, with only 1.32%.

## 13-WEEK DRIVE PAR'S BIG PUSH

Herman Wobber arrived in New York last Friday (9) from the Coast to lead the Paramount-Public forces on a 13-week drive on Par product, to be known as "The Job Ahead." Wobber is chairman of the push, the biggest ever attempted by Par and uniting both the distribution and theatre departments. No prizes are involved.

Wobber is setting up headquarters at the home office and will remain here until fall, when the campaign ends. He will make various trips into the field, marshalling the various distrib and theatre operating units that are involved. Captains have been appointed in every district.

## Academy's New 7

Hollywood, July 11. The M. P. Academy has elected seven new members. Additions include Sam Katzman, B. B. Whare, Stanley Bergerman, producers' division; Kenneth Magowan, Bernard Schubert and Oliver H. P. Garrett, writers; Otto Brower, for the directors.

## 16M. EXPOSITION

For New York Sept. 16—Report Little or No Activity

Sixteen Millimeter Film Board of Trade, representing national picture manufacturers and dealers in the undersized film, held its second annual exposition in New York Sept. 16.

Julius Singer, president, reports a stall in the entire 16m. field, with the exception of U. S. Coast Guard craft. These boats are too small to accommodate standard size reproduction equipment found in other navy ships.

## Hays' Leaps

Hollywood, July 11. Will Hays leaves here today (Monday) for New York. He is listed to return to the Coast July 24.

## The Last Word

Minneapolis, July 11. Suburban exhib recently took over a theatre and actually induced a local film exchange to supply him with a complete opening program gratis. But the house ran into a bad weather break for the debut and very few showed up.

So the exhib wrote the exchange manager asking an adjustment on the \$2.80 he'd spent in express charges.

## JOE PLUNKETT WITH WALTER READE

Joseph Plunkett, who officially left RKO Saturday (9), is entering into a partnership with Walter Reade for the production of stage units and rendering other forms of service to independent theatres. The proposed Plunkett-Reade units will be vaudeville in style and scaled at around \$1,500 a week. A nucleus for a route will be provided by a half dozen Reade houses in the east.

Plunkett's experience as a stage show producer dated back to starring and general management at the Strand, New York.

## RKO BOARD MEET WILL SETTLE MANY THINGS

Future status of certain RKO policies and executives may be determined at the postponed meeting of the RKO board scheduled for Wednesday (13). Determination of Hiram S. Brown's continuance with RKO may come up then additionally to general financial setup of the RKO Circuit and its affiliated companies, notably that of the Orpheum Circuit. Meeting was originally scheduled for July 6.

Insiders are looking for important developments to arise at the current board's session. Matter of Brown sticking with RKO as adviser to H. H. Ayerworth was indicated by the latter to be a matter mostly for Brown's own decision.

## Joy's Successor

Position of production code overseer, being vacated by Col. Jason Joy Aug. 1, will be filled by a man in the Hollywood Hays office.

Either Lamar Trotti, Joy's assistant, will step into the post or else Joe Brown, former reporter but with Hays for less than a year, will get the title.

## Fox Lunch Confabs

Hollywood, July 11. Abandoning the Fox cabinet system and other studio committees, W. R. Sheehan has adopted a policy of meeting all heads of departments once weekly for an interchange of ideas on production and studio operation. Meetings are held Fridays at luncheon. Metro holds similar confabs daily at lunch.

## SHEA IN SWENSON'S SPOT

Joe Shea replaces Joel Swenson in the Fox home office publicity and ad division while Swenson vacations abroad.

Swenson is on a three months' leave during which he intends to collect matter for a book. Swenson sailed for Norway Saturday (9).

## BEING DISCUSSED BY MAJOR FIRMS

Outcome of Related Selling This Season—Now Holding Back for Drive in August to Be Sure of Market—More Expensive but Necessary—Can Affect Production Schedules

## HARD TO PLAN AHEAD

Instead of selling a year's product at one gulp, major distributors are now considering splitting the sales year into quarters.

Acknowledging that this will multiply sales costs, since the salesman who now makes one visit would have to repeat the tour four times, sales officials opine that the industry no longer can plan a year ahead. While the quarterly measure would be resorted to only during stringent times, according to the plan, belated selling this season may establish precedents in production, as well as sales, which can become permanent.

The Shoe Changes Distributors remind that this time a year ago every important booking, and many of the lesser ones, were on the dotted line. And where two years ago there was what came to be termed a "buyers' strike," the 1932-33 season is finding the shoe on the other foot—with the distributors holding out.

Representative sales heads and executives declare that the circuits and the exhibitors have oversold the distributors on the depression; that, frankly, according to several of them, the distributors do not feel the boxoffice is in the proper buying mood and that to push sales now would witness returns not even commensurate with current production overhead.

In other words, according to the spokesmen, distributors want to be sure of their market before they venture into the field this year.

August will witness concentrated selling and certain of the distributors are already planning to do a 24-hour day business. A few welcome the change brought about by economic necessity since they figure that the fall should prove a far better selling period than the summer.

While the production phase has not been thoroughly gone into on the quarterly idea, this proposal would mean that Hollywood would make four individual groups of pictures and that each would be gaited as close as possible to boxoffice changes and conditions as they manifested themselves.

As a key to the uncertainty with

## Chains Want 4-Reelers as Dual Feature Offset; Urge Studios to Start Before Indies Take Tip

## Anti-Radio Slant

Motion picture companies are interested in scripts with a decided anti-radio angle.

Film makers have no special love for the ether, presumably because of the boxoffice element, and at least three firms would like to celluloid an anti-radio subject.

The big companies may force a hand against double featuring by urging their studios to make four reel pictures. They could be westerns, action, adventures, novelties or anything so long as they are neither shorts nor full length features. Unless chain exhortation results in some studio action, film buyers insist that the independents will probably take the tip.

During the past year a few pictures have been available in the short lengths, approximating four reels.

Public has been spotting a four-reeler everywhere, including A houses in key towns. It also gave wide booking to "Submarine," a four-reel British made. Other circuits and independents have also doted out a lot of playing time to four reelers.

## No Answer Yet

Public has already made the suggestion that pictures of this length, running around 40 minutes, be considered by the producers, including its own (Paramount) studio, but no word has been given as yet as to whether anything will be done. Among the shorts producers Hal Roach may come through with a regular program of four-reelers. He has experimented with a few British made. Other circuits that also believe there is a very definite market for that type of production.

It is argued by theatre operators and bookers that 40-minute pictures would be a novelty and something the theatres could advertise. Distributors, in their opinion, would get immediate mass circulation on such product if produced, while at the same time they would be giving theatres an out from double features.

Those pointed out is that first and second run houses with single features, should welcome four-reelers because it would eliminate the necessity of pushing in too many shorts.

In playing the 40 minute films Public never advertises the program as a double bill.

## Think W.E. In on Fox Film-Fox Suit, The Electric Denies

Fox Film—suit—against—William Fox is being construed by those close to the situation as including Western Electric. The interpretation is that W. E. is reaching indirectly for the foreign talker patents held by William Fox and conceded to be the last barrier to the electric's full patent position in the sound field.

All of the electric's licensees have been made defendants in the patent action brought by William Fox against W. E. This suit is reported to be of more concern to the American electric than any of the myriad of suits and counter suits filed since the entrance of sound.

The Fox Film vs. William Fox suit, although filed months after Fox recorded his patents complaint, may reach trial at least two years before Fox's own action against the industry. It is figured.

Western Electric records a formal denial that it has any interest in the Fox Film action.

## Heavy Remake Budget

Universal City, July 11.

Starting budget on "Son of a Sea Cook," remake of the silent "Duck Previews" at Universal is \$200,000, highest on a U. comedy for several months.

Joe Poland writing the story and Kurt Neuman scheduled to direct but no cast names as yet.

## ZUKOR DENIES BILL FOX WILL JOIN PAR

Adolph Zukor yesterday (Monday) stated that William Fox is not joining Paramount in any capacity. Denial came about after reports, current for a week, that Fox would become chairman of the board of Par by Aug. 1. Trade interpretation has been that Fox was trying to maneuver his way into the company.

Regardless of any willingness on the part of Fox to make personal funds immediately available to Par in return for the chairmanship, as hinted, a deal is held unlikely.

John Heitz and Sam Katz, of Paramount, are believed opposed, on information, from considering any offer at present from the outside along these lines.

## Kent West Again

Sidney R. Kent, upon returning to the States from abroad in three or four weeks, will immediately take off for the Coast.

It will be his third trip west since being inducted into Fox as that company's president.

which distributors regard the boxoffice, representative companies which in former years could count on an average of 7,500 good accounts, now do not even venture a figure for '32-'33.

The percentage system will prevail during the new picture-year, distributors declare. They say that in the majority of cases all but the smallest exhibs, whose houses would be too costly to check, will be sold on the split basis.

## Broadway Film Shortage

## Fox 'Rebecca' at Par—Rivoli Going Dark, Rialto May Also Close

Shortage of films hit Broadway with a bang this week, several houses being undressed as to next Friday's (15) features at noon Monday.

Paramount hoped to rush "Horse Feathers" (Marx Brothers) through for the Rialto to replace "Fracks" but "Fracks" to hold only probable two weeks, notice went up to close July 22 if nothing else showed up. "Last Mile" (Tirn), soon due from Hollywood, a possibility. Rivoli goes dark tomorrow night (Wednesday) and the Paramount plays its first Fox picture, "Rebecca of Sunnybrook Farm," next week.

RKO Monday was annoyed about its Cameo theatre with no picture lined up or in sight. "Bring 'Em Back

Alive" was thought to be a possibility here, after it's Mayfair run, but has been switched into the Palace instead.

With Fox's "Congorilla" already set for a Broadway showing at Warner's Winter Garden week of July 22, and Universal's "Igloo" now being negotiated, the Main Stem is about to avenge into a freak and animal picture cycle, probably affecting all film big generally.

## WILSTACH'S LOAF

Hollywood, July 11. Frank Wilstach, Hays press agent, arrived here today (Monday) from New York for a two weeks vacation.

# Film Programs Definitely Lean Toward More Action with Fewer Sex Stories Listed Than Usual

Hollywood, July 11. Those exhibitors howling for more action will get a break on 1932-33 film programs if present promises of producers are carried out.

Analysis of 403 features announced for the new season shows 197 in the action group, 81 dramatic, 29 comedies and 96 stories, which could be considered type pictures.

In the action division a survey shows 26 adventure stories, 16 action melodramas, 5 aviation, 5 war and 58 westerns definitely announced by the majors. Approximately 75 more are to come from the smaller independent producers. Twelve serials are also announced.

In the dramatic division of stories already selected for production there is a decided drop in the so-called sex stories. Only 19 stories can rightly come under this head. Bal-

## Studios' Story Lineup

Summary of types of stories selected by producers for 1932-33 program of feature length productions.

### Dramatic Group

Total	81
Sex	19
Society	6
Flaming youth	16
Romantic	6
Big city	5
Sophisticated	12
Heavy	10
Rural	1

### Comedy Group

Total	29
Straight	16
Comedy drama	5
Musical	8

### Action Group

Total	197
Adventure	26
Action melodrama	16
Aviation	5
Warfare	5
Westerns	58
Estimated independent outdoor and westerns	75
Serials	12

### Distinct Type Group

Total	96
Mystery	18
Historical	1
Biblical	1
Sports	6
Theatrical	4
Steamship	3
Shop girl	3
Russian	7
Road	3
Prohibition	1
Prison	6
Politics	6
Hollywood	4
Courtroom	4
Newspaper	6
China	2
Banking	2
Matrimonial	4
Railroad	1
Military	2
Law Enforcement	2

(Total Pictures, 403)

ance of dramatic group is divided into six society dramas, 16 flaming youth, five romantic, 12 with a big city background, 12 sophisticated, 10 heavy dramas and only one with a 100% rural background.

In the comedy group there are 16 straight feature length comedies, 5 comedy dramas and 8 musical comedies.

### Type Stories

Type pictures, based on background or problems, show a diversified selection of subject matter. Eighteen are classified as mystery thrillers, 6 historical, 2 biblical, 6 sports, 4 theatrical, 2 steamship, 3 shop girl, 7 with Russian background, 3 radio, 2 on prohibition, 8 on prisons, 6 on politics, 4 on Hollywood, 4 courtroom, 6 newspaper yarns, 5 with a Chinese background, 2 on banking, 4 on matrimonial problems, 1 railroad, 2 military and 2 on law enforcement.

## Tiff's British Deal

Bill Seal has closed with British-Gaumont for showing of 'Man Called Back' (Tiff), with Conner Nagel, in their chain's houses in England. Deal calls for \$60,000 guarantee against a percentage arrangement.

Picture is also in negotiation for a Broadway first run. It may go into the Paramount (Publix).

## Publix May Assume Full Operation of Atlantic States

Group of 19 houses in which Publix and the Skouras Bros. are jointly interested, located in New Jersey, Pennsylvania, Virginia and West Virginia, may go to Publix 100% with the Skouras to confine themselves to the former Fox houses, east and west.

Publix and the Skouras have discussed the divorce, but as yet no decision has been reached. The Publix-Skouras string operates as the Atlantic States circuit. It's a 50-50 partnership with Skouras in control of operation.

The houses were taken in by Skouras following an agreement with Publix to operate for that chain and in partnership. Since that time with the Paramount-Warner Bros. peace terms restricting Atlantic States in further penetration of Warner territories, the Skouras, with permission of Publix, branched out independently through the Fox deals.

## UA LIST UNSETTLED, 6 SET, 3 DOUBTFUL

United Artists is approaching the selling season with its product line unsettled. Only six pictures appear certain, with three in the dark and three yet to be found to mount up the proposed program of at least 12 for the year.

Only two are sure so far from Sam Goldwyn, 'Cynara' (Colman) and 'Kid from Spain' (Cantor). 'Cynara,' although not to be released until next February, now becomes Colman's first this year, throwing the Sidney Howard U. A. script back.

'Rain,' New Yorker (Jolson), 'Robinson Crusoe' (Fairbanks) and 'Perfect Understanding' (Swanson) are the only other certainties for U. A. release at this time, though Mary Pickford story, once called 'Unhappy Ending,' now without title, is expected.

UA has two other properties, both plays, 'Whistling in the Dark' and 'Barretts of Wimpole Street,' but it is undetermined whether they will be done or not this year. Inability to secure Katherine Cornell for 'Barretts' is believed mostly responsible for sidetracking this one.

## Author's \$15,000 Price Queers '17' for Buchman

Hollywood, July 11. Paramount deal for the sale of Booth Tarkington's 'Seventeen' to Jack Buchman, as the first starring picture for Junior Durkin, led through due to Tarkington wanting \$15,000 for the story rights. This was same amount Paramount asked for the silent rights.

Adolescent classic has been a novel, play and picture (silent).

## Standard Film Giving Up In Detroit After 20 Yrs.

Detroit, July 11. Standard Film Co. with offices in Cleveland and Detroit are giving up their local outlet. Henry Zapp, branch manager and Ann O'Donnell are buying the local office. New name undecided as yet.

Local Standard office is considered the start of the Warner Bros. Started 20 years ago by Harry Charnas and Jess Fishman.

## 1st Runs on Broadway (Subject to Change)

Week July 15  
Paramount—'Lady and Gent' (Par).  
Capitol—'Unashamed' (Metro) (14).  
Strand—'Purchase Price' (WB) (14).  
Mayfair—'What Price Hollywood' (Radio).  
Rialto—'Franks' (Metro) (2nd week).  
Winter Garden—'Radio Patrol' (U) (13).

Week July 22  
Paramount—'Rebecca of Sunnybrook Farm' (Mx).  
Capitol—'Washington Masquerade' (Metro) (21).  
Strand—'Jewel Robbery' (WB).  
Mayfair—'What Price Hollywood' (Radio) (2nd week).  
Winter Garden—'Congorilla' (Fox) (21).

\$2 Pictures (Metro) (41st week).  
'Grand Hotel'

Foreign Films  
'Blumenfrau von Lindenau' (Sachs) (Austrian) (Little Carnegie) (2nd week).  
'Purpur und Waschblau' (Sachs) (Austrian) (Hindenberg) (2nd week).  
'The Wolf of Paris' (Capitol) (German) (Europa) (12).

## HIPP REOPENS AUG. 12; 2D RUN PIX

Hippodrome, New York, is scheduled to reopen as a first film house for RKO, its pictures following the Palace, on Aug. 12. House will be policed on a split week basis, day and date with RKO's Junior house along the circuit.

Whether the present foreclosure suit that is pending against the former home of big-time spectacles, affects RKO's scheduled reopening of the property, is hardly to be determined. The foreclosure is before the N. Y. Supreme Court which has not yet indicated any decision on the suit. City Bank-Farmers Trust Co. of N. Y. is bringing the foreclosure action following default in \$68,750 interest on two mortgages for \$250,000, June 2.

When built in 1906, the Hipp was the world's largest theatre or so claimed. Keith people came into possession of the property in 1923. Around three years ago, Fred French, realty people and owners of the property, signed erecting an 83-story office building on the site. This never came to pass.

Defendant companies in the foreclosure action are the Forty-third St. Realty Co., the Hippodrome, Inc. and the Dean Realty Co.

The Forty-third St. Realty Co. held the original mortgage for \$250,000. Hippodrome, Inc. held a \$50,000 mortgage. The two were consolidated as a joint lien in May, 1930, when they were extended for five years until June 2, 1935, by agreement with the Dean Realty Co. RKO, holding a lease on the house, which it recently renewed for three years at an annual rental of \$125,000, has a three months' option clause in favor of RKO. Renewal is scheduled to take effect Aug. 1.

## Pash Campaign for Buchanan in 'Light'

United Artists is plotting a heavy s. a. build-up for Jack Buchanan by way of boosting 'Magic Night,' recently purchased by U. A. from British and Dominion Pictures.

All ad copy and publicity being arranged in stressing Buchanan's appearance in U. A. including that 'First there was Chevalier, then Clark Gable and now Jack Buchanan.' It's down for early August release over here.

## 'Directory' Slams Shut

Hollywood, July 11. Joyce & Seltzick have given up their local outlet. 'General Directory,' quarterly casting book in which they were the majority stockholders. Tried it two and a half years and sunk \$70,000.

Last issue had 11 page number. Frank W. Powell, general manager, and staff of four now out.

## 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.

### Sennett Sidesteps Shorts

Ernest Mack Bennett will call off proposed series of shorts for Paramount release because of lack of finances. Comedies were to cost \$25,000 each. Sennett proceeding with his 'Hypnotized,' feature, financed by World Wide, but it will be much shorter than the announced 15 reels.

Francis Martin, with a writing contract, working on the Marx Brothers' 'Horsefeathers' at Par.

First screen assignment for Arthur Hohl, N. Y. actor brought here by the William Morris Agency, is in 'Sign of the Cross' at Par.

### 'Harlem' Set

Tiehan and Goldberg have booked their colored feature, 'Harlem is Heaven,' into the Lincoln, colored house, starting July 18.

L. Wolfe Gilbert, who arrived here from New York a week ago, has Fox contract to write musicals and lyrics.

With final closing of Technicolor's Boston plant, all work of that company being concentrated here.

El Brendel leaves the waiting list at Fox after three idle months to go into 'Little Teacher,' first for Lita Gray Chaplin and her two sons.

### No Musicians' Cuts

Musicians' local decided not to cut salaries of officers and help, but directors voted to eliminate one of Fred C. Drake, San Pedro representative.

### F. & M. Get Blue

Monte Blue will do 20 weeks for Fanchon & Marco, opening July 18 at the Santa Monica. At end of first 10 weeks, returns to Hollywood to make first two of eight features for Allied, then resumes F. & M. route.

James Gleason will direct 'Football' next Norman Spier sport short for Educational, starting Aug. 1.

Rather than compete with local theatres, Wampas called off scheduled frolic at Hollywood Bowl during Olympic games.

### Tammany a Success

First coast studio job for Tammany Young Inc. in 'Madison Square Garden' for Charles Rogers and Paramount release. Then goes to town for Eddie Cantor's 'Kid from Spain.'

Ray Taylor will direct 'Tom's in Town,' at Jack Nattoford, next for Tom Mix.

Bank of America selling Choice Productions, Inc., for \$19,845, uncollected remainder of a \$50,000 loan to Choice. Bank default formed in 1930 by Marco Hellman.

### Hein Ferguson Sues

Helen Ferguson filed fraud and conspiracy suit in Superior court against Alice E. Cook and S. E. McCallum. \$50,000 actual and \$50,000 exemplary damages. Says that Mrs. Cook made final payment on property with notes for \$3,500, then transferred property to McCallum so Miss Ferguson couldn't collect.

### Hershfield at Fox

After 10 years in the agency business, Ben Hershfield is now assistant to Jack Gail in the Fox casting office. Dave Todd also remains as an aide.

Metro has a cameraman in Kansas to get footage for a wheat story which Irving Finerman is scripting.

### Split Billing

Lionel Barrymore and Gregory Ratoff split featured billing on 'Sweepings' at Radio. Wesley Ruggles will direct, starting Sept. 12.

### Agent Producing

Associate Pictures, Inc., intends making four features at \$50,000 each for the indie market. Arthur St. Claire, agent-manager, heads the new company. May rent space at U.

### Brownell's Ice Operas

Hobart Brownell on his way to Alaska to film three one-reel educational adventure films after completing the first here. Pat Dowling, his partner, remains behind to assemble and edit.

Bing Crosby does a week of personal at the Paramount theatre starting July 28.

Elmer Dolkart rewriting 'Prison Doctor' at the Robert Lee assigned to treatment on 'Mystery Rider' and Tom Crizer to 'Western Blood,' Last two for Tom Mix.

### Language Buildup

Temporarily leaving film work, Dolores Del Rio is studying vocal, and English enunciation with a Radio renewal as her goal.

With Sol Lesser extending his stay in New York, Jack Proctor, has local press agent, off payroll.

Arthur Kober adapting and directing 'Fier 13' at Fox.

### Dunne Vice Harding

Irene Dunne gets the part in 'Annie' which originally intended for Ann Harding and another year on her contract. Film starts July 18 under direction E. H. Griffith.

### Neufeld Heads Premier

Sig Neufeld has succeeded the late Morris Schank as head of Premier Attractions, Inc., and will resume production on 'Exposure,' which latter was preparing before his death.

### Estelle Wants Pay

After waiting two days for \$100 salary and claiming she received nothing but promises, Estelle Taylor filed suit in Superior court against C. C. Burr for that amount.

### W-W's First 3

World-Wide will swing into production next week on the first group of features for its 32-33 program. Stories selected are 'False Step,' 'Coked Circle' and 'Breath of Promise.'

Sidney Toier and Robert McWade (Continued on page 38)

## Negro Voodoo Film

Hollywood, July 11.

Pat Carliste, former leader of the local Voodoo orchestra, has turned independent film producer.

He is headed for the north woods with a band of 20 Negroes for a film based on Voodooism.

## Film Cos. Turn to 3d Class Mail Under Tax

Third-class mails will be used to a greater extent by the film companies as a result of the increase in postal rates to 3c. for regular letters and 8c. air mail. There is no boost in the cost of third-class mail. Paramount is sending all of its publicity matter out third-class now, but has not reduced the size of the list which may be done in some companies.

## PAR'S '11TH HEAVEN'

Hollywood, July 11.

Paramount has added another story to its new program, 'Eleventh Heaven,' an original by Wm. Slavens McNutt.

Gene Raymond and Frances Dee will be co-featured with Robert Stevens to direct.

## WB Club's Coast Branch

Los Angeles, July 11.

WB-FN exchange employees have organized a branch of the Warner club, which has headquarters in New York. Aside from the social contact provided there are sick and death fund drives.

Club will hold an outing at Venice July 27.

## N. Y. to L. A.

Charlie Freeman.  
Rian James.  
Jimmy Savo.  
Ralph S. Wilkins.  
Max Hart.  
Clifford Bieft.  
Edward R. Thinker.

## L. A. to N. Y.

George Brent.  
Florine McKinney.  
Marcelo Mapp.  
Leo Robin.  
Vic Shapiro.  
Milton Wallace.  
Loretta Young.  
Warren William.  
Bette Davis.

# Producers Yield 4 Crucial Points In Modification of Previous Pact

Hollywood, July 11.

With but a few exceptions the producers' new agreement, which is to be ratified by the full membership of the Academy Tuesday (12), is the modified pact previously submitted to the producers and is looked on as a victory for the employee groups.

Crucial points yielded by the producers are:

1. Agreement only involves employee hiring contracts of a year or more.
  2. Clause allowing a producer six months for prior bidding on player's services cut to three months and only when producer has made an offer before the contract expired.
  3. Academy to handle operation of pact and decide all controversies.
  4. "Academy" to have power to call any witnesses and be allowed to examine studio books, accounts and papers if necessary.
- All holders of year or more contracts to be invited into the Academy and those who balk are expected to be denied conciliation machinery of the organization.

## 15% CUT MEBBE, BUT NOT 20%, SAY DETROIT OPS.

Detroit, July 11.

The local Operators' Union charges misrepresentation by Allied in a statement issued here and have denied the 20% cut asked for by Allied. Roger Kennedy, business manager for the union, claims that a 20% cut was demanded before the local had a chance to call a meeting to consider the request.

Kennedy also charged H. M. Richey with misstatements when he claimed that the operators had taken no cuts in scale. Kennedy pointed out that the operators had voluntarily taken a 15% cut last summer.

Claiming that the house owners had not made the effort necessary to efficiently combat the depression, Kennedy stated that the owners wanted the operators to suffer by their (house owners) inefficiency. The only things the house owners had done to correct the situation was to embark on a policy of double billing, Kennedy stated.

Kennedy added that 15 men were agreeable to take an additional 15% cut but they would actively resist any effort to cut down lower.

## Only 4 First Runs Left In Pitts.; Davis Shutters

Pittsburgh, July 11.

Davis, WB first-run site downtown, originally set to close for the summer a fortnight ago, will pull up the shutters Saturday (16), for the warm months of the season. The town's first-run sites down to four, Penn, Stanley, Fulton and Warner, the lowest number in years.

House recently went from \$6c to \$5c, with management's reduced scale might help trade and tide the site over the warm months. Business, however, has been way off.

## U Shelves 'Dreams'

Hollywood, July 11.

Heavy production of Hollywood stories, with early every major lot having a sob or comedy tale on the industry, has caused Universal to shelve "Broken Dreams" of Hollywood indefinitely.

U has "Once in a Lifetime," now in production, and figures a second colony yarn may be too much.

## FASHION PUBLICIST OFF

Hollywood, July 11.

Mary March, former Algonquin publicist, brought here three weeks ago for woman's fashion publicity at Radio, is off the payroll.

She'll return to New York.

## U Borrows Holmes

Hollywood, July 11.

In "University" borrowing Phillips Holmes from Paramount for lead in "Merry Go Round." Alan Dinehart also cast.

## The Lowdown

Pittsburgh, July 11.

One of the local critics, contemplating a trip to Hollywood in August, wrote to the eastern publicity department of one of the major studios for a letter of introduction to the west coast chieftains. He received the following answer a few days later:

"So many changes being made to give you a letter that would still be good when you plan to use it. Suggest you write to us about a week before you leave and maybe some body'll be there by that time who'll last out your visit at any rate."

## WB-Fox Will Spend \$10,000 on Theatre Front for 'Congorilla'

Warners and Fox are going to make an effort to top RKO's animated house front on "Brin' Em Back-Alive."

Going on a sharing arrangement to cover cost, Fox and Warners will spend in excess of \$10,000 on an animal front for "Congorilla," which starts a run at the Winter Garden, New York, July 21 or thereabouts. Fox distribution department and Warners theatre division are operating out of the front with artists already busy.

"Congorilla" is the latest Mr. and Mrs. Martin Johnson picture, being released through Fox.

Display will run the entire length of the Garden front and at night will be lighted. At the Hollywood, Warner front across the street, further ballyhoo will be used. Entire effect will be 65 feet long and 25 feet high.

Another front idea for "Doctor X" (WB) may be a lot of wax figures covered by a curtain which will be pulled in side-show style along with use of a Barker. While a front is being figured out on this basis picture will not be ready for another month or so.

## RKO-WB POOL HELD UP PENDING '33 FILM DEAL

Pittsburgh, July 11.

Deal whereby WB was to hand over the Sheridan Square in Pittsburgh to RKO has been held up again, awaiting result of WB-RKO film deal for next season's production. Sheridan Square here was to have gone over to WB on June 17, with the deal being changed to July 1. First of the month saw another postponement, with indications now that nothing will come of the deal until fall at the earliest. Sheridan of late is finding it tough to get product, due to recent MGM and RKO releases, and has been forced to play a flock of indie films due to its split-week policy.

## Syncing 5-Yr.-Old German Silent to Buck U's Film

Symon Gould has started work on a sound track for "Red Ace of Germany," five-year-old German silent film.

Idea is to rush it out in anticipation of "Universal's" projected "Red Knight of Germany," from the Floyd Gibbons book. Gould imported the silent some years back and has U.S. rights to it. It's built around the same character as the Gibbons yarn.

## PAR EXPANDS AIR SERVICE

Hollywood, July 11.

Paramount is enlarging its department for servicing radio stations with a weekly news letter concerning players and attractions. Department already supplies more than 100 stations, but will try expanding by hooking up all Public House, whether or not they have air outlets.

Heretofore weekly letters were compiled here and distributed from New York. In future twice-a-week service will be handled from this end.

## Indie Producer Sues for Return of His Sex Film

Los Angeles, July 11.

Dwain Esper, indie producer, filed suit in Municipal Court against the California theatre and Murray and Gates for return of his three reeler, "Truth About Sex." Claims picture is being exhibited in connection with a sex film and living model show without his permission.

Values the \$3,000 feet at \$1,000 if delivery can't be made.

## WB Sells Loew; Fox Sells WB; Product Deals

While the major distributors, with few exceptions, are waiting for the big deal setups with the chains, product is being sold here and there to independent circuits, individual accounts and in a few cases to chains in a piecemeal manner.

Loew has sold the Warner-First National for greater New York and is working on other situations, while Fox has closed for its product 100% with Warner Bros. update, in New Jersey. New England and is working on similar contracts for WB houses in Philadelphia and Pittsburgh. William Kruger, assistant to James H. Granger, negotiated the existing deal so far.

Radio has closed over 300 spots in the U. S. and Canada so far, but like other distrib, it is waiting for the big circuits to get ready to buy before pushing them, meanwhile closing up all open spots it can.

## Warner's Theory

Warners is proceeding on the theory that the deals it sets now, with the Loew New York buy in mind, will aid them in getting better terms when it comes to closing up the chain. Sold 100% to Loew in Greater New York (65 houses) on a percentage basis. A. W. Smith, Jr., negotiated for WB-FN. This product goes into Loew's States, on Broadway, and into independent houses such as Paradise, Bronx, and Valencia, Jamaica, with the exception of the Capitol.

Deal for WB will net that company a heavy increase in return from its product around New York, more than last year, when RKO had 50% of the program and the balance was on a selective buying basis with Loew. Sound situation in this zone that Loew didn't want.

The New York Loew buy of WB-FN pictures is seen by Warners as placing that distrib in a better selling-releasing situation in this zone as concerns other buys on subsequent runs. Formerly with the program split several ways, subsequent run buying was similarly split up. Belief is that the sub will go 100% following the Loew move.

## Chile 9 P. M. Curfew Ruins Picture Trade

Buenos Aires, July 2.

Chile added to local headaches by becoming a 9 p. m. nation, the new Government ordering everybody off the streets by that hour. Night amusements must shut down by 9 p. m., this includes moving picture houses, cafes, theatres and cabarets. Traffic is forbidden after 10 p. m. without special permission. No liquor may be sold after 6 p. m. Film men say they stopped shipping prints to Chile the middle of June. It being impossible to draw anything out of the country and shipment only adding to the expense.

## Sex Show's Receiver

Chicago, July 11.

A squabble over \$200 claimed by "Doctor Harvey Broad, with the sex show now at the Garrick, resulted in Judge Lindsay, Superior Court, appointing Ralph Kettering receiver of fund, for appointment is temporary and applies only to the present attraction. It has no connection with the property.

Broad is buying 26% interest from S. S. Millard for \$200 and says he never got a cent back. Landlord also had a claim against Millard.

Kettering, as receiver, is turning over the first \$75 taken in each day to the landlord.

# Market Has Fair Technical Rally; Oversold Stocks Up 4 Points, Loew Has Minor Gains, Others Lag

## Yesterday's Prices

Stock.	High.	Low.	Last.	Net
1,000 Col. Picts. ....	7 1/2	7 1/4	7 1/4	+ 1/4
200 Con. P. Picts. ....	3 1/2	3 1/4	3 1/4	+ 1/4
3,500 East. Picts. ....	6 1/2	6 1/4	6 1/4	+ 1/4
1,000 Fox Picts. ....	15 1/2	15 1/4	15 1/4	+ 1/4
1,000 Gen. Th. ....	2 1/2	2 1/4	2 1/4	+ 1/4
1,000 Keith ....	2 1/2	2 1/4	2 1/4	+ 1/4
2,000 Loew Picts. ....	24 1/2	24 1/4	24 1/4	+ 1/4
600 Pathé Picts. ....	2 1/2	2 1/4	2 1/4	+ 1/4
1,000 RCA ....	2 1/2	2 1/4	2 1/4	+ 1/4
200 RKO ....	2 1/2	2 1/4	2 1/4	+ 1/4
200 W. B. ....	6 1/2	6 1/4	6 1/4	+ 1/4
5,000 W. B. ....	10 1/2	10 1/4	10 1/4	+ 1/4

By AL GREASON

The market responded yesterday in a fairly rally to technical conditions. Over the last fortnight the averages had three broken through the depression bottom, without bringing on heavy liquidation, and it became obvious that there was little stock for sale at current levels.

Such a situation, of course, encourages a demonstration against the short account, which, it was revealed by the Exchange's announcement on Saturday, had increased moderately through June. The Auburn zone, comprising like 12 points net to 69 and elsewhere among the leaders there were advances of as much as 4, notably in the case of International Business Machine. Practically all the major advances applied to those stocks which have been under special pressure. Steel and Telephone participated in the improvement only in a minor way.

The amusement shares responded but feebly. Loew climbed out of its new low range on small dealings around 10 at the bottom for a 15%. Other theatre shares were neglected and merely lagged at last week's quotations.

Restatement of stocks came strangely enough while the foreign bond list reversed its sensational movement of last week under profit taking by forehanded speculators who sent bonds at the bottom and were prompt to turn their paper profits into cash.

## Dullness Prevails

Resuming trading yesterday after a rather dizzy week, the market had a dull session. The foreign bond list reversed its sensational movement of last week under profit taking by forehanded speculators who sent bonds at the bottom and were prompt to turn their paper profits into cash.

Failure of stocks to get great benefit from the development was attributed to the lack of concentration on domestic problems, among them the attitude of American holders toward the German foreign debts, upon which the reparations settlement is dependent. The lack of dramatic light ought to have encouraged the bullish side. The leading indices generally showed minor relapses which carried new debt agreement, sound men are not signatory. Cut put in by Radio is lower than the new scale as to the independent producers.

## RADIO SOUND MEN'S CUT IN PAY RUNS TO 20%

Hollywood, July 11.

Radio studios Saturday in paying off sound men gave them arbitrary cut, effective week of July 11. First sound men take 10% cut on salaries and overtime, which average around \$100 weekly. Second string sound men, getting around \$60 weekly, are cut 20%. Several men are getting around \$70 weekly, are cut 20%, and assistants making around \$50 a week are cut 16 2/3%.

While all studios and crafts are under the basic agreement, sound men are not signatory. Cut put in by Radio is lower than the new scale as to the independent producers. Twenty-five men are affected by cut.

## U and Fox Pictures for WB's Winter Garden

Going to the open market to fill out on product for the Winter Garden, New York, Warners has so far arranged for one Universal and one Fox picture.

"The Patrol" (U) follows "Strangers in Town" (WB) into the house, "Congorilla" (Fox) then coming in.

WB is figuring on a possible two picture production of two feature units and the use of several outstanding short subject operators.

## ACTIVE AGAIN

Hollywood, July 11.

Metropolitan studios practically dormant for the past year, now hums with activity.

More than 160 painters, carpenters, etc., have started readying the studio for production of two feature units and the use of several outstanding short subject operators.

## Shapiro Goes East

Hollywood, July 11.

Vic Shapiro, transferred from Fox studio publicity department to New York office, is now on his way back to Hollywood.

He will report for work, Aug. 1, after a vacation in Atlantic City.

## Indies File Affidavits on F-WC Contempt Charge

Los Angeles, July 11.

Independent Theatre Owners of Southern California have filed affidavits with U.S. District Attorney McNabb specifying 10 alleged violations of the order of the Federal court which followed the Sherman antitrust cases in the U.S. District Court against Fox-West Coast theatres, and other defendants in August, 1928.

Affidavits, submitted to McNabb, allege that the Fox circuit is guilty of contempt of court on the ground that they and distributors who operate the circuit have conspired to disorganize against unaffiliated theatres since Jan. 1 of this year.

## Farno's Par Switch Off

Possibly by July 15 Farno's switch from Sam Goldwyn to a spot in the Paramount Publicity department looks off. Farno was on loan to join the organization about three weeks ago.



## 'Winner' and 'Hollywood' Look

O.K. in L. A. on \$12,000-\$16,000;  
'Rebecca' \$14,300, Mild, at State

Los Angeles, July 11.  
Chinese in its 11th and final week, with three days added to end run of 'Grand Hotel,' checked in close to \$32,000, which is best finale this house has ever had for any attraction. House dark until Friday (15) when it reopens with \$5.50 premiere for 'Strange Intimacy' (M-G).

Indications for the balance of local houses on the current week show no outstanding screen attractions outside of Orpheum with 'What Price Hollywood?' This one helped by closing of the RKO Hill-street, which did its last week on 'Reserved for Ladies' to \$6,500.

'Winner Take All,' latest Capney opus, had auspicious opening at the Hollywood. 'Rebecca' at the State probably will not top 'Society Girl,' which preceded it.

Estimates for This Week—

Chinese (Fox) (2,028; 35-11.65). 'Grand Hotel' (M-G) and stage show (11th-final week). Business perked final 10 days, with capacity for nearly all performances. Fine finish around \$4,000.

Downtown (WB) (1,800; 25-70). 'Dark House' (WB) and stage show for second week should be around \$7,800. 'Love Is a Racket' (FN) had short of \$5,000 last week.

Hollywood (WB) (2,756; 25-75). 'Winner Take All' (WB). Capney name no impact on business. Total to over \$12,000. 'Miss Finkler' (FN) bowed out with \$10,300 last week.

Orpheum (2,270; 35-90). 'What Price Hollywood?' (Radio) and vaude. With radio ballyhoo and good general campaign, an increase in ticket sales is expected. The \$15,000 likely. 'Attorney for Defense' (Col) showed weakness on final days, so ended off with \$7,600.

Pantages (Fox) (2,700; 25-90). 'Room 13' (Fox) and stage show. Gilda Gray unit and considerable radio attributes. Her look like \$5,500. 'Desire Me' (M-G) last week \$8,300.

Paramount (Public) (3,595; 35-110). 'Man from Yesterday' (Par) and stage show. Around mild \$13,000. 'Make Me a Star' (Par) same home with \$12,000.

State (Loew-Fox) (2,024; 35-75). 'Rebecca' (Fox) and stage show. Probably only \$12,000 last week. (Fox) dwindled to \$14,200 last week.

## MONTREAL'S TEMP. UPS AND GROSSES BRODIE

Montreal, July 11.

The only thing up currently is the temperature. It is 100° and very hot with free park band shows and outdoor attractions, is bothering theatre plenty.

'Merrily We Go to Hell,' which title got by our usually Puritan censors, will get something of a boost on name. It is Palace's only lucky to touch \$11,000. Loew's is the best bet on 'New Morals for Ladies' (M-G) and stage show. Should go close to \$12,000.

Capitol (2,700; 60). 'Lady Panniford's Folly' (British) and 'Young Bride' (Radio) are both attractive, and probably won't get \$10,000. Last week 'Tenderfoot' (Fox) and 'Molly Louvain' (FN) only \$9,500.

Loew's (2,300; 35-60). 'New Morals for Ladies' (M-G) and vaude. House will likely hit \$10,000. \$12,000. 'Old Edition' (Fox) and vaude last week took about \$12,500.

Princess (2,710; 35-60). 'Are These Our Children?' (M-G) and 'Is My Face Red?' (Radio) may collect \$9,000. Last week two British 'Tonitrua' (2,000; 35-60) and 'Ghost Train' did fair biz at \$8,500.

Imperial (French Film) (1,900; 25-70). 'Le Petit Coeur' (French). Nothing special in this one and gross should be about \$2,000. Last week 'Femme de mes Reves' (French) perhaps \$1,800.

Cinema de Paris (Ind) (600; 25-60). 'Cinq Ans sans Femmes' (French). Third week repeat may hit \$1,500. Last week gross was \$1,800.

## BUFFALO BEARISH

'Rebecca' at Shea's Buffalo Heads Town at \$14,000

Buffalo, July 11.

Biz off all over town.

Estimates For This Week

Buffalo (Public) (3,600; 30-40-72). 'Rebecca' (Public) (3,600; 30-40-72). 'Rebecca' (Public) (3,600; 30-40-72). Dipping to \$4,000. Last week 'Society Girl' (FN) good at \$7,900.

Century (Public) (3,400; 25-35-55). 'Love Is a Racket' (WB) and vaude. Good \$10,000. Last week 'Sky Devils' (UA), \$9,200, fair.

Hippodrome (Public) (2,500; 25-35). 'New Morals for Ladies' (M-G). Dipping to \$4,000. Last week 'Society Girl' (FN) good at \$7,900.

Century (Public) (3,400; 25-35-55). 'Love Is a Racket' (WB) and vaude. Good \$10,000. Last week 'Sky Devils' (UA), \$9,200, fair.

Lafayette (Ind) (2,400; 25) 'Lena Rivers' (Tit) over \$7,000 indicated. Last week 'High Speed' (Col) and 'Midnight Patrol' (Monogram), \$7,600.

## Denver More Than Holding Its Own; Red OK \$11,000

Denver, July 11.

Most first runs close to average with two films splitting the week at Paramount, but 'Freaks' has been there seven days. 'Make Me a Star' started Monday.

Estimates for This Week

Aladdin (Huffman) (1,800; 35-55-66). 'Attorney for the Defense' (Col). Up a bit to \$5,600. Last week 'Week-ends Only' (Fox) a poor \$4,500.

Denver (Public) (2,000; 25-40-66). 'Red Headed Woman' (M-G) and stage show. Fair \$11,000. Last week 'Tenderfoot' (FN) same.

Paramount (Public) (2,000; 25-35-55). 'Make Me a Star' (Par). Short week to under \$10,000. Last week 'New Morals for Ladies' (M-G) was yanked after three days, and 'Breakers' (Col) took \$12,000. Latter for seven days also \$2,500.

Orpheum (RKO) (2,600; 24-35-55). 'Vanity Fair' (Allied) and vaude. Maintaining same at \$10,000. Last week 'What Price Hollywood?' (RKO) close to \$10,000.

Rialto (Huffman) (25-55-65). 'Doomed Battalion' (U). Ran week at the Palace 2 weeks ago and finished there with a fine \$7,000, their best figure in the past seven weeks, so carried \$2,500 for 2d run. Is plenty ok too. Last week 'No Greater Love' (Col) a poor \$2,000.

## LEGS' AND THURSTON, \$27,500 AT MICHIGAN

Detroit, July 11.

Public's personal presentations of Thurston and Stoopnagle and Budd are doing big while the other houses are suffering.

The Downtown with 'Is My Face Red?' isn't expecting much with several comedies picturing the stars off at the Cinema. 'Budd' and 'Stoopnagle' are deep in the red, except perhaps half a dozen houses.

Estimates for This Week

Palace (FF) (2,700; 75). 'Merrily We Go to Hell' (Par). Not so hot as it sounds, but may get near \$10,000. Last week 'Hollywood' (WB) grossed about \$10,500 below par.

Capitol (FF) (2,700; 60). 'Lady Panniford's Folly' (British) and 'Young Bride' (Radio) are both attractive, and probably won't get \$10,000. Last week 'Tenderfoot' (Fox) and 'Molly Louvain' (FN) only \$9,500.

Loew's (2,300; 35-60). 'New Morals for Ladies' (M-G) and vaude. House will likely hit \$10,000. \$12,000. 'Old Edition' (Fox) and vaude last week took about \$12,500.

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Cinema de Paris (Ind) (600; 25-60). 'Cinq Ans sans Femmes' (French). Third week repeat may hit \$1,500. Last week gross was \$1,800.

## Tacoma Vaudless; Orph's 'Hollywood' Wows, \$5,500

Tacoma, July 11.

No stage-fare now in Tacoma with vaude out at Orpheum. The house will be on a strict film policy a full week when big enough. Such is the case this week with 'What Price Hollywood' doing a smash \$5,500.

Estimates for This Week

Orpheum (RKO) (1,500; 25-35, with lower admission now in effect). 'What Price Hollywood' (WB) for a full week is a wow at \$5,500. Last week, finale for vaude split week, \$2,500. 'Makers' (Col). \$2,000.

Last week 'Doomed Battalion' (U) with ok exploitation went for good \$2,500.

Rialto (P-WC) (1,200; 25-35). 'Make Me a Star' (Par) for two days, Red Head' (M-G) for five days, looks to hit around \$3,000. Last week, 'Week-ends Only' (Fox) and 'Rebecca' (Fox) very nice at \$2,800.

Minneapolis, July 11.

Happy days are here again, thanks to some hot attractions and plenty of showmanship in selling the picture.

Mills Brothers in person at the State pushing that spot to the head of the parade after playing second fiddle to the Orpheum for the two weeks. For this occasion the State has boosted its ante from 35c to 40c matinees and from 55c to 65c nights. The way it looks \$20,000 will be reached. 'Make Me a Star' is the picture.

Orpheum is holding over 'Bring 'Em Back Alive' Second film in the theatre's history to accomplish this feat.

Current State show is Public's first loop essay into flesh-and-blood since the Minnesota' days.

Estimates for This Week

State (Public) (2,000; 65). 'Make Me a Star' (Par) and stage show. Mills Brothers, Lou Breese and his musicians. A week \$15,000. Last week 'New Morals for Ladies' (M-G) Speaks' touched bottom, \$1,100.

College (Arthur) (4,555; 35-55). 'Unashamed' (M-G) and 'Hellfire Army' (M-G). A week \$15,000. Last week 'New Morals for Ladies' (M-G) Speaks' touched bottom, \$1,100.

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# 13 Beantown Acts In 2 RKO's, \$27,000; 'Legs,' Met, \$18,000

Boston, July 11. The RKO Boston returned to vaudeville Saturday (9) after four weeks of Low units. 'Bring 'Em Back Alive,' which played the Memorial, and six acts comprise the resumption bill. The company offers a seven acts and a picture for \$3c top at night. Floyd Gibbons and Adelaide Hall there this week. To find 13 acts weekly and not repeat them too soon seems to be the local problem.

Met not picking up this week with 'Million Dollar Legs' nor is the Paramount with 'Winner Take All.' 'Doomed Battalion' tops the bill at the State, and though receiving good notices nothing startling is expected.

Estimates for this week  
Met (Public) (4,300; 35-55-83), 'Million Dollar Legs' (Par) and stage show. Bill should make \$18,000, mid. Last week 'Make Me a Star' (Par) same.  
Paramount (Public) (4,000; 30-55-66), 'Winner Take All' (WB). May get \$8,000, off. Last week 'Rebecca' (Fox) \$2,000.

Memorial (RKO) (4,000; 35-55-83), 'Roar of Dragons' (Radio) and vaude. Not rated highly and apt to drop to \$1,000 next week. 'Bring 'Em Back Alive' (Radio) an excellent \$2,400.

State (RKO) (4,000; 25-35-55), 'Bring 'Em Back Alive' (Radio) and vaude. Back to \$10,000. Last week 'Whose Hand' and unit blah at \$5,000.

State (4,000; 35-55-66), 'Doomed Battalion' (U). If \$9,000 will look big. Last week 'Blonde Captive' (Col) did \$9,000.

## VALLEE, BERNIE FAIR TO JAZZ UP B'KLYN

Brooklyn, July 11. The spenders are at Coney Island, and the deluxers' managers down-town are hitting the 'Big Apple.' Looks like the cream of the 'Big Apple' is on exhibition here, with Ben Bernie at the Albee with his orchestra, and Rudy Vallee at the Paramount.

Estimates for this week  
Paramount (4,200; 25-35-50-75-85), 'Million Dollar Legs' (Par) and stage show. Rudy Vallee here for a week, sharing honors with Eddie Lowry, house m. c. Will be lucky to get \$27,500. Last week 'Make Me a Star' (Par) did \$20,000, mid.

Fox (4,000; 25-35-50) 'Week Ends Only' (Fox) and F-M unit. Ben Bernie over for a week. Last week \$18,000. Last week 'Bachelor's Affair' (Fox), \$8,000, mid.

Albee (3,500; 25-35-75-85), 'Strangers in Town' (WB) and vaude. Ben Bernie returns after four years, but picture doesn't mean a thing to the b. c. Maybe \$10,000 fair. Last week 'Night World' (RKO) \$17,000, no complaint.

State (4,000; 25-35-50-75-85), 'Scarface' (Par) and vaude. With a good send-off this flicker will head \$20,000, good. Last week 'New Men' (Fox) (M-G) did \$15,000.

Strand (2,000; 25-35-50-55), 'Winner Take All' (WB). In its second week may be \$2,000, mid. First week \$18,700, good.

## 'BLONDE CAPTIVE' IS BEST IN ST. L., \$14,000

St. Louis, July 11. Loew's State is the only house in the money enough to be worth mentioning this week. Loew's State got away to a good start with aid of good plugging. The house, all with comedies on the screen and no outstanding stage names, will divide the rest of the business.

Extremely hot weather the first part of the week didn't help any by driving still more prospective patrons into the country.

Estimate for this week  
Ambassador (Par) (3,000; 35-55-72), 'Winner Take All' (WB) and unit, Cagney is usually not a big draw here, only \$12,000, mid. Last week 'Tenderfoot' (FN) okay \$17,500.

Albee (Fox) (4,000; 25-35-55), 'Bachelor's Affair' (Fox) and unit. Attracting only a fair \$9,500. Last week 'Rebecca of Sunnybrook Farm' (Fox) \$10,000.

Loew's State (Loew's) (3,000; 25-35-55), 'Blonde Captive' (Col). Big haul for Loew's State. Last week getting results. Looks like a very nice \$13,000. Last week 'Redheaded Woman' (M-G) \$10,000.

Million Dollar Legs' (Par) and 'Rider of Death Valley' (U). Double bill at \$6,000 last week. 'Who Came Back' (Par) and 'Radio Patrol' (Col), \$7,100.

# 'UNASHAMED,' \$11,000; NITE B.B. IN K. C.

Kansas City, July 11. Comedy predominates this week, with 'Unashamed' at Loew's Midland the only one not of the frothy sort.

In two of the screens, the Midland and the Mainstreet, Helen Twelvemore is featured in widely varied roles. In two of the houses, the Newman and Mainstreet will profit some on account of local acts in the pictures. Sidney Toler is in 'Is May Face Red' at the RKO house and Guy Kibbe adds to the laughter in 'The Dark Horse' at Harry Stockwell, another local artist, late of the 'Vanities,' is appearing in person at the Plaza, as a feature of the stage show.

The Mainstreet is the only house in town hit by the new Federal tax. After the eighth night, when a nickel is added to the regular 50c ticket. In spite of this slight addition there has been no effect as there have been walkaways when the customer learned it would take more than 50c to buy two tickets. The house has been featuring stage bands for a couple of weeks, having Horace Heidt and his Californians this week. Heavy publicity for 'Bring 'Em Back Alive,' which starts the 15th, has been on for some time.

Night baseball at the American Association park has started and the heavy three night last week many going for the novelty, but the management is banking on the business ending up which will not help the downtown amusements.

Estimates for this week  
Liberty (Public-Dubinsky) (860; 15-25), 'Dark Horse' (WB). A lot of the heavy loss this is a week. House to visit for cheap entertainment and comfort and it is holding quite. Estimated around \$11,000. Last week 'Man From Yesterday' (Par) \$4,200, good.

Loew's Midland (Loew) (4,000; 25-35), 'Unashamed' (M-G). With picture based upon the events in the Rose Allen case in Philadelphia the year before last, it is new to readers and with Helen Twelvemore in the leading role, there was considerable interest.

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# Upkeep

Hollywood, July 11. Studio office manager was making a deal with a sign painter to gold-letter office doors.

After haggling over terms the manager got in, with the proviso that for the initial cost the sign man would also require the names when required, free.

## PITTS. UP WITH COOLER WEATHER, RED' \$15,000

Pittsburgh, July 11. Cooler weather giving the theatres a break has: few days and week-end openings presage a fairly encouraging upturn.

Looks like the major interest will center between 'Red-Headed Woman' at the Penn and 'Winner Take All' at Stanley. Latter got great notices, but Cagney, despite his b.o. following in the large centers, has never managed to catch on as he should have.

'Red-Headed Woman' has been chopped pretty severely by the censors although it got off to a flying start on the film's wide publicity campaign over Harlow going red-head as well as through some hot, sexy advertising. If mob does not get wise after the first few weeks, the picture may get away to \$11,000, just all right.

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# Comparative Grosses for June

Total of grosses during June for towns and houses listed as previously reported weekly.

NEW YORK				
June 4	June 11	June 18	June 25	
CAPITOL High. \$118,400 Low. 16,000	As You Desire \$44,000 (2nd week)	Huddle \$58,000	New Morals For Old \$16,000 (New Low)	
PAR-AMOUNT High. 95,000 Low. 26,700	Strangers of Evening \$39,000 Stage Show	Thunder Below \$42,900	Man From Vienna \$60,000	
ROXY High. \$173,800 Low. 28,300	Monte Carlo Madness \$28,300 Stage Show	Society Girl \$63,500	Week Ends Only \$44,800	
MAYFAIR High. \$63,800 Low. 7,200	Night World \$9,800	Is My Face Red? \$16,500	Bring 'Em Back Alive \$46,300 (2nd week)	
STRAND High. \$78,800 Low. 8,000	Week-End Marriage \$13,400	Love Is a Racket \$1,000	Winner Take All \$14,200 (2nd week)	

CHICAGO				
June 4	June 11	June 18	June 25	
CHICAGO High. \$71,800 Low. 27,200	Society Girl \$45,800 Stage Show	Merrily We Go to Hell \$35,000	Man From Vienna \$28,000	
ORIENTAL High. \$82,500 Low. 17,000	Two Seconds \$22,900 Stage Show	Man About Town \$27,000	Winner Take All \$21,000	
STATE High. \$45,300 Low. 5,000	Westward Ho \$27,000 (8 days)	Attorney for Defense \$5,000 (New Low)	Bring 'Em Back Alive \$21,000 (DARK)	
UNITED High. \$49,100 Low. 6,800	Congress Dances \$12,500	Tenderfoot \$6,800 (New Low)		

LOS ANGELES				
June 4	June 11	June 18	June 25	
LOEW'S High. \$48,000 Low. 10,000	Desire Me \$16,000 Stage Show	Night Court \$16,000	Man About Town \$25,000	
PAR-AMOUNT High. \$67,800 Low. 10,000	Forgotten Commandments \$11,000 Stage Show	Sinners in Sin \$14,000	Thunder Below \$14,000	
WARNER'S HOLLYWOOD High. \$37,800 Low. 7,000	Tenderfoot \$14,700	Week-End Marriage \$7,800 (8 days)	Love Is a Racket \$8,500	
WARNER'S DOWNTOWN High. \$38,800 Low. 7,000	Molly Louvain \$9,100 Vaude	Two Seconds \$9,800	Tenderfoot \$10,000	

BROOKLYN				
June 4	June 11	June 18	June 25	
PAR-AMOUNT High. \$30,100 Low. 5,000	Clara Byrne \$30,100 Stage Show	Merrily We Go to Hell \$39,900	Thunder Below \$29,900	
FOX High. \$26,000 Low. 5,000	Man About Town \$15,000 Stage Show	Society Girl \$15,000	Strangers of Evening \$15,000	
METRO-POLITAN High. \$11,600 Low. 1,000	Feller Needs a Friend \$11,600 Vaude	Night Court \$15,800	Desire Me \$15,800	
ALBEE High. \$12,400 Low. 1,000	Westward Ho \$12,400 Vaude	Is My Face Red? \$15,500	Bring 'Em Back Alive \$30,000 (2nd week)	
STRAND High. \$11,300 Low. 1,000	Tenderfoot \$11,300	Two Seconds \$12,000	Strangers in Town \$9,500	

NEW HAVEN				
June 4	June 11	June 18	June 25	
PAR-AMOUNT High. \$27,200 Low. 5,000	Clara Byrne \$30,100 Stage Show	Merrily We Go to Hell \$39,900	Thunder Below \$29,900	
FOX-POLI High. \$26,000 Low. 5,000	Man About Town \$15,000 Stage Show	Society Girl \$15,000	Strangers of Evening \$15,000	
SHERMAN High. \$16,000 Low. 1,500	Westward Ho \$12,400 Vaude	Is My Face Red? \$15,500	Bring 'Em Back Alive \$30,000 (2nd week)	
	Two Seconds \$12,000	Strangers in Town \$9,500	Love Is a Racket \$9,400	

DENVER				
June 4	June 11	June 18	June 25	
DENVER High. \$27,200 Low. 7,000	Desire Me \$14,000 Stage Show	Merrily We Go to Hell \$12,900	Rich Are Always With \$13,000	
PAR-AMOUNT High. \$22,000 Low. 3,800	Sinners in Sin \$7,000	Desire Me \$4,200	Reserved for Ladies \$4,000	
ALADDIN High. \$16,000 Low. 1,500	Vivienne \$5,500	Man About Town \$6,000	Night World \$4,000	
ORPHEUM High. \$20,000 Low. 10,000	Flesh Is Weak \$15,000 Vaude	Westward Passage \$12,000	Big Time \$10,000	
RIALTO High. \$4,500 Low. 2,250	Room 13 \$3,000	Society Girl \$3,500	Mystery Ranch \$4,000	

## Diapers and War Paint

Hollywood, July 11. Jack Hays, new producer of the second of his series of baby shorts for Educational, has rounded up 400 tots between the ages of three and five for war scenes in a picture titled 'Custard's Last Fight.'

Kids are all made up as Indians, wearing diapers and feathers.

U'S TITLE SEARCH  
Los Angeles, July 11. Despite Universal's viewpoint that the title 'Merry-Go-Round' would be a bad omen, it is looking for a new handle as it is believed that in the sticks the screen version might be combed with the old silent hit name.

Studio is also on a new title hunt for 'Okay America' and Tom Mix's 'Pony Boy.'

# Blumey Attacks Par's Pledging Of Negatives; Fox Realty Suit

Report that A. O. Blumenthal was contemplating action against Par in connection with its recent \$10,000,000 bank loan in New York was around for days before the action actually was filed. Sources reported connected the Blumenthal move with aspirations to gain an active voice in the management of Par. This could not be checked.

In his suit, Blumenthal is named as a holder of 325,000 of the 5 1/2% gold bonds of Par, which mature Aug. 1, 1930. He complains that in March, 1932, Par was operating at a loss of approximately \$200,000 weekly, and owed various New York banks \$10,000,000 on unsecured loans.

He also alleges that in order to obtain an extension, Par turned over as security negatives of its current film productions and thereby removed them as assets applicable to the 5 1/2% sinking fund bonds.

Par, in its answer to Blumenthal's suit, denies that the making of the loan is prejudicial to the bondholders' interests.

For this purpose, Blumenthal alleges Par organized the Loew Producing Corp. to which firm Par is alleged to have assigned the income on negatives of 23 films in production estimated to cost \$4,700,000. Negatives of future productions were also similarly assigned.

**Sites \$3,200,000 Rentals**  
Blumenthal further contends that \$3,200,000 accounts receivable as film rental from exhibs was also assigned to Film Producing Corp. on which the latter agreed to pay Par \$300,000 weekly.

In return Film Producing Corp. executed a \$10,000,000 note to Par payable in monthly payments of \$100,000. Indorsed and transferred to banks as payment of its former indebtedness of about \$10,000,000. Holding these notes the banks opened credit for Par for about \$10,000,000, according to allegations, of which only about \$1,000,000 was utilized as representing the original indebtedness.

Blumenthal through his attorney, Nathan Burkan, asks the court to dissolve the loan on the basis that it was made in violation of conditions under which the 5 1/2% bonds were issued in that no prior lien was to be effected by Par as against these sinking fund notes.

It is known that before Par's model entered into negotiations on the loan it could not be obtained from legal authority. This included the legal advisers and counsellors of the several banks who entered into the deal. These sources okayed every Par move.

Besides Paramount, Blumenthal names Par's directors as defendants in the suit, also the Central Hanover Bank and Trust Co., the National City Bank, Manufacturers Trust, Chemical National and Chase. Latter is trustee for the bonds.

**Fox Theatre Suit**  
Fox Theatres' \$4,000,000 parcel of land at 17th and Market streets, Philadelphia, on which the company. (Continued on page 44)

## Studio Placements

Reginald Owen, 'Bill of Divorcement', Radio.

Tommy Jackson, 'All the Evidence', Bachman.

Barbara Weeks, Gloria Shea, 'Ascribed Alimony', 'Night Mayor', Col.

Constance Cummings, '13th Man', Col.

Dorothy Burgess, 'Decency', Equit.

Ben Lyon, Zasu Pitts, Burton Churchill, C. Huntley Gordon, Frank R. Porter, 'Crooked Circle', World-Wide.

Franklyn Pangborn, 'What Price Taxi', Roach short.

Margaret Kuhn to adapt 'Breach of Promise', World-Wide.

Marjorie Gatenon, Charles Dow Corby, 'Okay', U. S.

Gregory Gaye, Claudia Morgan, 'Once in a Lifetime', U. S.

Cath Gordon, 'E. U. Tea', Col.

Marlan Nixon, 'Madison Square Garden', Par.

Ginger Rogers, J. Farrell Mac-

Donald, Lily Talbot, Paul Hurst,

Bill Davidson, James Eagles, Eddie Phillips, Erville Alderson, Crawford

Rob King, Frances Ethel Wales and Phillips Smalley,

'13th Guest', Allied.

Thelma Houston to adapt 'No

More Orchids', Col.

Lamont Hillier to direct 'Rus-

ter's War', Col.

Ben Markson and Jerome Horwin,

to adapt 'Phantom Fame', Radio.

## Two Productions to Start When WB Reopens Aug. 1

Burbank, July 11.

First pictures to start at Warner-First National when the studio reopens Aug. 1 will be 'Silver Dollar', with E. G. Robinson, and 'The A Fugitive', with Paul Muni.

Other production dates are '20,000 Years in Sing Sing', George Brent; 'Central Park', and 'You Said A Mouthful', with Joe Brown, all for Aug. 15. 'Match King', with Warren William, starts Aug. 22, with 'Lawdy Man' and an untitled Barbara Stanwyck feature begin Aug. 29.

Douglas Fairbanks, Jr., must be released from Europe to start 'Some Call It Love' Sept. 12. Date for Joe Brown's picture is dependent on his recovery from a triple operation.

## B & K Moves Its D. M.'s Closer to Ad Department

Chicago, July 11.

Dave Wallerstein, Lou Newhouse, and Dave Balaban, three district managers of Balaban and Katz, move from the Chicago-theatre to offices in the Loop-Edison next week. Auditing department makes a reverse switch.

Behind the move is a desire to have the district managers in immediate proximity to the advertising department. Idea that the d.m.'s should actively supervise exploitation, and that the department should interpret rather than originate, will be altered.

This alters the former emphasis at B & K as regards advertising.

## No Arthur Rep, So Conciliation Meet Off

Springfield, Mass., July 11.

Failure of a representative of Harry Arthur to attend caused the collapse of a proposed conference here last week to seek an end to the labor difficulties in the Pol and Fox theatres, part of Arthur's chain where union stagehands and operators are organized.

Union reps met with Mayor Winter and acting Mayor Kenefick, who arranged the conference. Counsel for Arthur sent word that he would be unable to attend, as a result the meeting was adjourned indefinitely.

## WORK INSTALLS SOBOTTKA

Los Angeles, July 11.

Cliff Work, RKO division manager, left here for a 10 day trip over his territory. Goes north to Seattle and then by air and train to Salt Lake City.

He will install Herbert Sobottka as manager of the Orpheum, Seattle. Sobottka replaces both Homer Gill, city manager, and William Houck, house manager.

## SHUHS 3 GRAND IN SILVER

Denver, July 11.

Lone thru forced three Denver theatre (Public) employees, Garwood Sweeten, treasurer; U. S. James, assistant, and Elvira Rios, cashier, to stand with faces to wall as he tied their hands and escaped with about \$3,000 in currency. Bandit refused to take about the same amount in silver.

One suspect has been arrested.

## DELUXELESS

Stuebenville, O., July 11.

Three major theatres, Paramount, Grand and Capitol, have closed indefinitely.

It is the first time in the history of Stuebenville that all the deluxe houses have shut their doors to the public, leaving only two second run houses in operation. No date of reopenings announced.

## LYLE TO PAR STUDIO

Hollywood, July 11.

Sam Lyle has been transferred from the Paramount theatre to the Par studio to work on ad layouts for New York.

Wade Crosby, head of the Par theatre art department, will do the house ads.

## Potatoes and Tax

Tax against theatres charging, over 40c, has raised the question of what to do in the country of what's to be done if the policy of accepting potatoes, wheat or other produce in exchange for seats is to be continued. Many homes in the farming belt have been doing this in an effort to stimulate patronage.

As a result of the situation the government has settled the question by issuing a ruling from Washington that although it is commendable on the part of theatres to accept produce in return for admissions, the government must be paid the tax corresponding to the price of the seats occupied. Theatres have now got to decide whether they will pay the tax for the hard-hit farmers.

## MEMPHIS HOUSE POOL FAILURE

Memphis, July 11.

Present pooling arrangement of downtown theatres under Loew management, entered into two months ago, will be discontinued Sept. 1.

Loew has not proved satisfactory to the circuit and will not be continued after the summer.

Loew will turn the Warner theatre back and RKO will again take over the Orpheum.

End of the merger may mean the loss of vaudeville for Memphis, part of the pooling agreement having been an experimental run of stage shows at the State.

## Kent Supervising Lambs' Shorts for Columbia

Deal has been made by Columbia with Larry Kent, calling for supervision by him of the series of 'Lamb's Gambol' shorts to be produced at the Audio Cinema studio in the Bronx. New York's actual production gets under way this week.

Kent will turn out a series for Educational release this year from the same studio.

First of the Gambol shorts, two reels, will be directed by Joseph Santley. Kenneth Webb, the adaptor. A total of 12 are figured on in the series.

## 'SHOWDOWN' TITF SETTLED

Settlement has been made by Columbia, and others who exhibited the film, with Rita Lambert Nevins, writer, according to her attorney, John Wildberg.

Wildberg, just prior to trial, last week, Miss Nevins' claim over Columbia's title 'Showdown'.

It was alleged that story in 'McCall's Magazine' two years ago had the same title.

## ROCKFORD POOL

Rockford, Ill., July 11.

Pooling arrangement has been completed locally for Publix to take over operation of RKO Orpheum along with its own Coronado. Matter is now up for ratification before the company boards.

## ROSS MOVES

Hollywood, July 11.

Nat Ross has removed production headquarters from the Tec-Art lot to Metropolis. He will produce a series of reel collegiate picture for Radio.

First goes into work next week.

## Picture Possibilities

'Hired Husband' (Comedy, August Stern, Bijou). Rather lightweight as a comedy with screen chances nil. Dec.

'The Boy Friend' (Favorable).

'THE BOY FRIEND' (comedy melodrama, Hunt and Miller, Morosco). A stage mope, teeming with plot which may be whipped into form for program release. Dec.

'Back Fire' (Unfavorable).

'BACK FIRE' (Comedy, Broome Stagers, Vanderbilt). Nothing for pictures in this play. Dec.

'The Web' (Favorable).

'THE WEB' (Melodrama, Abramson and Smith, Morosco). If there is a demand for more horror pictures, this might do. Dec.

# Estimate \$1,000,000 from Film Passes; Circuits Check and Wait at Discoveries

## Foreclosure Suit Brought Against Springfield Co.

Springfield, Ill., July 11.

Foreclosure proceedings against the Springfield Theatre Co., owners of the building occupied by the Orpheum theatre, have been instituted in circuit court by Melyin J. Straus, Chicago, trustee under trust deed and chattel mortgage. Court accounting of the company's finances, appointment of a receiver and sale of the property in event of default of payment of the debt are asked.

Springfield Theatre Co., was formed in 1926 and bonds in amount of \$1,100,000 sold. Interest payments had been met prior to Feb. 28, 1932, and principal, although \$120,000 had been paid, the bill recites. Under terms of the bond, a sixth of the interest due on the next semi-annual payment date was to be deposited monthly, as well as similar deposit of a twelfth of the principal payments. Neither has been deposited since February, the bill alleges.

## Schine's Cortland Two Ends Hopes for Chain

Cortland, N. Y., July 11.

Sale of the Cortland and Temple theatres here by Ned Kornblite, of Binghamton, to the Schine Estate, Inc., of Gloversville, announced last week, gives the latter a monopoly here, and presumably spells the end of Kornblite's scheme to erect a circuit in southern and central New York.

The Binghamton exhibitor purchased the Cortland and Temple theatres in December, 1931, from the Bloom Amusement Co., controlled by Myron Bloom, of Syracuse. They were announced as the nucleus for a new chain. The Cortland seats 1,000, the Temple, 600.

## Asks \$50,000 for a Fall; Blames Seat Arrangement

Los Angeles, July 11.

Striking at standard distances between rows of theatre seats, and the habit of patrons not rising to allow others to pass, Marguerite H. Morrow, head of the department of dramatics, University of Arizona, filed suit in Superior Court here against Warner Theatres for \$50,000 for injuries sustained when she fell in the Downtown theatre last April.

Miss Morrow contends she has been confined to her bed with a broken hip and deprived of her earning capacity, \$250 a month.

## ROACH'S PRESSBOOKS

Culver City, July 11.

As a time-saver, Roach will hereafter put out press books on each comedy series instead of on individual two-reelers. Only exception is for Laurel and Hardy. These films will continue to rate individual campaigns.

Order came from Thomas V. Gerety in Metro's New York office. Keenly at studio, is preparing the material.

## New Radio Studio P.A.'s

Hollywood, July 11.

With 12 productions going into work at Radio within next two months, publicity department is talking on three additional unit P.A.'s.

New men are Ted LeBerthon, Len Boyd and Duke Orbach.

The 10% tax on theatre admissions will cost the holders of passes to film theatres around \$1,000,000 a year. If the abuse to which the comps have been put within recent years is abated, it may run to \$1,500,000 or more.

Chain operators call the pass routine and its abuse nothing short of a disgrace. One major operator is about ready to award a prize to anyone who can figure out a means of eliminating the pass evil. In his opinion, which seems general, thousands of dollars of decreased theatre revenue is taken away monthly because people holding passes work them to death by loaning them to friends, etc. Placating of politicians, local lights, theatre people, at the tax angle is expected to be the hardest job.

## In Checking Up

Recently one circuit conducted a check on passes and found that the number of passes issued by the film critic came into one house eight times within two days.

Regular passes in key cities average from 50 to 100 a week for each major theatre, with extras and times running as high as an additional 200 or more. Including newspapers, politicians, personal friends, posting etc.

The big New York houses average around 400 passes a week with the extras, many of them on request, jumping the figure to 600 or more.

## Complications Pile Up for Chamberlain (Pa.) Firm

Shamokin, Pa., July 11.

Complications are piling up in the affairs of Chamberlain Amusements, of Pennsylvania Trust Co., of Reading, trustee of the corporation's bonds, caused a sheriff's sale of the five properties listed as owned by the company, although the Chamberlain interests had seven houses in all.

Attorney John L. Pipa, Shamokin, bought the 'Victor', Shamokin, and 'Victoria', Mt. Carmel, for the preferred creditors for \$15,000. He also bought the 'Victoria', Lansford, for \$25,000. Ex-Judge Fred B. Moser, Shamokin, bought the 'Victoria', Tamaqua, and 'Victoria', Mahanoy City, for \$5,000. Moser represents the Reading banking house interested. The Tamaqua and Mahanoy City theatres are also encumbered by a mortgage.

When Sheriff Lark was ready to proceed with the sale the preferred stockholders' attorneys objected to the manner of sale, in separate parcels, and claimed that the properties covered by a blanket mortgage there was no way of determining the amount of debt on each property. 'Banking' interests, counsel said there was no merit in this contention, as on a previous date announced for the sale the same attorneys had objected to selling the theatres.

## See More Litigation

Every indication that the sale is only another chapter in the history of the company's affairs. Nobody seems to have the authority to make a final, because of the complications involved. Long litigation in lower and higher courts is in prospect. The theatres may, in the meantime, be operated and the net receipts be impounded.

Stockholders have had committees scouring the coal regions in an effort to raise more money from among the coal holders and coal mine securities. Some hope is entertained that they will be able to raise enough to satisfy the sheriff's sale figures. Major obligations against the theatres are said to be approximately \$600,000, with \$25,000 interest unpaid.

## New 'Dynamite'

Hollywood, July 11.

Another diminutive colored find has been given a four-year contract by Jack Hayes, producing shorts for Education.

Boy is Phillip Haylick, three-years-old. He will be identified as 'Dynamite' on the screen.



# Comparative Grosses for June

(Continued from page 10)

## SEATTLE

	June 4	June 11	June 18	June 25
FIFTH AVE.	Clara Deane High. \$25,000 Low.. 7,200	Desire Me \$15,000	Thunder Below \$11,000	Feller Needs a Friend \$8,800
ORPHEUM	Radio Patrol and Nick Lucas Vaude \$5,500	Westward Passage and Secret Witness \$5,200	Face Red and Honor of Press \$4,500	Vanity Fair and File No. 113 \$3,400 (New Low)
MUSIC BOX	Tenderfoot \$3,700	So Big \$2,900	Attorney for Defense \$2,500	Doomed Battalion \$3,400
LIBERTY	Whistlin' Dan \$4,300	Midnight Huddle \$4,200	Silver Lining \$4,100	Michael and Mary \$3,900 (New Low)

## BALTIMORE

	June 4	June 11	June 18	June 25
CENTURY	Molly Louvain Stage Show \$15,000	New Morals for Old \$15,000	Reserved for Ladies \$15,000	Week End Marriage \$10,000
KEITH'S	Night World \$12,000	Clara Deane \$6,000	Thunder Below \$5,000	The Tenderfoot \$6,000
STANLEY	Desire Me \$19,700	Merrily We Go to Hell \$15,400	Love Is a Racket \$15,800 (New Low)	Dark Horse \$11,000
VALENCIA	Scarface \$2,700	Huddle \$2,400	Desire Me \$3,200	Love Is a Racket \$2,700
PARKWAY	Scarface \$4,200	Huddle \$4,100	Desire Me \$4,500	Merrily We Go to Hell \$3,800

## DETROIT

	June 4	June 11	June 18	June 25
MICHIGAN	Attorney for Defense \$25,000 Edmund Lowe, Fil. Orray and Vic McLagen Stage Show	Merrily We Go to Hell \$15,000 Dorothy Mackall	Thunder Below \$25,500 Rudy Vallee	Man From Yesterday \$21,000
FOX	Society Girl \$17,000 Stage Show	Fast Companions \$15,000 Betty Compton	Week Ends Only \$15,000	Bachelor's Affairs \$15,000
FISHER	Molly Louvain \$18,700 Mills Bros. Stage Show	Street of Lovers \$11,900	Love Is a Racket \$5,700	Winner Take All \$12,000

## BUFFALO

	June 4	June 11	June 18	June 25
BUFFALO	Desire Me \$21,500 Stage Show	Merrily We Go to Hell \$18,900	Thunder Below \$17,000 Dorothy Mackall	Hollywood \$18,000
HIPPO- DROME	Clara Deane \$4,900	Night Court \$8,000	Man About Town \$7,800	State's Attorney \$9,800
CENTURY	Carless Lady \$11,700 Alice Joy Vaude	Room 13 \$11,100	Sinners in the Sun \$9,000	Tenderfoot \$11,700
LAFAY- ETTE	Secret Witness \$5,500	Love Affair \$6,000	Cross Examination \$5,000 (New Low)	Men of Chance \$7,000

## WASHINGTON

	June 4	June 11	June 18	June 25
EARLE	Molly Louvain \$18,000 Hector Beld's Band Vaude	Sinners in the Sun \$16,000	Street of Women \$16,000 Cliff Edwards	Dark Horse \$12,500
PALACE	Desire Me \$7,000 (New Low)	Merrily We Go to Hell \$15,000	Thunder Below \$7,500	Red-Headed Woman \$13,500
COLUMBIA	Grand Hotel \$6,000	White Paris Sleeps \$4,200	Mystery Ranch \$4,500 (New Low)	Lena Rivers \$2,500
FOX	New Morals \$18,000 Stage Show	Forgotten Command- ments \$20,000	Week Ends Only \$20,000	Bachelor's Affairs \$17,500
KEITH'S	Westward Passage \$7,800	Is My Face Red? \$6,500	Strangers of Evening \$7,000 Zasu Pitts	Bring 'Em Back Alive \$12,000

## MONTREAL

	June 4	June 11	June 18	June 25
LOEW'S	Freaks \$11,500 Yaude	White Paris Sleeps \$11,000	Feller Needs a Friend \$12,500	Wet Parade \$12,500
PALACE	Michael and Mary \$5,500	Attorney for Defense \$10,000	Doomed Battalion \$11,000	As You Desire Me \$12,000
CAPITOL	Clara Deane \$5,500 Misleading Lady \$5,500	Rich Always With Us and Young America \$5,500	Reserved for Ladies and Beauty and the Beast \$10,000	Man About Town \$11,000
PRINCESS	Shopworn and High Speed \$7,000	Congress Dances \$7,000 Silver Lining \$7,000	White Devil and Lena Rivers \$9,500	State's Attorney and Commands \$7,000
IMPERIAL	Michie \$2,200 Par-French	Chauve Souris \$2,500 French Made	Reve D'Amour \$3,500	Nicole et sa Vertu \$2,500 French Made

## PHILADELPHIA

	June 4	June 11	June 18	June 25
MASTBAUM	Street of Women \$30,000 Stage Show	Sinners in the Sun \$32,000	Westward Passage \$29,000	
EARLE	Night World \$12,000 Vaude	Forgotten Command- ments \$11,500 (New Low)	This Is the Night \$13,500	
FOX	Strangers of Evening \$14,500 Stage Show	Mystery Ranch \$12,000	Week Ends Only \$16,500	
STANLEY	Clara Deane \$11,500	State's Attorney \$14,000	State's Attorney \$9,500 (2d week)	

## PITTSBURGH

	June 4	June 11	June 18	June 25
STANLEY	Street of Women \$19,000 Earl Hines Band Stage Show	Young America \$25,000	Tenderfoot \$9,000 (New Low)	Merrily We Go to Hell \$10,500
FULTON	Young Bride \$12,000 Stage Show	Room 13 \$4,700	World and Flesh \$3,200	Congress Dances \$5,500
PENN	Reserved for Ladies \$15,500 Stage Show	Sinners in the Sun \$12,000 (New Low)	Desire Me \$19,700 No Stage Show	New Morals for Old and Schelling- Sharkey \$18,000
DAVIS	State's Attorney \$2,500	Careless Lady \$3,300	Mystery Ranch \$1,900 (New Low)	Blonde Captivity \$2,500

## BOSTON

	June 4	June 11	June 18	June 25
METRO- POLITAN	Man About Town \$23,500 Dorothy Mackall Stage Show	Merrily We Go to Hell \$27,000	Thunder Below \$40,000 Rhapsody in Black	Man From Yesterday \$22,800
STATE	New Morals \$9,200	Metro Revels \$7,500 (New Low)	Big Parade \$11,000	Red-Headed Woman \$15,000
RKO MEMORIAL	Westward Passage \$20,000 Phyllis Baker Vaude	Attorney for Defense \$20,500	Is My Face Red? \$15,000	What Price Hollywood \$20,000
KEITH'S	Greater Love \$10,000 Vaude	Congress Dances \$8,000	Forbidden Company \$8,000	Fast Companions \$7,000

## PORTLAND, ORE.

	June 4	June 11	June 18	June 25
PARA- MOUNT	Huddle \$10,500 Stage Show	Merrily We Go to Hell \$13,500	Desire Me \$13,500	Red-Headed Woman \$11,000
RKO ORPHEUM	Road House Murder \$4,000 High Speed (3 days) Vaude	Big Times and High Speed \$5,500	Is My Face Red? \$4,700	File No. 113 \$6,000 (3 days)
UNITED ARTISTS	Vivienne Ware \$4,000	Clara Deane \$3,800	Thunder Below \$4,000	Grooks Had a Word for It \$5,000

## KANSAS CITY

	June 4	June 11	June 18	June 25
MAIN- STREET	Rich Always With Us \$11,500 (New Low)	Race Track \$15,500 Thurston	Westward Passage \$13,200	Hollywood \$15,000
LOEW'S MIDLAND	Feller Needs a Friend \$8,700	New Morals (New Low)	Big House and Madelon Claudet \$8,100	Red-Headed Woman \$17,800
NEWMAN	Merrily We Go to Hell \$12,000 (New Low)	Vivienne Ware \$7,000	Thunder Below \$6,000	Bachelor's Affairs \$5,500
LIBERTY	Broken Daddy \$9,200	Tenderfoot \$4,000	Two Seconds \$4,800	Man About Town \$4,000

## BIRMINGHAM

	June 4	June 11	June 18	June 25
ALABAMA	Man About Town \$7,600 Vaude	Merrily We Go to Hell \$7,800	Vivienne Ware \$7,500	Thunder Below \$7,000
RITZ	Attorney for Defense \$5,000	Radio Patrol \$2,900	Westward Passage \$2,900	Hollywood \$2,900
EMPIRE	Mouthpiece \$4,000 Stage Show	World and Flesh \$3,100	This Is the Night \$3,700	Man About Town \$3,600
STRAND	Carair Daddy \$4,900	Are You Listening? \$1,900	Blonde Crazy \$1,500	Crazy \$1,800

## LOUISVILLE

	June 4	June 11	June 18	June 25
LOEW'S	New Morals \$7,200	Sky Devils \$8,200	Revival Week \$4,900 (New Low)	Attorney for Defense \$6,000
STRAND	Night Court \$5,800	Merrily We Go to Hell \$6,700	Thunder Below \$3,900	Doomed Battalion \$2,000 (New Low)
RIALTO	Sinners in the Sun \$11,900	Street of Women \$3,200	Week Ends Only \$5,500	Man From Yesterday \$6,900
BROWN	Office Girl \$4,300	Two Seconds \$3,200	State's Attorney \$4,500	Blonde Crazy \$4,500
ALAMO	Columbia and Kellys \$2,900	Mystery Ranch \$3,200	Scandal for Sale \$2,700	Radio Patrol \$2,000 (New Low)

(Continued on page 23)

## British Exec Sees Landlords, Not Films, Industry's Problem

Hollywood is like the man who owns a stalled horse. Everyone hands out advice on how to proceed. But the man owning the horse knows better how to proceed than most people doing the advising. That's the view of the American film situation in foreign eyes and is the expression of Reginald Smith, president of Producers Distributing Corp. of London, here for the past month to look over the U. S. situation.

"There's nothing the matter with Hollywood," Mr. Smith insists. "They know how to make pictures that sold a few years ago; they know how to make pictures that sell today. America is a market for pictures—it's a simple matter of the brick and mortar men. You've allowed the landlords to run away with you, that's all."

"We've tried to make pictures in London," Mr. Smith declared. "We're learning. But we still have things to pick up from you folks. There's no can see your problem pretty clearly. People will tell you that pictures make business and nothing else. Good pictures, good business—bad pictures, bad business. That isn't quite true to-day. There is a market for pictures. Your good picture you've got to overcome your landlord."

### \$40,000 Not Enough

"Your Roxy theatre in New York had to close down. They couldn't make a go of it because they were only taking in a meagre \$40,000 or so weekly. Well, now, isn't that too bad. Only \$40,000 weekly?"

Mr. Smith was here to arrange contracts for his company. He signed agreements with Monogram to handle their films abroad. But he wanted a good deal of his time looking things over from all angles. "I want to a number of your suburban theatres," he said, "and I found things to be not at all bad. I mean, they seemed to be doing business. Your side street theatres seemed to be fairly well filled. Except where, in one small neighborhood, there were three or four more theatres. They couldn't all do it—big business and weren't doing it. But where the field wasn't over-theated or over-seated, business was satisfactory."

"I know you've heard this sort of talk before," he said, "but I must repeat: it's good experience. America couldn't help getting into the stock market tangle. Picture business couldn't help getting into the real estate tangle. Both are natural results of natural situations. And both are painful, but good experience. That'll make things just a much little better in the future—when the tangle is cleared out."

## Detroit Separate RKO Sector Under Freudenfeld

Detroit sector of RKO becomes a separate division under Arthur Freudenfeld, division manager. Reasons for separating Detroit from the Cleveland section is put as geographical and upon the recommendations of Nat Holt who handled both territories for the circuit.

Freudenfeld will hereafter report direct to the New York office and Herschel Stuart. He will supervise the operation of seven houses in three cities—Detroit, Grand Rapids, and Toledo. These three areas are closed, the Temple, Detroit, Keith, Grand Rapids, and the Palace, Toledo.

Cutoff leaves Holt some 26 houses in Ohio, Pennsylvania and Indiana. The Penny spot is the Sheridan Square, Pittsburgh. In Indiana Holt takes hold of Ft. Wayne where RKO has five houses of which three are dark.

### L. A. LINCOLN GOING FILM

Los Angeles, July 11.

Lincoln theatre closed yesterday (Sunday) after three weeks with the LaFayette Players (Nagel). Business away off and cheaper to darken.

House will remain closed until next Sunday when it will reopen with "Harlem Is Heaven." Playing the picture on a 50-50 split on the gross.

Shut down is partly caused by the desire to have sound equipment in order for the talker.



## Responsibility of Sub-Producer Units Due for Test in France

Paris, July 2.

The responsibility of major producers for their allied units is about to be decided in a test case. Many leading makers, instead of producing films they intend to distribute, promote for each film or each series of small films, minor producing companies, which are supposedly financing themselves but whose only means of flotation is their connection with the major. In case such a company fails, should the major be held responsible?

A small corporation, Eclatvities Merly, made some films such as 'Nicole et St. Vertu' and 'Coquelicot' for Jacques Haik, himself a major producer with a distribution company and a theatre circuit. Merly failed after the films were made and delivered to Haik. Several actors are still owed salaries and are trying to collect—among them Max Dearly, about \$2,000; Madeleine Soria, a similar sum; Andre Roanne, \$700; Dolly Davis, \$300, etc.

Their efforts to attach the grosses of the films where played are currently foiled by Haik, who claims that he has the first right to the money, since Merly owes him for studio rent. Whether this should be considered as a bona fide debt, or Merly merely considered as a strawman for Haik—in producing the films, will have to be decided by the courts.

If Haik is held in any way responsible for Merly, it will mean considerable difficulty in future for small studios to get the strength of their connection with majors, and the likely abandonment by the latter of the current procedure of having their distribution bolstered by supposedly indie product.

## MOSCOW TURNS TO MULTI-LINGUAL FILMS

Moscow filmdom, in an effort to get wider world distribution, will go in for more extensive multi-lingual programs in the future.

First effort along these lines is a film now being made in Russia. In Jewish and Russian entitled the 'Story of Nikanor', directed by S. Mikhailov, leading Jewish actor of Russia, is playing the lead and the film in both versions will be distributed in the U. S. toward the end of August or in September.

Other foreign language pictures are being planned for the near future, all to be direct shots.

## Plan Hitler Film

Berlin, July 2.

Director Bollen-Baekers, who in the silent days produced German two-reel comedies, and later became manager of the German Film Co., has gone to Munich to discuss at the Braune Haus (headquarters of the Nazis with Adolf Hitler and other leading personalities of the party) the production of a national-socialistic film.

The first film of this kind is to be a picture produced after a novel by Rudolf Hertzog, 'Horridon Luetzow', dealing with the German war of independence in 1813.

## Ossso Buys German Film, Ties Up for Producing

Berlin, July 2.

Adolphe Ossso, at present on a visit in Berlin, states he intends to produce 6 or 8 pictures partly in Berlin and partly in Vienna. These films will first be produced in German.

Ossso has already signed contracts with the director of the Lothar Starkfilm Co., Potok, and also with the Cinematheque Co., through Christoph Muellerstein and with the Allianzfilm Co. Ossso while here bought for France the Cine-Alanzfilm 'Lied einer Nacht' ('Song of One Night') with the Polish tenor, Jan Kiepura, in the lead.

Ossso says he will appoint an agent in Berlin.

## MACHAT AS PARTNER

FTP for Midwest-Firm Acquires Religious Library

Chicago, July 11.

Louis Machat, operator of the Cinema Art theatre, local surety, has become sales manager and partner in Foreign Talking Pictures Corp. Firm will handle German and Russian imports in six mid-western states.

Abe Teitel's religious and educational library has been acquired by the same firm. Teitel is setting up a print servicing machine, the first of its kind in Chicago.

## ALLEGED FILM SLURS BURN MEXICO

Mexico City, July 11.

According to 'El Nacional', the official government paper, Paramount faces an official boycott in Mexico of all its products as a result of repeated 'slurs' against the country in Par films.

Direct result is 'Broken Wing', banned last week with the government, which will terminate all pending Lupu Velaz for partaking in the film. Only a few weeks ago same action was taken on 'Girl of the Rio' (Radio) and Mexico is plenty hot on the subject.

Any future affront of this sort, according to 'El Nacional' will be treated as the breaking point, and the making company boycotted.

## German Sound Pact

Berlin, July 2.

Kiangfilm, Tobis and Senelophon have recently come to an agreement which will terminate all pending patent litigation.

Senelophon will be entitled to produce shorts, educational films and news reels, which Tobis will handle in Germany.

## Prague Ban on German Pictures During Fete

Prague, July 1.

No German films were running in Prague during the big Sokol Congress (patriotic Czech athletic organization). As a result of the prohibition, the German newspapers have voiced their indignation.

The press in a review of the most popular films in Prague this season, directs attention to the fact that the American film 'Trader Horn', led all others, with 161 performances, followed with 'Shanghai Express' and 'White Shadows' each 105 performances.

## Emelka Control Passes

Berlin, July 2.

The general meeting of the Emelka, German producers, will take place on July 11. A new board of directors will be elected and control of the company will go over to Rudolf Rueterges, president of many German industrial enterprises, it is said.

The shares which have been previously in the hands of the French Albert Cohan have been passed to Rueterges.

## TITLED RUSS TALKER

Amkina is working on a set of super-imposed titles for 'The House of Death', next Russian talker to be shown in the U. S. It's based on the life of Dostoevsky.

Film will be pre-released at the RKO-Campo early next month.

## Berlin-Rome Film Set

Berlin, July 2.

Avv. Desozzi, former production manager of the Cines Co.-in Rome, will produce two pictures in Berlin with the co-operation of Itala Film.

## Wooden Extras

Paris, July 2.

Wooden mannequins—moving or still—are to be used instead of extras in some early productions.

In a pictureization of the life of Sainte Theresa, to be directed by Lieberth, this type of mob is to be used; also to represent a circus audience in another film.

## Tri-Ergon Drive for Royalties on German Imports Up in Berlin

Cable reports came to American interests that German Court hearings are slated in Berlin today (12) on a Tri-Ergon petition to restrain certain German film producing companies from exporting product to America.

The hearings arise from certain patent claims by American Tri-Ergon, owned 100% by Swiss Tri-Ergon A. G. American Tri-Ergon which is a party to the petition asking for a restraining order is owned 90% by William Fox, personally. The petition being pushed mainly by Swiss Tri-Ergon A. G. is based on the alleged German legal precedent that 'product follows process'—that is, if a man who has any film product employing Tri-Ergon talker patent processes in its manufacture is subject to rights of the patent.

When a German company against whom a restraining order is sought on product exportation include Kiangfilm, Ufa and Tobis, principal film makers and distributors of Germany.

American Tri-Ergon has 19 suits pending in the U. S. against as many film companies and talker patent firms including the big electric. Arguments on one of these, namely against DeFores Phonofilm is due in Wilmington Federal courts some time in the fall. Some preliminary skirmishes between the two in the courts have already been held but without clarifying the outlook. Other suits by American Tri-Ergon are against the film companies here.

Swiss Tri-Ergon already has obtained an injunction against certain German film companies which restrains the latter from exporting product to Japan. Since allegations in the Berlin hearings are said to pertain to those in the Japanese case, the situation involves with principals affecting filmdom everywhere.

It is the claim of Swiss Tri-Ergon that its underlying patent agreements with companies in Germany specifically reserves the U. S. including Canada, Mexico and the West Indies as the exclusive territory for American Tri-Ergon under its patents.

## U.A.'s India Survey

United Artists has added Earl W. Kramer to its staff for a special location and sent him immediately on a long trek to Calcutta, India. Kramer was formerly with RKO in London. The Bremen and will stay several months in India looking over conditions in the U. A. exchange there and making new arrangements with necessary Indian officials. The trip is H. D. Fry, auditor, who will install new auditing system in the office.

## To Film Karno Acts

London, July 2.

Clayton Hutton, once Fox explorer, this side, has formed a company.

Plan is to produce a string of Fred Karno talker comedies at Baling, the Basil Dean studios, release through Gaumont British.

## Newman Going Home

Solly Newman, in charge of British distribution for Radio Pictures, sailed for London, where he remains after 10 days on this side. He came back with Bo Dowling, Radio's foreign head.

Newman is primarily getting ideas on the 'Bring Em Back Alive' exhibition handling.

## B. I.'s Bid for June

British International is dicker for June to sign a long-term talker contract.

She went down to the Elstree studios a few days ago, kept the camera crew waiting nearly four hours, and then made a test.

## Par's Joinville Studio Is Tendered To U.S. Trade for French Dubbing; Metro Calls Off German Films

Paramount is making active plans to become the American center for dubbing activity in Paris. Facilities of the Joinville studios have been offered to all the U. S. companies by action by any body yet of a definite nature, since the new French quota law has not yet become effective.

J. H. Seligman, head of the Paramount foreign department, sailed suddenly for Paris Friday (8) in order to be on the ground at the first minute and plan new activity.

## MULTI-TONGUE U'S IN BERLIN

Berlin, July 2.

Universal has engaged the German film actor Luis Trenker for several pictures following his appearance in 'Doomed Battalion'. The first picture to be made in Berlin is 'Der Rebel', a picture of the Tyrol fight for independence, in three versions, English, German, French. Kurt Bernhard will direct the picture.

For the German and English versions Victor Varconi was signed and has arrived from Hollywood. Luise Ullrich will play the lead in the German version, and Esther Halston, here from London, will be the lead of the English version.

Paul Kohner has taken over the production management. He will be assisted by Joe Pasternak and Alfred Stern.

## Dupont's French Deal

Berlin, July 2.

E. A. Dupont, German director, has been signed by Pathe-Natan for Paris for the direction of 'The Marathon Runner'.

Marcel Hellmann is to be the production manager. Dupont will go to Los Angeles for the Olympic games for outdoor shots, accompanied by his wife, the actress Giti Scherk.

## Sunday Bill a Law

London, July 2.

Sunday entertainments bill, aimed at legalizing the Sabbath opening of film theatres, passed through its final reading July 1, and thereafter automatically becomes law.

It is subject to various official proceedings, which are not likely to interfere with it.

## ENGEL'S U CONTRACT

Berlin, July 2.

Erich Engel, director, has signed a picture in Hollywood under a contract with Universal and will go to Hollywood probably in spring of next year.

He was formerly a German stage director and acquired a name through his first pictures.

## NEW PARIS FILM CLUB

Paris, July 3.

A new club has been founded in Paris, 'Club Artistique du Cinema Francals'.

President is Yves Mirande. Vice-presidents are Charles Burguet, president of the 'Société des Artistes', and Jean Toulou, president of the local Equity.

## Moves From Berlin to London

Berlin, July 2.

The picture company Felner & Somlo is giving up its Berlin office and transferring its entire production to London, where Hermann Felner has for some time produced pictures.

Berlin will remain the release headquarters for Germany.

## French Trade Honor

Paris, July 11.

David Souhami, head of the Paramount distribution office in France, has been elected vice-president of the Chambre Syndicale Francaise de la Cinematographie, equivalent of a trade chamber of commerce. It's the biggest film trade title held by the representative of any American firm in Paris.

While centering his activity on Paris he will also hop over to London and Berlin to look into things at those spots. John Hicks will join him a week later and remain with him for the rest of the European sojourn.

Paramount has now five stages for direct shooting and one dubbing stage in Joinville. If the new law, as is practically certain, bars all foreign dubbing, Par will either add dub stages or convert some of the direct shot facilities. Paramount's current program for France called for 15 direct shot films to be made by the end of August. These have practically been finished, with the plan to rush them all through. New program will not be laid out until the new French law is official and will be based on whatever new requirements are called for. Thought is that Par will be right on the job and spot.

What makes the situation even more hopeful for Par is the fact that Joinville, for the first time since it was built some years ago, is beginning to make money. Under the current layout and program the St. Maurice studios showed a profit for the past few months for the first time since their inception. The new laws are regarded as bound to help even more.

German Quota in Effect. In Germany past week saw a tightening of the quota law. It became active through an emergency government decree. No definite action of a retaliatory or protective nature has as yet been taken by the American firms except Metro.

Metro immediately upon receipt of word in New York of passage of the law sent word to Hollywood with direct appeal to German production. Those pictures in the process of being made will be finished, no others started or planned. Talent will be shipped back to Germany. Those as yet're finished whatever they're doing.

Metro is still continuing full force with its Italian and French dubbing activity, but Hollywood is ready to call in to work at a minute's notice for both. With the French thing not very likely to be stopped at this stage of the game, Metro will be forced to call off the French dogs in the near future, leaving only Italian open. Italian has never been sufficiently profitable to mean much alone, with the likelihood M-G will call off the entire works.

Arthur Loock expressed himself as still hopeful that the contingent drift in Europe can be arrested, but it is learned from inside sources that his company has talked terms and conditions with several companies in France and Germany for studio space under the new conditions, recently returned to Hollywood from an exhaustive European study trip and is understood likely to be ordered to rush back within a week or two to start activity on that side.

## A Divided Front

Paris, July 2.

French quota, which has been threatening for a long time, is due to be okayed by the Minister of French Arts and Letters. Though its primary object is to protect its primary object (36).

(Continued on page 36)

## British-Made in France

Paris, July 2.

French screens, currently invaded by German product, may now find British-made pictures seeking in for data. 'Down Our Street' made in England for Paramount by Harry Lauchman, after proving a success in England, has been given a private showing in Paris, and is likely to be no played here.

Story, which is of London East End locale, may be difficult to subtitle for French consumption, but quality of production, including direction, photo and acting, make the film a sure bet for a specialty house. Improvement in the quality of British production implied by this case should be watched closely as a possible prelude to new competition for American films.



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● **BARBARA STANWYCK** in  
**"THE PURCHASE PRICE"**<sup>\*\*</sup>  
with **GEORGE BRENT**

● **"MISS PINKERTON"**<sup>†</sup> with  
**JOAN BLONDELL-GEORGE BRENT**  
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**RICHARD DIX** in **"ROAR OF THE DRAGON"**... The Star who has never failed you in a strident tale of bold adventure.

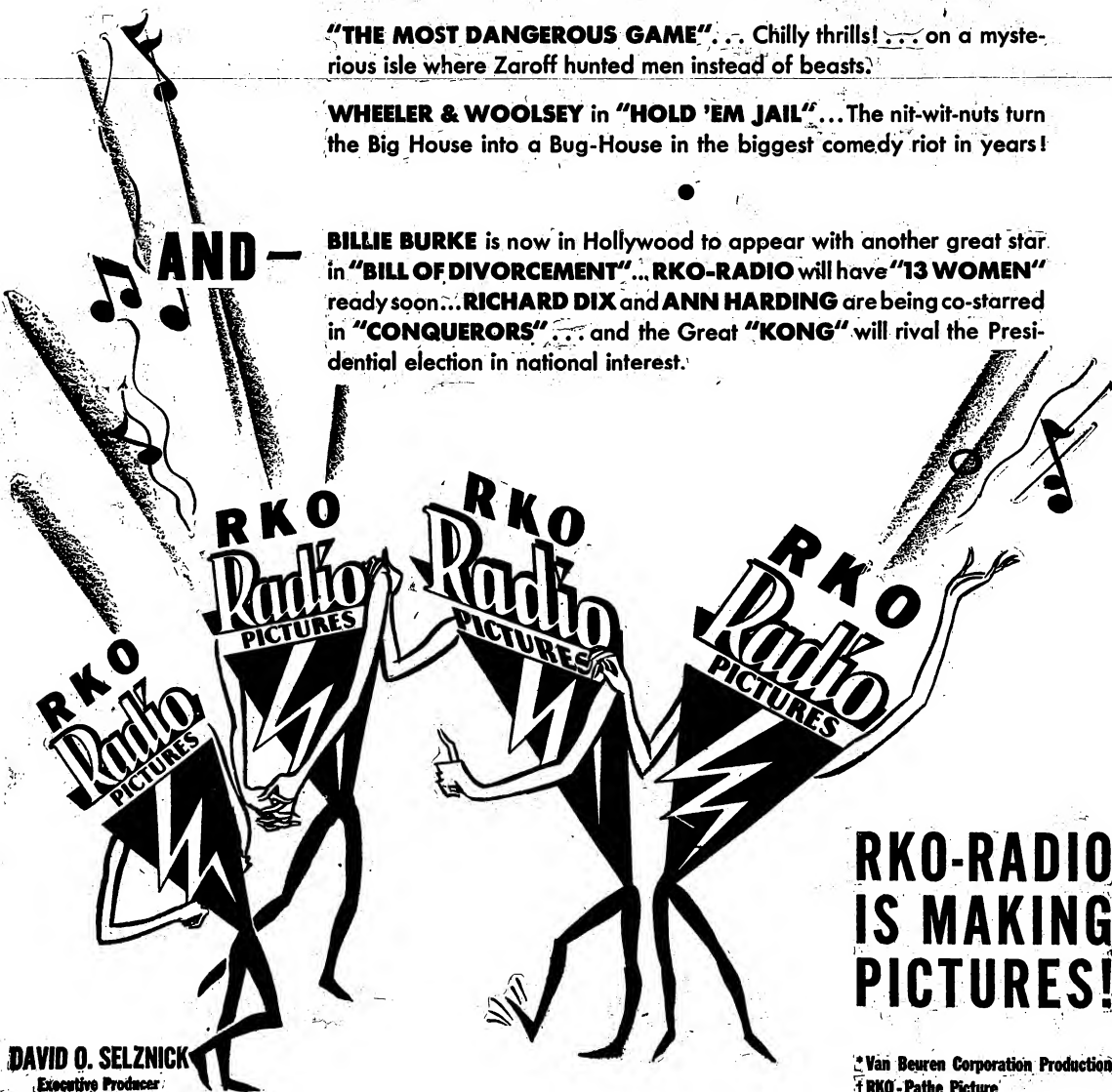
**KING VIDOR'S "BIRD OF PARADISE"**... The most successful play ever put on a stage, with **DOLORES DEL RIO** and **JOEL M'CREA**.

**"THE MOST DANGEROUS GAME"**... Chilly thrills!... on a mysterious isle where Zaroff hunted men instead of beasts.

**WHEELER & WOOLSEY** in **"HOLD 'EM JAIL"**... The nit-wit-nuts turn the Big House into a Bug-House in the biggest comedy riot in years!

**AND—**

**BILLIE BURKE** is now in Hollywood to appear with another great star in **"BILL OF DIVORCEMENT"**... **RKO-RADIO** will have **"13 WOMEN"** ready soon... **RICHARD DIX** and **ANN HARDING** are being co-starred in **"CONQUERORS"**... and the Great **"KONG"** will rival the Presidential election in national interest.



**RKO-RADIO  
IS MAKING  
PICTURES!**

**DAVID O. SELZNICK**  
Executive Producer

© Van Beuren Corporation Production  
f RKO-Pathe Picture



# EXTRA

By Epes W. Sargent

## Silhouettes

Looking for a novelty a manager contacted the local photographer for some of the blank paper backings used for daylight loading film spools. One of the paper backs of carbon paper, the outlines of people cut from a bunch of press books. These were cut to the line by the cashier in her odd moments and when passed on a white card between the stiles, it gave him a striking design. About 20 silhouettes were used.

Prices offered, but he is planning to offer tickets for the best silhouettes cut out by patrons on a coming release. Meantime he has a third idea. This is to cut the outlines in cardboard, cut letterings to match and after laying them on card apply a spray of black color to the exposed surfaces. The tint will be applied so thickly that the white spaces stand out clearly. Spraying can be done by dipping an old tooth brush in the color and springing the bristles with a knife blade.

## Saves a Chaperone

A suggestion for those who conduct contests with a trip away from town as the chief prize is offered by Harry Hartman, of the San Diego Fox-W.C. theatre.

Hartman hooked up a merchants' and newspaper to a contest for a trip to the Olympic games in Hollywood. Merchants gave purchase coupons, the newspaper the same for subscriptions and the theatre dealt them out with the coupons. All had to be deposited in a ballot box inside the pay gate.

But the big angle was that two girls were offered. One to the girl getting the largest number of votes and the other to one getting the most applause on a designated "Figure" show. The two girls could chaperone each other, and so make it two prizes instead of one girl and her bodyguard.

## Some 'Captives'

Akron, O. Ernie Austgen got Blonde Captive off to a bigger start than Garbo. Did it largely with a wild man and a real blonde in his lobby. Blonde was as little as she had to.

Same idea was carried out in the ads with a press book cut in which the girls looked like a bean in a nudist camp. Another bet was a home-made tabloid. Austgen got out 10,000, and still people came to the theatre to look for one.

## Old-Timers

As a change from the usual amateur nights, to a long night. Good for half a dozen trips.

Nights are classified, one for Negro spirituals, another for Irish tunes, etc., and the theatre manager.

## Free Sinkers

New Bedford, Mass. Happiness Week at the Public Olympia was celebrated with "Scarface" on the screen and free nuts and coffee. But to get it you had to have a ticket. No breadline, however.

## Adds a Mysio

Rochester, N. Y. Century added Madame Yogi Raja, psychic, as mezzanine attraction with feature. Free admission, free sitting. With "Merriety We Go to Hell" theatre did best business in weeks.

## Two Cent Campaign

Long Branch, N. J. A two-day trip to New York, all expenses paid, was the prize. The President, dinner at the Hollywood Restaurant, and a pass to a picture theatre, was offered by Thomas Phelan, manager of the Paramount. Open only to women, the idea drew plenty of femmes for the drawing, which was won by a young lady.

The cost to the theatre was only a two-cent stamp, which went on the letter to hotel asking for the tie-up. Hotel received mention on the screen prior to drawing, and everyone was satisfied.

Phelan has also furnished a dance marathon team of the Recreation Pier with sweaters lettered for and art. Long Branch Paramount.

This theatre put on a review, a local dancing school furnishing the talent gratis. Idea was good, friends and relatives swelling the attendance.

## Back Numbers

Exhibits who ran into a box of old portraits in the bill room in the old theatre were given a week in a frame in his foyer with offers of tickets for the re-broadcast of less than 100 words as to who they are. Pictures change with each change of bill.

Bright spot is that most young people have to drag down the old folks to spot Leo Delaney, Edith

Storoy, Cleo Ridgway and the others, and the pictures are inside the pay gate. To milk the scheme, he has the picture of the picture and the picture and the picture.

## Peps with Contests

Steve Brodie is getting out an eight page paper for the Huffman theatre, Denver, and not only paying cost out of the trade ads, but merchants. It has a circulation of 41,000 weekly and comes at a time when most theatres are even laying off programs.

The answer is that Brodie makes the paper as attractive with prize offers that everyone reads it to see what's doing. The top prize is a bus trip to Estes Park for 25 girls who post the most votes in a popularity contest, votes being given with all ticket sales. Old stuff, but with vacations more or less of a problem there are eating it up.

It is planned to give \$25 weekly for the best criticisms of shows at the theatre, and another contest offers tickets for the best answers to a quiz about the players. Another is to have a drawing of the best drawings of Mickey Mouse. With a show, direct plugging for the show, but plenty about the players who will be seen. Still can be done if it's done right, and never more necessary.

## Play Politics

Theatres have been urged to keep out of politics, and the political cycle is coming along. To sell a political story best, interest those who are concerned with politics.

But the theatre picture can be put over with speakers, working from a soap box or the back seat of an open car. With a show, direct plugging for the show, but plenty about the players who will be seen. Still can be done if it's done right, and never more necessary.

## Marched Too Long

Manager who figured on an impersonation contest when he played the theatre picture, and the idea, but he lacked judgment. Idea was to advertise to the elders the coming of the new sex series, but the idea was to get the best cowboy playboys with judging at the theatre.

All right, that far, but he marched the kids more than a mile before the contest. Happened to be a hot day and what the mother said about the theatre when the leg-weary youngsters finally plied with home headachy and some with upset stomachs was no advertisement.

## Long Distance

Suburban manager tried out a stunt the other day and he will have to wait until sometime next season to find out whether or not it was any good. He got five tickets to the road showing of "Grand Hotel" in the nearby city and offered them as prizes in a picture contest, picking as winners five persons whose word had some weight in a picture contest.

His idea is that they will plug the show now and make people anxious to see it when he gets the booking after the picture goes to general release. Now he is wondering whether the comment will be a hot day and what the mother said about the theatre when the leg-weary youngsters finally plied with home headachy and some with upset stomachs was no advertisement.

## Yo-Yo Contests

Cedar Rapids, Ia. With the town one-haywire over Yo-Yo and all classes and ages manipulating, the Paramount cashed in on the promotion. Ted Emery, manager, framed a contest on the stage for all under 18, boys and girls.

Tied in with city playgrounds and a professional to teach entrants and others interested.

## Forwards Mail

Recent mention was made of a neighborhood theatre which kept the porch clean, cleared for those away on vacation. Another manager has something else along the same line.

He offers to forward the mail of those who expect to be away. Policy mail, which may not be returned, but with additional "May mail," is held for the addressee's return.

Manager got the idea last winter when a patron told him that the post office forwarded everything but the mail of the theatre. He offered about \$2 worth of third and fourth class material, mostly trade circulars. The theatre can use discretion,

## Making It Count

Paradise, Loew's deluxer in the Bronx, has a huge time keeping apparatus at its front which sounds an alarm a minute before each hour. It can be heard for blocks.

Admission price change goes into effect at 1 p. m., and one of the sights of the community is to see the natives rushing for the playhouse blocks away at the sound of the alarm, with one minute to get under the b.o. wire before the price lifts.

## Fooled 'Em

Manager who had a chance to pick up some circus posters got four and pasted them around town. Merely striped with "Coming Soon."

When he had them trying to figure the name of the show and when and where it would come, a second streamer with the title, hours and date.

Title had nothing whatever to do with a circus, but no one in town overlooked the announcement. Only trouble is you can't repeat the gag, for you won't fool them again.

## Hustling Reissues

Toledo. Wally Caldwell got a week of playback pictures over by stepping on the gas. He told the customers, think it was important.

Opened with the throwout of 50-cent ballets printed on the special herald. "News Bee" also printed a ballet which could be cast at the theatre. Got the theatre a four-day

free campaign and a follow-up when the selections were announced. Then the theatre permitted the paper to offer tickets for readers who could name the players in the selected pictures and tell the picture in which they received their initial screen recognition. This brought in 2,300 replies.

## Torchlight Procession

Elmira, N. Y. Manager Harry Watts, of the Keeney theatre, pulled the biggest local publicity stunt in years to advertise his new picture for a week-end torchlight procession, headed by a band and police, followed by 40 automobiles carrying Democrats and Republicans, each displaying banners announcing they were on their way to see the first showing of the picture.

At the theatre Manager Watts had a leading Republican and a leading Democrat extol the merits of their party candidates in short speeches.

## Another 2-4-1

With a theatre and a dancehall both ready to cut prices to drag them in, the theatre manager suggested a 2-4-1. On request the house issues a coupon good for the dance hall following the first night show. The idea being that the crowd will see the picture and then go and dance.

The hall takes 10% cut or one cent on every dime. Does not look so good for the hall, but the dance manager figures that he will save on every dime of the cost of buy ads or ice cream. He figures further that they will be in a position to feel that they are in on a free ticket. So far the results are good and the theatre has made instead of lost trade.

# BEHIND the KEYS

Saso takes Floyd Maxwell's place at the Ontario. Max Bowman, pointed exploitation director of Fox-Parker houses.

## Clear Lake, Ia.

J. C. Roush, who recently purchased the Clear Lake theatre, has sold to Ernest Anderson. Change effective July 5.

## Council Bluffs, Ia.

Liberty theatre only house in downtown section open as result of closing of Broadway (Public) and the Fox-Strand. No announcement regarding reopening of dark houses.

## Birmingham.

Prim's Rio, now theatre, opened at Hattiesburg, Miss., July 4. Owned by Prim B. Brandon of Mobile, Ala.

## Phoenix.

Public-Rickards-Nace assuming partnership in the Sunshine theatre at Albuquerque, N. M. House seats 1,100.

## Elmira, N. Y.

Theatres in Waverly and Owego, N. Y., and Sayre and Towanda, Pa. near here, are expected to revert to the control of M. E. Comerford Aug. 1. Palmer and Co. theatre, recently acquired by Skouras Bros., Inc., closed for summer. George Skouras, formerly at the Cataract theatre, Niagara Falls.

## Milwaukee.

Harry A. Bailey has succeeded R. W. Thayer as Riverside (RKO) manager. Thayer has gone east. Fox Strand has closed until fall.

## Winfield, Ia.

J. A. Peters, Des Moines, has taken Pratt's theatre. Will remodel and operate as Uptown.

## Phoenix.

Tom Soriero, formerly with Skouras at Oakland, Cal., has taken over Fox-West Coast theatre, now in Arizona, offices in Tucson. Succeeded Albert Stetson as manager of this division. Stetson now managing Fox theatre here.

## Bronx, N. Y.

Realignment of managers in Harlem theatres of Manhattan Playhouses as follows: Al Stirling by Jack Blumenthal, formerly at Harlem Grand; Irving Steiner to Harlem Grand from Cosmo; Paul Sherman of Palace, closed, to Cosmo.

## Rochester, N. Y.

Max Mink returns from RKO Plaza, Schenectady, as assistant manager of RKO Temple. Ward Krag goes to RKO Proctor, Schenectady, as assistant manager under Herbert Morgan, former chief of the Temple.

## Schenectady, N. Y.

State theatre (Parash), first-run here, has closed for six or seven weeks.

## Woodland Lobbies

H. M. Addison, of Loew theatres, Cleveland district, has the theory that ice lobbies are not quite right for summer season. He argues that few persons regard the Arctic regions as a likely summer resort and that most think of the cool woodland.

Addison made arrangements early in the spring with a large nursery. Grover secured him that evergreens could be made to stand up for a season if properly posted. As a result the State and lesser Loew houses have all gone greenery.

Addison pays nothing for the display, since the plants are only on loan. A small credit card is displayed in each house, and the nursery has already landed one \$25,000 landscaping outfit to supplement numerous tree sales.

## Play the Resorts

With resort business not so good in some places, it is feasible to try and contact some hotel for a week-end trip to be used as a prize. It is being done by many hotels in New York, which show a couple of days in return for the advertising the theatre gives the place.

For the resort spot it should be possible to get from a week to a couple of days for a graduated scale of prizes. Some hotels are doing this, and it is a good thing all around.

## Gets the Grads

No telling how long it will last, but local manager sold the high class grading class the idea of coming to the theatre to see the nights to keep in touch with each other. There were 83 in the class, and 60 of them had been to the 47 tickets for that crowd, but they seem to like the idea, and he's hoping the show will be a success. Has an ample foyer and they gather there after the show and talk things over.

Now trying to spread the punch to fraternal orders.

## New Closing

Ramona theatre, Los Angeles, has a new time schedule. House is open only in the evening, except on Sundays and holidays, and in place of the usual announcement the time is set as "From 5 p. m. to bedtime." Uses a "Twilight Matinee." Both ladies' and men's hold and help to sell through sounding different from the usual form of telling it.

## A \$50 Beauty

Easton, Pa. State theatre, a Wilmer & Vincent house here, conducted bathing beauty contest. Prize of \$50 was offered. State hold and help to sell through sounding different from the usual form of telling it.

## Kiting

Kite flying is popular in some spots. So in others with a little splash of advertising. Properly handled it can be worked out with the theatre with lobby lessons in kite making.

One manager sold a department store on a tie-up. There will be flying contests.

## Fly Swatters

Manager had chance to pick up a job lot of cheap fly swatters from a local hardware store. He bought the bunch and had a rubber stamp made for the handles with "Swat the fly." When you get a swat chase the pests down to the Royal. No flies in the house. No flies on the show.

## Early Birds

Manager who wanted to get them in early given the first 200 dated and numbered tickets. Next numbers are posted in the lobby to receive free tickets. Distribution is started at 10 o'clock. Get good cover for night admission as the extra dime for night admission is slipped on.

Now he is trying to lay off the prizes to a soda fountain.

## Red-Headed Women

Los Angeles. For "Red Headed Woman," at Loew's State, manager had to sell some 700 red head attractive red-heads and framed them in shadow boxes, one in each lobby. Cashiers were redeheaded, either naturally or aided by wigs.

## Book Covers

Along in late August managers who have had good results with book covers are going to start thinking about a supply against the opening of school. Get good cover or think up some other idea. The time to get the paper is now, or you will have to pay a fancy price,

# LILLIAN HARVEY IS SIGNED TO PLAY LEAD ROLE IN

## Ambitious Plans Under Way For Screening 'Cavalcade'

Inspiring Drama of British Life Chosen As  
One of Hollywood's 'Super' Films  
For Current Year

By LOUELLA O. PARSONS  
Universal Service

June 11.—"Cavalcade," a human story, filmed to

the epic flow, has been signed by the Fox Film

Company. The picture is expected to be a

summit of the year.

French Novel With Her Sophisticated She Wants

By LOUELLA O. PARSONS  
(Continued)

"State Fair" To Be Screened This

Special to The New York Times, June 11.—"State Fair," a picture rights in "State Fair," a novel by Phil Strong, was

come a national best-seller month since its publication.

been bought by the Fox Film Corporation, according to an

ment made this week by the

tury Company. The author will write

logue for the screen play.

put into production. It is

State Fair" was a

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# OLD KID UNIVERSAL GOES MARCHING ON!



The storms of twenty years have smashed themselves on his grizzled front, but he still goes marching on . . . a leader of a magnificent motion picture industry!

The Road Show Attraction  
**FANNIE HURST'S  
BACK STREET**

## H. G. WELLS' INVISIBLE MAN

BORIS KARLOFF featured in an adaptation of the famous story by one of the world's greatest writers.

## COUNSELLOR AT LAW

Based on the New York stage success of the same title by ELMER RICE.

## AIRMAIL

An epic of the Airmail Service. Directed by John Ford.

## SUMMERVILLE-PITTS PRODUCTION

Tentatively titled "Beauty and the Brute."

## ROBERT LOUIS STEVENSON'S SUICIDE CLUB

Based on the story of the same title by the author of "Treasure Island."

## BROKEN DREAMS OF HOLLYWOOD

THE WOMAN'S PICTURE SUPREME!

## PAGAN RIVER

Great jungle thrill-drama picturized from the novel of the same title by Wang Wellesley.

## JIM TULLY'S LAUGHTER IN HELL

Based on the novel of the same title. Smashing drama of a Georgia chain gang.

## EDNA FERBER'S GLAMOUR

(Title tentative) Based on the widely read Cosmopolitan Magazine story of the same title.

## The Pulitzer Prize Novel LAUGHING BOY

OLIVER LA FARGE's great story produced on a gigantic scale.

## ELMER RICE'S THE LEFT BANK

Based on the long-run stage play of the same title.

## S. S. SAN PEDRO

JAMES GOULD COZZEN'S Scribner's Magazine Prize Story.

## CAGLIOSTRO

(The Great Imposter)  
NINA WILCOX PUTNAM's version of one of the strangest characters in history. Starring Boris Karloff.

## SHANGHAI INTERLUDE

A smashing drama of white-hot life in the seething Orient.

## ZEPPELIN

A smashing drama whose action takes place aboard a giant trans-ocean dirigible.

## ONCE IN A LIFETIME

Based on the hit play that convulsed New York. By George Kaufman and Moss Hart.

## THE FLIGHT COMMANDER

From the play, "The Empty Chair" by James Narman Hall and Charles Nordhoff.

## THE OLD DARK HOUSE

Directed by JAMES WHALE. Featuring Boris Karloff, Melvyn Douglas. From the novel by J. B. Priestley.

## SUMMERVILLE-PITTS PRODUCTION

Tentatively titled "The Substitute Bride."

## EXILE EXPRESS

The drama of a trans-continental train carrying exiles "not wanted" by the U. S.

## ALL AMERICAN

(Title tentative) Football picture with smashing romance and love interest.

## THE PRISON DOCTOR

Based on the novel of the same title by Dr. Louis Berg.

## A GEORGE SIDNEY- CHARLEY MURRAY PRODUCTION

## YOUTH AFLAME

SIDNEY FOX in a daring and dramatic story of modern youth. Title tentative.

## BLACK PEARLS

A story of love and adventure in the South Seas.

## LEW AYRES PRODUCTION

Tentatively titled "Men Without Fear."

## THE DOOMED BATTALION

The All Quiet of 1932

## IGLOO

The Novelty Sensation of 1932

Produced by Carl Laemmle, Jr. - -

- - Presented by Carl Laemmle

STEP OUT WITH UNIVERSAL

# Those Brown Derby Blues

(Continued from page 3)

have read 'Agent! An, I might add in passin', that in these days of depression the agent is too smart a bird to waste Brown Derby lunch money if the producers an' castin' director he wants to see ain't inside. While the conversation in there may be edifyin', the agent ain't payin' money to listen to it. Once inside, so far as he's concerned, he expects to do most of the talkin' an' he's willin' to pay money for the chance. Otherwise, it ain't business.

Each of the informative young men outside the Brown Derby has his regular customers, an' later on, he collects—or tries to.

You'll notice, too, while standin' around, quite a few snappy roadsters, driven by still smarter looking young women, slowin' down as they pass an' holdin' quick conversations with the Derby scouts. They also want to know if the 'right party' or their boy friend is in Mr. Sornborn's—not that they're particular who pays for the lunch, but they ain't goin' inside unless they know there's someone in there they got a chance with.

**Parking Space Tipoff**  
Then there's the boys in the parkin' stations next to the restaurant an' across the street. They, too, watch the customers. But to millions just as easy as they do in a car, an' in these days of quick actin' finance companies, there's quite a few of the boys an' girls afoot or street-carin' down to Hollywood Boulevard an' then um' a taxi for the remainin' two or three blocks.

Informin' their customers who's arrived in the Sornborn food emporium gets the parkin' place boys quite a few tips, an' they're lettin' no thin dimes or stragglin' two-bit pieces get away even if it is Hollywood—the town where they talk millions just as easy as they do in Washington an' appropriate just as little. I'm surprised that so keen a business man as Mr. Sornborn hasn't a blackboard in front of his place with the arrivals posted. Of course, that might keep away a few prospective customers, but there's no law against him foolin' them now an' then either.

Around the door of the Vine street restaurant durin' the lunch an' noon hour, an' also in the evenings, are the photographers—dozens an' dozens of 'em. Each lady an' gent of importance an' they're even keen for those who hope to be of

importance—are surrounded an' asked to sign the books. A lot of the stars pretend to be dreadfully annoyed—but at the same time they get mighty peeved if the boys an' girls don't notice 'em.

I don't want to say that a lot of 'em go prepared to sign a couple of dozen books, but there's a wee bit of growlin' look if they find themselves ignored. Bein' asked for autographs is quite an attraction around the Brown Derby—an' its 'atmosphere' an' the temperamental an' artistic soul of Hollywood must have its atmosphere. Oh, yes, An' to be truthful, I kinda like the autographin' myself.

Another thing, the photographers tell the visitin' citizenry from low an' adjacent states, as they all might around the restaurant door, 'who's who' as the celebrities come in—an' that's just great as otherwise they might not know who the celebrities are. I find some of 'em don't remember me unless I happen to bring Tony along.

**Paid for Signatures**

The other day, a boy of about 12 asked for a picture to send to a sick kid. He gave me a card with his name an' address, but forgot to mention the name of the boy I'm to autograph the picture for. So I call up his house. A woman says he ain't there. 'He's workin', she says, 'over at the Brown Derby—autographin' an' as today's pay-day I'm sure he's still there.' I don't know who pays these photographers—if they don't, maybe the owner of the place collects to find it easier to hire kids than to do the hustlin' themselves—but anyway, it's a smart trick, whoever hires 'em, an' the lady Mrs. Sornborn an' the near could do is to provide 'em with a free lunch now an' then.

Once a day, while the lunch rush is at its height, a friendly traffic cop from the corner comes over an' chases the boys an' girls away, but the photographers only grin an' come right back—an' the stars wait for 'em—they so hate to disappoint the youngsters.

Once you get inside the Derby you are among the elect. In front of you is gathered the cream an' the skim-milk of the motion picture industry—the great an' the near great—the stars of yesterday, today an' tomorrow—all anxious to see an' be seen.

At one table sits the three Elston brothers—Eddie, Walter an' Hazde, producers, an' they talk in loud tones of millions-of-the-pictures they're a' goin' to make an' the stars they're a' goin' to use, hopin' their competitors at the table don't hear 'em. To accomplish this, they have to talk above the rattle an' crash of the dishes, for no table cloths are to be found in the Derby. Table cloths ruined one famous restaurant over in Hollywood boulevard 'em. Mr. Sornborn ain't goin' to have his patrons put the jimx on his Vine street place with long columns of figures, front elevations of studio plans an' names of casts an' n' koshor writin' marked all over the napery like it used to be in the restaurant now closed.

I don't know how true it is, but I've heard stories about executives from one studio that would send a bright young man back to the restaurant about 3 p. m. to find out what the big shots from another studio had been writin' about. Others claimed some of the mind-readin' Hollywood columnists like-wise had a habit of sneakin' back to look over the pencilled linen that they got many a story in that way.

Another thing—in the old salaried picture magnate hold a table for autograph an hour with a long line of patrons waitin' for seats, while he struggled along a tryin' to add a column of figures he had jotted down on the table cloth. Some of 'em, you know, couldn't count over five million without help from the bookkeeper.

So for six days in the week, Mr. Sornborn uses glass covered tables that you can't write on, thereby savin' a lot of money on laundry bills. But for the benefit of his Sunday guests, Mr. Sornborn spreads the cloth. He figures that most of the architects an' mathematicians down at Agua Caliente for Malibu Beach, especially if they've been fortunate enough to chisel an invitation, an' his linen is safe from totem pole designs. Occasionally, the absent minded head of the family—for the misus is usually along Sunday nights—grows careless an' thinkin' about somethin' else, jots down a telephone number.

If friend wife happens to see it—an she usually does—some one gets stuck for a new bracelet. Or if the situation can be classified as a misdemeanor an' not a felony, maybe he can get off with a new dress or havin' the car painted.

**Por Schedule**  
Over at a side table in the Vine street eatin' house, you'll probably find a studio head an' a couple of his directors. Slowly saunterin' toward 'em comes a vision in white. Who can it be except our old friend the agent. Just as he stops to ask about someone's Malibu party, or who won last night, who comes strollin' along but dear little Mary Ann McGuirk—the gal he phoned for.

Sometimes it works—sometimes it don't. But you can't blame the agent for tryin'. On the general law of average he lands 'em once in a while. An' there's a hundred of this type of agent in Hollywood an' twice that many Mary Ann McGuirks. Happily an' luckily for the rest of the patrons, they don't all

light in the Brown Derby on the same day, but there's always enough of 'em around to lend a mosaic touch to the color scheme.

A lot of old timers lunch in the Brown Derby—hopin' some of the picture executives in there, who haven't heard from the New York bankers since yesterday, may give 'em a tumble an' a few day's work. An' so it goes—Matty an' Doug drop in, the Robert Armstrongs, the Gleasons an' about all the women folks except Garbo—she must eat somewhere once in a while, unless her home cookin' is better than most of us get. I've been told that nearly all the Los Angeles hotels an' restaurants have from time to time offered the young lady from Sweden free accommodations, just to have her around for publicity. So she's fixed for board an' lodgin', no matter whose studio shuts down.

Aspirin young women scrip an' scrip to make the Brown Derby, at least once a week. It's got so it's hard to tell whether there's a fashion show goin' on or it's just a few of the workin' girls makin' a few

laps, around hopin' some one will notice 'em.

Anyway, Mr. Sornborn's restaurant is the grand assembly place for news as well as food, an' if the news was always as good as the food, the columnists wouldn't have to apologize so often.

**No Paid Entertainers**

In another way, the Derby stands distinctively alone. It has never had a paid entertainer or a piano in the place. This shows how smart someone is—over there—think of the number of ambitious crooners an' radio entertainers now in Hollywood, hopin' to land in the pictures an' what they would do to a piano in the Brown Derby, an' the requests they would get out of the air to entertain, especially if they thought someone from Paramount, M-G-M, RKO or Universal was a listenin'. There'd be no dial to twist an' shut 'em off. The patrons would just have to sit and suffer. Why, Sam Goldwyn or Sol Lesser couldn't make themselves heard more'n 60 feet away.

But all in all, Mr. Sornborn runs a fine restaurant. It's worth a visit if you come to Hollywood, especially if you want to see the boys an' girls who are makin', have made or hope to make, motion picture history. No matter who they may be, by the time you get to the Derby there'll be a lot of 'em around the Brown Derby at lunch time.

All of which reminds me that in view of all that goes on inside the Derby, Wilson Miner, or whoever named it, was a heap wiser than he thought—

The Brown Derby.

In your hat, my masters, in your hat.

## Comparative Grosses for June

(Continued from page 12)

SAN FRANCISCO				
June 4	June 11	June 18	June 25	
FOX High, \$70,000 Low, 18,000	Man About Town \$24,000	Society Girl \$26,500	Merrily We Go to Hell \$38,000	Love Is a Racket \$33,000
WARFIELD High, \$48,000 Low, 8,200	Road 13 \$15,000	Feller Needs a Friend \$19,000	Edith Piaf \$15,000	Desert Song \$16,000
PARA-MOUNT High, \$36,000 Low, 6,200	Desire Me \$17,500	Desire Me (2d week)	Desire Me (3d week)	Thunder Below \$12,000
GOLDEN GATE High, \$19,000 Low, 8,500	Lena Rivers \$20,000	Westward Passage \$14,000	Road House \$11,000	Are You Listening? \$8,500 (New Low)

TACOMA				
June 4	June 11	June 18	June 25	
RKO ORPHEUM High, \$14,500 Low, 3,900	Tenderfoot and Road House \$4,700	Westward Passage and Sweet Witness \$3,900 (New Low)	Radio Patrol and Love Is a Racket \$4,100	Attorney for Defense and Week-End Marriage \$4,000
BLUE MOUSE High, \$8,300 Low, 1,400	Desire Me \$1,800	Continental \$1,600	Three Wise Girls \$1,500	Winner Take All \$1,600

CINCINNATI				
June 4	June 11	June 18	June 25	
ALBEE High, \$35,500 Low, 14,500	Strangers in Evening \$17,000	Man About Town \$20,000	Race Track \$14,500 (New Low)	Molly Louvain and Sharkey-Schmeling \$16,000
PALACE High, \$28,100 Low, 8,000	Scarface \$14,500	Street of Women \$10,000	Merrily We Go to Hell \$11,000	Hollywood \$11,000
CAPITOL High, \$22,000 Low, 4,500	Society Girl \$8,000	Westward Passage \$7,500	Week-End Marriage (New Low)	Reserved for Ladies \$4,500
LYRIC High, \$23,900 Low, 5,000	Desire Me \$13,500	Desire Me \$7,500 (2d week)	Desire Me \$7,500 (3d week)	Dark Horse \$7,000

PROVIDENCE				
June 4	June 11	June 18	June 25	
STATE High, \$28,000 Low, 7,500	Desire Me \$15,900	New Morals \$8,100	Revival Week \$7,500 (New Low)	Red-Headed Woman \$9,000
RKO ALBEE High, \$20,000 Low, 3,000	For the Defense \$2,500	Westward Passage \$2,500	Vanity Fair \$9,500	Forbidden Company \$12,000
FAY'S High, \$8,500 Low, 4,000	Ferguson Case \$4,000	Congress Dances and Mystery Ranch \$4,000 (New Low)	Dark	Ben Bernie
PARA-MOUNT High, \$18,000 Low, 4,000	Forgotten Commandments \$4,100	Merrily We Go to Hell \$8,000	Merrily We Go to Hell \$8,200 (2d week)	Man from Yesterday \$5,500
MAST High, \$18,000 Low, 6,200	Two Seconds and Street of Women \$2,500	Society Girl and Strangers of Evening \$2,500	Tenderfoot and Molly Louvain \$2,500	Dark Horse and Week-End Marriage \$2,500
RKO VICTORY High, \$2,900 Low, 1,400	Honor of Press and Death Valley \$1,650	Shop Angel and Arm of Law \$1,400	Law of West and Sharkey-Schmeling \$2,000 (2d week)	Law of West and Sharkey-Schmeling \$2,000 (2d week)

MINNEAPOLIS				
June 4	June 11	June 18	June 25	
RKO ORPHEUM High, \$25,000 Low, 4,000	Radio Patrol \$6,000	Westward Passage \$9,000	Two Seconds \$8,000	What Price Hollywood \$10,000
STATE High, \$23,000 Low, 3,000	Desire Me \$14,000	Huddle \$8,700	Merrily We Go to Hell \$11,800	Thunder Below \$8,600
LYRIC High, \$7,000 Low, 1,200	Clara Deane \$4,000	Mystery Ranch \$4,700	Mouthpiece \$4,700	Rider of Death Valley \$4,400

## F-WC DODGES DOUBLES AND RAISES ADMISSION

Los Angeles, July 11. Double features are being eliminated by Fox-West Coast in several of their neighborhood houses. New policy of single pictures went into effect this week at the Uptown, Westlake and the Figueroa. Increased admission prices, averaging 10c accompany the change.

## 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 Swayer"  
F & M's "Parlous Boy"

**JANICE WALKER**  
Doing "Cinderella Brown"  
F & M's "Parlous Boy"

**GILBERT BROS.**  
"MALIBU BEACH" Idea

**FANCHON & MARCO Presents**  
**ZELDA SANTLEY**  
"VEILS" IDEA

**BERNARDO DE PACE**  
"Wizard of the Mandolin"  
Assisted by CELINE LESGAE

**EDDIE BRUCE**  
HEADLINING  
"Gus Edward's Radio Stars"

**FANCHON & MARCO Present**  
**SYLVIA CLARK**  
In "HER BIRTHDAY PARTY"  
BODIE KUHN as "UNCLE BOBBIE"



**Five Years Broadway**  
**Featured Musical Comedy Dancer**

**NICK LONG Jr.**

**HELD OVER SECOND WEEK**

**CAPITOL NEW YORK**

Management  
**HARRY BESTRY**

# WINNERS OF M-G-M's "TARZAN, THE APE MAN" CONTEST —

1st PRIZE \$100: Mickey Green, Fox State Theatre, Racine, Wis.  
2nd PRIZE \$50: Lionel Keane, Loew's Fox Theatre, Atlanta, Ga.  
3rd PRIZE \$30: H. A. Bishop, Capitol Theatre, Calgary, Alberta, Can.  
4th PRIZE TIED \$20 each: J. J. Delaney, Strand Theatre, Lowell, Mass.  
and Paul Short, Matka Theatre, Dallas, Texas.

## HONORABLE MENTION

Harry F. Shaw, State Theatre, Syracuse, N. Y.  
L. E. Davidson, Colfax Theatre, South Bend, Ind.  
Herb Jennings, Memphis, Memphis, Tenn.  
William J. Saxton, Baltimore Theatre, Baltimore, Md.  
B. E. Abegglen, McDonald Theatre, Eugene, Ore.  
Bob Kelley, Texas Theatre, San Antonio, Tex.  
H. L. Stahl, Lyric Theatre, Oil City, Pa.  
Max A. Cooper, Hackensack Theatre, Hackensack, N.J.  
J. E. Lykes, Park Theatre, Cleveland, Ohio.  
W. B. Shutter, Paramount Theatre, Denver, Colo.  
Rocky Newton, Capitol Theatre, Davenport, Iowa.  
Manager, Paramount Theatre, Waterloo, Iowa.  
C. J. Briant, State Theatre, New Orleans, La.  
Harold Kaplan, Minnesota Theatre, Minneapolis, Minn.  
Arthur Cunningham, Strand Theatre, Shreveport, La.  
Emile Austgen, Akron Theatre, Akron, Ohio.  
A. H. Buching, Theatre, Canton Ohio.  
Bill Taylor, State Theatre, Houston, Tex.  
Will Singer, Orpheum Theatre, Springfield, Ill.  
Harry Grampp, Rivoli, La Crosse, Wis.  
J. H. Skiffington, Fox Nelson Theatre, Springfield, Mass.  
Edwin Adler, Vendome Theatre, Nashville, Tenn.  
William Shirley, State Theatre, Schenectady, N. Y.  
S. S. Solomon, Paramount Theatre, Youngstown, Ohio.  
J. J. Medford, Orpheum Theatre, Oxford, N. C.  
W. E. Drumbar, Tennessee Theatre, Knoxville, Tenn.  
C. J. Ferrin, Sterling Theatre, Greeley, Colo.  
Manager, Dayton Theatre, Dayton, Ohio.  
Mike Cullen, Penn Theatre, Pittsburgh, Pa.  
H. H. Weiss, Fairfax Theatre, Miami, Fla.  
W. S. Caldwell, Valentine Theatre, Toledo, O.  
M. A. Malaney, Allen Theatre, Cleveland, O.  
Bert Leighton, Savoy, Utica, N. Y.  
William McFaul, Great Lakes Theatre, Buffalo, N. Y.  
Ralph Craybill, Troy Theatre, Troy, N. Y.  
Ed Emerson, Iowa Theatre, Cedar Rapids, Ia.  
Walter MacCoyell, State Theatre, Louisville, Ky.  
John McManus, Midland Theatre, Kansas City, Mo.  
Mr. Sheridan, Public Des Moines Thea., Des Moines, Ia.  
J. D. Toups, State Theatre, New Orleans, La.  
H. H. Harmon, State Theatre, St. Louis, Mo.  
Clay Smith, Paramount Theatre, Jackson, Tenn.

JUDGES: Chairman—Chick Lewis, M. P. Herzl; Epes Sargent, Variety; Jack Harrower, Film Daily; Charles Hyman, M. P. Daily.



While he's paying off the  
**WINNERS** of the "Tarzan,  
the Ape Man" Contest —

# LEO OF M-G-M ANNOUNCES another BIG PRIZE MONEY Exploitation Competition on the Season's Sensation RED HEADED WOMAN



Whoopie! It swept into theatres like a tornado! Another M-G-M Life-saver! First engagements are terrific—Midland Theatre, Kansas City, beats the latest Garbo and Crawford openings—State, Los Angeles, best business in months—Paramount, Portland, socks "Tarzan"—Boston, Providence, Washington are packing them in!

GET BEHIND IT! WIN A PRIZE! "Red Headed Woman" has the exploitation possibilities of "Tarzan, the Ape Man." Your extra promotional efforts will be judged for one of these prizes: **1st Prize, \$100; 2nd Prize, \$50; 3rd Prize, \$30; 4th Prize, \$20.** In case of ties, duplicate prizes will be awarded. Send your campaigns with photos, etc., to "RED HEADED WOMAN PRIZE CONTEST EDITOR", 4540 BROADWAY, N. Y. C. The judges are the same as in the "Tarzan" contest above. "Red Headed Woman" Contest ends Sept. 30th.

SPECIAL AD CAMPAIGN:  
Write to M-G-M Ad. Dept.,  
1540 B'way, N. Y. C., for mats  
(at cost) of extra ad. campaign  
in addition to Press Sheet ads.

**METRO-GOLDWYN-  
MAYER Showmen!**



## BRYANT 9-2812

## Meetings and Many Promises, but Roxy Show Still Not Paid Off

Up to yesterday (Monday) evening the members of the final Roxy, New York, stage show were still unpaid, after a week of unfulfilled promises by the receiver's operator, Harry G. Kosch.

Another meeting was held yesterday for the purpose of digging up a payroll.

The \$150,000 in receivership certificates which, Kosch informed the court, he could sell, and pay off with the proceeds, were restrained from being marketed by the receivers themselves.

Major Donovan of the V. M. A. representing the unpaid talent in their effort to collect.

### Children Unpaid

At Saturday morning's meeting for the collection of the performers and house attaches' wages, some 20 children who were in the closing bill showed up for their money.

Major Donovan's assurances that unless salaries were paid the house (Continued on page 41)

### A 4TH CASUALTY

Bessie Kappela's Mishap With Holiday Fireworks

Syracuse, N. Y., July 11.

A fireworks casualty, Bessie Kappela, vaudeville actress, member of the Olsen and Johnson troupe, is in Syracuse Memorial Hospital here, suffering from powder burns on the face.

With her sister and teammate, Beta Kappela, the young woman came to Syracuse for a visit with friends over the Fourth. She was injured when an aerial bomb over which she was bending exploded in her face. The bomb had failed to soar skywards, and the actress, believing the fuse extinguished, was examining it.

### \$1,250 to 'Show'

Current week at the Palace, New York, is just a 'showing' date at 'showing' salary for Louis Sobol, New York Journal columnist. He's asking \$3,000 regular for Vaudeville, but breaking in for \$1,250.

The Palace salary was accepted because nobody had seen Louis act, not even Louis. Harry Roman agented.

### Bernard Makes Changes

Los Angeles, July 11.

With return from Chicago of Bern Bernard, head of the RKO booking department on the coast, few minor changes in personnel have been made. Ellis Levy is out at the San Francisco office, with Mrs. Eleanor Hertz, from the club department, now in charge.

Ken Dally is leaving the Los Angeles office, with balance of personnel retained.

### Percentage

One-twenty-ninth, or 3.8, of the Diamond sales was deducted by RKO because the trio missed one of 29 performances in Boston last week.

Coming in from New York on a sleeper jump, the Diamonds played five shows opening day, Saturday (2). They missed their call by five minutes for the first performance Sunday and weren't permitted to bat out of turn.

## WB May Abandon Its 2½ Weeks of Vaude And Go 100% Films

Warner Bros. is on the verge of going entirely vaudeless. Left with only two and a half weeks among three cities, Philadelphia, Washington, and Elizabeth, N. J., the operating department is considering an ouster for these spots also. Earlier in the season WB had around 15 weeks, including many smaller towns.

The Philadelphia Earle, in an effort to boost his, changes to a Friday from a Saturday opening July 22.

No indication as to what Warner's will do in the coming fall. If quitting, Fanchon & Marco units, it must turn in a 30 days' notice in advance of Sept. 1.

### No Kiddin'—20 Wks.

Jane and Katherine Lee have received one of the new RKO routes into next season.

Eleven were set for 20 weeks, excluding the western time, through Sammy Tishman.

### NOT USED TO CORNERS

Emile Gauthier, for years in vaude with his pony act, took over a gas station.

But through his agent, Fred De Bondy, Gauthier is back on the black book, looking for stray dates.

## Would Cut \$75,000 Yearly from NVA Overhead; Complaint Bureau Out

### Saranac Lake

By Happy Benway

Dr. Sam Watson, ex-house medical officer for St. John, N. B. He will practice there.

Marion Greene gets great X-ray report, general condition improved, downtown for first time in months. Phyllis Milford now all-up patient, limited exercise, down-towning and much on the improved side.

Charley Bordley back Saranac-ing after a three-week Broadway-stay, feeling at his best.

Singing Sam dedicated "In My Little Hideaway" to yours truly and other patients here. Thanks, Sam, it helped.

Bertrand and Ralston were visitors at the lodge.

S. Jay Kaufman, columnist of the old days, ogled the lodge and helloed Dorothy Wilson, who is coming on fine.

Xela Edwards has left the infirmary department and is now an all-up patient, at her best with downtown oke and exercise.

Grand Hotel did two S. R. O. Sunday shows here at \$150 top.

Piff Clinias, newcomer, doing well, took the cure for two weeks then went to a different place to air it again.

Dick Moore taking pneumonia-thorax, tough going, but he will make the gas okay.

Chester Rice is back in the hip-hop city for the summer for that yearly three-month vacash.

Fred Buck nearly back to normal after a quick setback-collapse now about 75% in his favor, pneumonia-thoraxing it.

Dolph Singer leaving for the Big Street, nearly on the oke side for that work thing. A wonderful comeback. Anticipates broadcasting.

Ethel Clouds reported on the four-month stage.

Bill Morris seen every Wednesday nite at the Pontiac ogling the (Continued on page 29)

Sam Sorbner, president of the Variety Managers' Association, Mos Silvers of Warner Bros., and Major Leslie Thompson of RKO, are a committee of three auditing the NVA overhead for the purpose of cutting out around \$75,000 yearly. They are to report their findings to the NVA Fund board of directors this week.

Elimination of the VMA's Joint Complaint Bureau, operated with NVA funds, came as a surprise, since it dissolves the working and able actor's chief benefit in the organization. The bureau has been the veritable watch dog of vaudeville since its formation 16 years ago. In that time it has reviewed and settled on an average of 1,415 disputes between and among actors, agents and managers, a year. In the past year it averaged 5.0 complaints daily.

Of approximately 20,000 cases arbitrated by the VMA since its inception (Continued on Page 44)

RKO VAUDEVILLE INTACT 88  
(Week July 15), Denver

### THE GENIAL ROTUND

# LARRY RICH

with  
**CHEER**  
"Miss Firt of Paris"  
**TOMA GENARO**  
South America's Newest Dancer  
**TOMMY LANG**  
"The Elongated Express of Comedy"  
**AL HODGES**  
"Oklahtoma's Ambassador"  
**ENGLAND ONG**  
"The Chinese Helen Kane"  
**JOE BELL**  
"The Voice with a Heart"  
**GILBERT LAWRENCE**  
and His Snake Slips  
And the  
**RICH RHYTHM BAND**  
(Direction of Blondell & Mack)



**FREDDY  
MACK**  
Fox, B'klyn  
INDEFINITELY

## It's a Pleasure to Find the Entire London Press Unanimous

### "Daily Telegraph"

And the nimblest of all are the astounding pair, the Condos Brothers.

### "News of the World"

There was also some marvelous tap-dancing by the Condos Brothers.

### "Daily Mail"

**NEW TAP-DANCE FEAT**  
By Our Theatre Correspondent

Step-dancers have become so numerous and so expert that it is an achievement to get new effects out of this art. The Condos Brothers, from the United States, at the Palladium this week succeeded in this feat by the extraordinary process of executing a practically non-stop tap dance for ten minutes on end—and emerging quite unshuffled at the end.

### "Performer"

The Condos Brothers (Frank and Nick) hold down two spots in the show, and literally kept the patrons spellbound with their wonderfully 'spunky' rhythmic and precise tap dancing. Their legs and feet do all that human pedal extremities were not meant to do. The boys were easily one of the hits in the revue.

### "London Times"

**PRINCE EDWARD THEATRE**  
"FANFARE"

The Book by Dion Titterton; music by Henry Sullivan; produced by John Murray Anderson. The Condos Brothers, though occupying a relatively obscure corner of the 'revue' magazine, may be selected as in some ways representative of the whole production. They are dancers who dance with the staccato intensity of pneumatic drills. They do not stay long enough to get on your nerves.

### "Brighton Press"

The Condos Brothers live up to their title as "the world's greatest tap dancers." Their foot-work is both marvellous and miraculous.

### "The Era"

**DANCING MARVELS AT THE PALLADIUM**

From Earl Carroll's "Vanities" come the Condos Brothers to set before us what the latest dance crazes of New York are like. They are certainly a pair of the fastest dancers we have seen and heard. On two feet they tap the most fascinating beats.

### "News-Chronicle"

The Condos Brothers make a success.

### "The Referee"

"Fanfare" brims over with javish beauty and effect. I could wish to make a catalogue of its excellence. Of the dancing of the Condos Brothers, for example.

### "Sunday Pictorial"

The most expert of the turns is given by the Condos Brothers, whose foot-pattering dexterity is quite record-making.

### "The Referee"

**KIT CAT CABARET**

Provided you can get within reasonable distance of the dance floor, cabaret is better than a music hall if you want to watch tap dancing. The Condos Brothers, despite the rapidly-growing appreciation of their performance on the stage, are still more amazing when seen at close quarters at the Kit Cat.

### "Sunday Express"

The sensation of the evening—there is always a sensation of the evening—was the dancing of the Condos Brothers. The tap-dancing of these raven-haired young men is the swiftest and most ingenious that I know. An ultra-smart audience took to them at once.

(FRANK and NICK)

# CONDOS BROTHERS

LATE DANCING STARS OF EARL CARROLL'S "VANITIES," AND NOW FEATURED  
IN JOHN MURRAY ANDERSON'S "FANFARE"

ALSO DOUBLING AT TROCADERO FOR CHARLES B. COCHRAN

European Direction, WILLIAM MORRIS

American Direction, JERRY CARROLL

# RKO'S RADIO ACT CARNIVAL

## 2D RUN FILMS FOR PALACE WITH VODE

'Bring 'Em Back Alive,' after four weeks across the street at the RKO Mayfair, will be the picture on the opening combination bill at RKO's Palace, New York, Saturday (16). Fox's 'Almost Married' will be the second talker, on first run.

Up to yesterday (Monday) none of the opening bill's five acts had been set. The budget will run between \$5,000 and \$6,000 for the vaudeville.

Palace will have to take second run product mostly. It gets all the Radio, Universal, Pathe and Columbia releases in Times Square, following their pre-release showings at first run houses. As a result the Palace will follow its own Mayfair.

## Irving Yates Giving Up Vaude Agency To Go Into Pic Biz

Irving Yates is leaving the vaudeville business to devote his time to pictures exclusively. The formerly prolific producer of flash acts has dissolved the partnership with his brother, Charles Yates, with the latter continuing in the agency business alone.

Yates is interested with two other vaudeville producers, Tishman, O'Neal and an agent, Marty Forkin, in Lincoln Pictures, which made an all-color talker with Bill Robinson. Yates will actively head the firm.

Matty Rosen is leaving the Charles Yates agency under the change to go with Jerry Carrigan.

## Schumann Heink, Gilda Gray in 1 Week—Frisco

Hollywood, July 11. Fanchon and Marco have booked Mme. Schumann Heink for one week, July 16, at the Fox San Francisco.

Gilda Gray unit is on the same bill with the veteran singer to do four shows daily.

## SUES FOR \$50,000

Gaby Leslie Claims Stage Injury Incapacitates Her for Year

Gaby Leslie, who is still walking around in a plaster jacket, alleges she will be incapacitated for at least a year in her \$50,000 damage claim against the Olympia Operating Co., owners of the Scollay Square theatre, Boston.

Through suit brought on her behalf by Julius Kender in the Federal court of Boston, the dancer recounts that on April 25 last her heel caught in the defective stage floor, which was full of holes, resulting in serious physical injuries.

## Sisters Testify for Each Other in Dual Divorce

San Francisco, July 11. Ryan Sisters, vaudeville team, appeared in court this week where each member was divorced from her husband, each lending testimony for the other's suit.

Thelma Ryan MacBride was split from her husband on charges of neglect and Rosemary Ryan Rotelli got her divorce on same grounds.

## Those 13 Times

Where vaudevillians formerly spoke of 40-week routes, they speak of being signed for 13 weeks or 26 weeks on the radio for a commercial, along the same lines.

These 13 times, they admit, on the air, can do more to make them famous than many a season on the four or more a day.

## HOLTZ'S % SHOW FOR CAPITOL

Lou Holtz is booking his own supporting show, subject to supervision by the Loew booking office, for his percentage date at the Capitol, New York, week of July 21. Holtz' guarantee against percentage for the week is \$6,500 on a booking through the William Morris office.

Bob Green probably will be on the Capitol's July 14 bill of picture names, which now includes Lew Cody, Una Merkel, Jean Hersholt, Armlina, Jack Benny and Abe Lyman's band. Robert Montgomery is still a possibility on a Metro studio booking, in the event Mitzzi isn't set.

Cost of the film show in salaries is around \$16,000.

## BLANCHARD, DAUGHTER FIGHT OVER ESTATE

Los Angeles, July 11. Fight over administration of the \$16,500 estate of the late Evelyn Blanchard comes up in probate court July 14. Catharine Rosalie Blanchard Wurzel, daughter, has petitioned to be appointed, and her father, Charles M. Blanchard, is asking that Frank Bryson, public administrator, be named. Blanchard and his deceased wife were agents in Hollywood and before that in New York.

Daughter, in her petition, states that her mother and father had been estranged since March 19, 1932, when the mother made the present will, leaving the daughter the entire estate. Bases her claim for letters of administration on the fact that she is over 21.

Father claims the girl is still a minor, and protests that she is imbecile, is lacking in understanding and integrity and that she has been constantly in financial difficulties. Says she has comported herself in a manner indicating that she is incapable and has been involved in many financial difficulties that required her father's aid. He further states that she has been in public disrepute and not eligible to handle the estate.

This case deals with three parcels of real estate, valued at \$12,000; furnishings and jewelry amounting to \$500, and accounts receivable on loans of \$4,000. Proviso in the will is that Mrs. Wurzel provide a home for Mrs. Blanchard's sister, Frances Weingarten.

## MARIE ELINE'S FALL

Eline Sisters May Have to Cancel Show Boat Date

Marie Eline of the Eline Sisters is confined to bed with injuries received in a fall on the stage of the Tivoli, Brooklyn, last week.

The sisters are booked for the July 16 Bermuda trip of the 'Paris', but may have to cancel.

## Ned Dobson Hops Off

Ned Dobson, Loew agent partnered with Jerry Carrigan, and a nephew of Louis K. Sidney, eloped Monday (4) with Jean Queen of The Queens, vaudeville act. They were married in New York. Dobson is 20. Bride is 19.

## HUNGRY HUNT FOR NEW TALENT

Stage Looks to Air for New Material Development—Round-Robin of All NBC Stations Ordered—Local Radio Favorites for Stage-Air Build-Up

## STRESS LOCAL ANGLE

RKO will canvass all of the 70-odd NBC network stations throughout the country for likely material for its vaudeville stages. Chester Stratton, the NBC-RKO booking contact, will supervise. The stations have been notified of the idea in a letter from John Royal.

Belief of the RKO booking office is that talent that will attract at least locally as vaudeville acts is available at the associated NBC outlets. The proposition is for local efforts chiefly, with all air talent of national importance already available through NBC.

Stations are requested to recommend staff artists with vaudeville possibilities to NBC, which will turn the information over to RKO for further investigation and possible eventual booking. If the air turns click as entertainment, besides as local draws, they'll be picked up for regular vaudeville routing in towns where they're not known on the air.

RKO's direct booking of NBC contract artists for vaudeville through Stratton on a wholesale scale is continuing. Latest bookings are Sliners of the Skillet for six and a half weeks and Grace Hayes for six. Tastyest Jesters, using their commercial air billing, open for RKO in Albany this week, after which they come to New York for a 'showing.' Robert Simmons and Mary McCoy, NBC vocalists with Major and Minor network piano team, break-in for RKO the last half of this week at the Coliseum, New York.

In further line with the RKO hunt for new talent, the Opportunity Revues were gone into, but nothing much of any importance has been developed thus far from that source.

## AIR COWBOYS' 42 DATES OF N. W. ONE-NIGHTERS

Los Angeles, July 11. Arizona Wranglers, KNX radio cowboy warblers, have picture house dates booked in the northwest from July 21 to August 3.

Act opens for two days at Dinuba, Cal., and is routed through northern California, Oregon and Washington for 42 days, mostly one-nighters.

Booking handled by Clement Caspberry, owner of the picture houses in Oregon, who is in on the deal. Set up is a 70-50 split with the houses. Second half goes three ways with the act, radio station and Caspberry sharing.

## Foreclosure Denied on Joe Schenck's L. I. Home

The Long Island home of the late Joe Schenck (Van and Schenck) in Forest Hills, Long Island, is being retained by his daughter, Margaret, despite the action of Irene Murray to foreclose the property.

Justice Wenzel, in Supreme Court, Jamaica, denied application for the legal action last week, after Mrs. Lillian Broderick Schenck, second wife of the actor, showed the court there was enough money in the estate to pay the interest and principal of the mortgage.

## Beck Puts RKO Agents Chopping Order Into Laps of the Agents Ass'n as a 'Must'; Squawks Due

## —And Means It

Chicago, July 11. Putting his heart into it, a male single sang one of those Pollyanna ditties about the silver lining just around the corner.

'What do I care if skies are cloudy and gray,' the lyrics ran, 'I go along with a joke and a song.'

Singer gets \$3,500 a week.

Efforts to have the reduction in the number of RKO agents postponed until the end of the summer have failed. The list of cuts is now being compiled by the agents' own association, under orders from Martin Beck to limit the number of franchisees to about 25.

At least 15, perhaps 20 present agency heads will lose their franchises. It will leave in the neighborhood of 60 associate agents minus a connection.

Recommendation for positions with the remaining franchise holders for the cut agents will be made by the association at cutting time. The present average of three agents per franchise will be doubled if all the cut agents connect, which will transfer the crowded position from the floor to the agencies. The one man on the floor from any office at any one time will still prevail, unless improved conditions warrant more representation in the booking office next season.

Passing the Buck The number of RKO agents would have been lessened long ago, had not everybody on both sides of the book been timid about declaring his sixth floor neighbor out. For the past two months the buck has been passed back and forth between Beck and the agents' association. At last session Friday (8), it finally landed in the agents' own lap for keeps, with Beck telling the agents that the agents must be cut and that the agents shall do their own cutting.

The heaviest landslide of squawks on record in the vaudeville business is anticipated when the cut list is released. How to differentiate between an agent who should be out and one who should remain is giving the association's board of governors much trouble. At least two members of the board are among the present unsuccessful agents as far as the number of acts working is concerned. They don't know how to justify the dismissal of a more successful, but non-office holding agent, in view of that.

## ACT CARRIES ITS OWN CHECKER FOR % DATES

Detroit, July 11. Two local ex-song pluggers are going over big with the box office with a new act for week-end vaude presentation. Whispering Will Collins doing a single originally had Francis McGuire in the audience and asked him to do a number. Stunt went over so well the act is now Collins and McGuire. Act carries a piano player, also a checker to watch the box office as all dates are percentage from the first dollar.

## CROSS-HEALY SPLIT

Team of 13 Yrs. Standing Decides It's Best to Single Now

Alan Cross and Ed Healy have split up a vaude partnership which lasted 13 years. Boys decided that under present conditions they could do better alone. Low salaries being paid to acts brought on this decision.

Cross will hereafter concentrate on radio.

## Ash's 2-a-Day

Hollywood, July 11. Paul Ash will try two-a-day vaudeville at the Hollywood Playhouse, starting July 23, using the band he had at the RKO, down-to-earth alone. Low salaries being paid to acts brought on this decision.

## F&M Down to 26 Wks.; Labor Tiffs

## Close Up Houses

Los Angeles, July 11. From a peak of 46 weeks, Fanchon & Marco unit time has been reduced currently to about 126. In most instances, closing of houses, due to inability to iron out working agreements with unions, is responsible.

Latest house to close is the Fox, Atlanta.

## Acts Offer to Pay Elevator Service Cut Off at Cincy Albee

Cincinnati, July 11. Backstage passenger elevator service at the Albee has been discontinued as an efficiency measure by Bernard Hynes, RKO traveling manager. Economy step has members of Fanchon & Marco units on their toes between four daily frolics.

Dressing rooms are located from one to four floors above the stage and the lift is now used only for wardrobe baggage.

Innovation cuts \$10 for operators wage and cost of juice on their fire's weekly nut, minus expense of wear and tear on carpets.

Acts and chorus girls have expressed their willingness to share elevator charges if regular service is restored.

## Mahoney Playing 6 Wks. For Publix, Opens Aug. 12

Los Angeles, July 11. Will Mahoney, after finishing three weeks for Fanchon & Marco, Aug. 6, will play six weeks, with an option of four more, for Paramount. Ralph Farnum placed. Mahoney opens at the Oriental, Chicago, Aug. 12, stays around Chi town a week and then goes to Buffalo, New York and Brooklyn.

## Lucille Page Sails

Earl Carroll has the Lucille Page and Dinoway act out of the 'Varieties' which opens at the Paramount, Paris, July 15, for two weeks, and then goes to the Scala, Berlin, for the month of August, and to Hamburg, Germany, for the first two weeks in September.

Act sails for home Sept. 16 to reopen for Carroll on this side. Carroll act's foreign bookings are direct with the William Morris agency, Carroll paying Mrs. Page a salary and also defraying the royalty on the turn.

## Minsky-Weinstock Alliance Gives Columbia Four New York Stands

Jos. Weinstock and Herbert Minsky of the Minsky firm have entered into a booking deal with I. H. Herk, under which the Columbia office will book Minsky's four theatres in New York, Central on Broadway, Apollo in Harlem and Werba's, Brooklyn, all Minsky-operated, will play the Columbia wheel shows, while the Republic on 42d street remains in stock with Columbia-booked people.

Through the booking connection Herbert Minsky will enter the Columbia organization on the production end. With Emmett Callahan, he'll supervise next season's wheel producing.

The wheel in '32-'33 will be confined to the east only, with Washington the furthest western stand. Herk figures on about 25 weeks for a Labor Day start, including the three Minsky weeks in New York.

**JIMMY MYRTLE  
CONLIN and GLASS**  
Enroute RKO

Direction, TOM J. FITZPATRICK  
Palace Theatre Bldg.,  
New York City

## 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

## BUD BRADY RECOVERS; PAL'S SKULL FRACTURED

Glens Falls, N. Y., July 11. Saved from total paralysis by a delicate operation, successful only once out of perhaps 1,000 times, Charles A. (Buddy) Brady, entertainer at the Chateau on Lake George, in recovering in the Glens Falls hospital from a dislocated backbone, suffered in an accident when the car in which he and Timothy Dineen, also employed at the night club, were riding left the road.

When taken to the hospital Brady, though conscious, could not move his limbs, and physicians feared the spinal cord had been severed. Dr. Davis Baker, who was summoned, performed an emergency operation, and almost immediately feeling returned to Brady's body. Brady is a tap dancer.

His companion, Dineen, has a fractured skull.

Joe Cornbelth on Own

Hollywood, July 11. Joe Cornbelth has severed his connections with the Lyons & Lyons agency and is now on his own doing and the booking for the Paramount theatre.

## Bandit Commission

San Francisco, July 11. Gaggling up the loot of a \$4,917 robbery of the Orpheum, local RKO booking office mailed a bill to the Orph management for a bandit trio and asked \$491 commission.

Flouise repelled the trio

claimed it was a club date,

winner take all.

## Bicycling Burlesque on Coast a Success—That Is, Red Now Looks Pink

Los Angeles, July 11.

First two weeks of bicycling a burlesque show between the Burbank and Star and Garter, located on opposite sides of the street, met with fair success. Policy will be continued until a better plan to curb the losses is worked out. Recent weekly loss at the Main street houses averaged around \$700 when operated as opposition.

First week of bicycling brought the joint loss down to \$300. Gross for the week was close to \$5,000.

Both houses operate on a 10 and 20 cent scale, with choice seats at the Star and Garter 40c. Ballyhoo spiel in front of both houses practically the same, with heavy emphasis on burlesque as you like it.

## 'SHOW' HOUSE

Three or Four Acts to Show W'kly  
At RKO Prospect, B'klyn

Three or four 'showing' acts and one or two standards, each bill, is the policy for RKO's Prospect, Brooklyn, which returns to vaudeville as a break-in house July 16. Dolt Lettier will book the five-act split week bills.

## Local Talent Stage Shows By WB in Pitt. Area

Pittsburgh, July 11. As a result of business at the Stanley last month with a local talent show, Warners is sending ferry Marshall, production head here, into all of the surrounding towns in the Pittsburgh division to stage similar productions.

Already lined up for the home-talent shows are Ambridge, New Kensington, Tarentum, Clarksburg, W. Va., and Charleston, W. Va. Others in the circuit will follow, with the home office figuring they can all be cleared up by early fall, when stage shows may be resumed and Mayhall recalled.

Sioux City Vaudeuses

Sioux City, Ia., July 11. Orpheum theatre closed July 4 for the summer eliminating vaudeville from the city. Efforts are being made, however, to reopen the Princess, providing the city with two first run film houses during the summer.

## Minsky Takes Gaiety, Once B'ways Classiest, For Burlesque Policy

The Gaiety, once one of the elect of Broadway's legit theatres, is going burlesque, Herbert Minsky has it.

This is the house that Klav & Erlanger always sought to keep running throughout the summer. The Gaiety has been used principally for picture exploitation the last four or five years. During the past season several legits came in and quickly passed out.

Gaiety rent for many years has been charged off at \$80,000 per year. Erlanger's probably figures half that rate would be a saving during the balance of the summer and possibly next season.

Minskys are operating a burly house on 42d street (Republic) also one on 15th street (Apollo). The central, one block north, recently dropped burlesque and took on a sex exhibition. Current attraction is a colored revue brought down from Connie's Inn, Harlem.

## JACK PEPPER'S STOOGES

Takes Healy's 3 As Latter Resumes  
With Original Trio

Jack Pepper is going to do an act with stooges. He's taking over Ted Healy's trio.

Healy is reclaiming his original three stooges, Howard, Fine and Howard, for the new Schubert musical, an election of Fey, Nonny, Nonny. Latter trio, while Healy was in 'Quilt', did an act on their own for RKO and the picture houses with a \$1,200 top salary some weeks.

## Gene Dennis' 10-40 Weeks

For Publix; 4 in Boston

Gene Dennis, mind-reader, has been signed by Publix for 10 weeks, with an option for 40.

Opened Thursday (?) at the Met, Boston, where she's to stay four weeks. Salary reported at \$1,500.

## Petticoated Chorines

Mexico City, July 7.

Municipal government has slapped the ban on pornographic bootlegging. Sellers are liable to stiff fines or jail terms or both.

Action resulted from cops nabbing employees of a local burlesque house slipping picture postcards of females as natural to men in streets as come-on for its dirt shows. House has been ordered to stocking and petticoat its actresses forthwith.

## 5 Acts at L. B., Calif.

Los Angeles, July 11.

West Coast (P-WC) Long Beach, has resumed a vaudeville policy after being straight shown for past three months. Using five-act bills, three-a-day, for a full week.

## NO UNION SETTLEMENT, BUT VAUD IN PORTLAND

Portland, Ore., July 11.

RKO Orpheum not yet solved its labor problem but will continue vaude locally.

Floyd Maxwell at first gave notice to stage crews that vaude would be out unless terms arranged, but the new decision is that vaude will stay. House reverts to its seven day policy at a 50 cent top admish. This rejects the experiment of split weeks with 35 cent top.

## Marcus Running Vaude Chain He Sold to RKO

Chicago, July 11.

Start of an expected series of managerial and divisional switches within RKO's western area is the return of Manny Marcus to Fort Wayne. He will supervise RKO's five houses there. Marcus originally disposed of the houses to RKO. Jack Gross goes from Fort Wayne to South Bend to be city manager of RKO's three houses there.

**RKO VAUDEVILLE INTACT 82**  
(Week July 10), Kansas City  
**ROSETTE and LUTMAN**  
in "Dance Stories"

With GRACE & BEATRICE WYLLIE  
(Dir. of Max Tishman, Plunkett office)

**DE VITO  
and DENNY**

with  
**DOT STEVENS**

in "Lady Harrow's Reception"

(Direction of Chas. Wilshin)

**LITA GREY  
CHAPLIN**

"The Charming Chantress"

Personal Mgt. Nicholas Gorry

(Booked by Weber-Simons)

**RKO VAUDEVILLE INTACT 82**  
(Week July 23), Omaha

The Dark Cloud of Joy

**BILL  
ROBINSON**

IN

"HOT FROM HARLEM"

WITH

JOHN MAON

PUTNEY DANDRIDGE

MYRA JOHNSON

NAOMI PRICE

FERDIE LEWIS

JELI SMITH

JACKIE YOUNG

and

"THE BROWN BUDDIES"

Chorus of Eighteen

(Direction of Marty Farkins)

# AT LIBERTY DIAMOND BROS.

HUGHIE — TOM — HAROLD

## NOW AT RKO PALACE, NEW YORK

FINISHING ANOTHER LONG TERM CONTRACT FOR WHICH WE SAY—

OKAY RKO—OPEN FROM NOW ON—Can sing—dance—do acrobatics—tell puns—do bumps—work on trapeze—bounce in trampoline, and, if necessary walk wire. No boozers (during the day), good dressers on and off, and if over 20 miles send ticket. Plumbing FREE as we carry Moe the only licensed stooged plumber in show business.

Address for This Week—MRS. GERSON'S GRILL

Our Drawbacks—CHARLES MORRISON—LARRY EMMETT PUCK—JESS FREEMAN

## JAY SEILER AND WILLS FRANCES

With BURT MILTON

PLAYING RETURN ENGAGEMENT THIS WEEK RKO PALACE, NEW YORK

BOOKED SOLID RKO

Direction, SAM TISHMAN







Line-up eases on again for final in rich-looking full-stage set that was heavy on silks and drapes. Girls are in garden-party gowns and  
(Continued on page 47)



## East

## 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.

Libby Holman, singer, is held in custody of the sheriff at her home in Winston-Salem, N. C., and Albert (Ab) Walker, 39, is also held as a material witness in the case of the death of Miss Holman's husband, Smith Reynolds, 20, son of the late tobacco magnate, died July 10. The indictments are purely a precautionary measure to prevent the witnesses from leaving the jurisdiction. Elizabeth Yurka, housewife, is regarded as an important witness though not officially detained.

According to the first stories, Reynolds was adjudged to have committed suicide. Later developments brought about decision to hold an inquest.

According to Miss Holman, she was in a sort of stupor for some hours before and after the run shot. She denies that this was the result of narcotics or indulgence in liquor. She heard her husband call her name, there was a flash and the sound of a report. Walker, who says he was downstairs waiting for Holman to get into a car, was told by Miss Yurka and he and the singer were found beside the unconscious form of young Reynolds when other assistance came. Young Reynolds was removed to a hospital where he died.

Findings at the inquest were secret but the coroner declared that bloody finger prints were found on the bathroom door and a cigarette had been discovered, which officials want explained.

Reynolds was heir to a quarter of a \$100,000 trust, but was not to inherit until he reached the age of 23. In the event of his death the money was to be for his children. At the time of death, his only issue is Smith Reynolds, aged 2, the child of Anne Cannon Reynolds, his first wife, who is said to have donor rights only to her husband's personal estate, estimated at around \$150,000, according to trustees.

Mother of Clifton Webb, dancer, declared that the late Smith Reynolds sought to draw her into a suicide pact. Says his fixation was well known to Broadway.

Tree Club in 55th St. chopped down by Government men July 9. Three employees, a small quantity of alleged liquor and \$25,000 worth of furnishings taken.

Peggy Joyce sails for Europe to start work on her first novel, "Transatlantic Wife."

Coney Island sees red. Communion for the nominating convention here. About 5,000 present.

Those concerts not helping attendance at Federal Hall, Bryant Park, so Grover Whalen plans race days. How's race money? With concert average attendance has been only 250.

Katherine Cornell announces plan for a repertory co. next season. Figures that with the "Barretts" building she can handle the same number of productions on short runs and not get so tired playing one part.

Elmer Rice plans a repertory season, mostly with revivals.

Legit producers working up pique against Equity bond. Claim the showstoppers are to induce the cast to waive guarantees, but they must tie up important money for the run of the show. The Musical which may involve \$15,000 or \$20,000 on ice at a time when it's most needed. No idea for a change. Just a guess.

Georges Claude, who developed the neon lamp, decides he has a new light which is not only white but cold. Does not affect color values as do other illuminants.

Y. M. C. A. hotel group advertising New York City. Will start in November with "Tickets for a Dance." Has figures to prove that for \$25 a visitor can have a whole of a time for a full week.

American theatre of Farce never a movement. Will start in November with "Tickets for a Dance," by F. W. Tull, and C. E. Underwood.

Lido Country Club putting greens get the acid bath threatened for Fresh Meadow. Hoped the greens would be in shape for the Metropolitan championship this week. New form of racketeering, but no prior threats against the Lido. Just a demonstration.

Lionel Hyman announces a \$250 top for the Masque theatre when he opens "Chameleon" there next week. Holds that he can get more money at the lowered price than he can at must come to it. Pioneering.

Edward J. Doherty listening to bids for his "Evil Woman," done by himself and John Russell. Dramatized from Doherty's novel "Shackled Cinderella."

Eddie Cantor declines to put up a bond in order to continue the sequestration of Goldman Sachs stocks which were impounded in a suit he brought. Delaware court

ordered him to put up a bond guaranteeing the holders against loss through depreciation and Cantor decided it was not worth the price.

Peggy Fears Blumenthal buys the rights to the stage rights to "Establishment of Mme. Antoinette." Gladys Unger will help the author to dramatize. Judith Anderson and Helen Menken may co-star.

Theodore Dreiser lost control of the car he was driving in Somerville, N. J., Friday (8). Sideswiped a house, smashed a rock garden, smashed a four-ton concrete block and rammed a tree, but he wasn't hurt.

Sale of \$75,000 worth of speakeasy fixtures brings \$2,333 at Federal auction Friday (8). Most of the fixtures were from the sale of the paintings. Two portraits of George Washington brought \$3.50 the pair, but a ping pong table was sold for \$10. Another sale today (Tuesday).

G men board the White Star line car he was driving in Somerville, N. J., Friday (8). Sideswiped a house, smashed a rock garden, smashed a four-ton concrete block and rammed a tree, but he wasn't hurt.

Last Thursday (7) three friends borrowed Guy Lombardo's yacht and set out from Long Beach. Late that evening they and the launch were rescued off Coney Island. Motor had gone dead and they were drifting out to sea in the dark. Lombardo still has his yacht.

Separation suit brought by Lilla Bell against James Bell when the latter married a dancer, dancer, thrown out of court. She sought to prove common law marriage, but forgot that as a divorcee he could not marry in New York state, so she shifted to New Jersey. Judge figured her memory too poor to be credible, so out.

Lorelei McCarver, of "Hot Cha," seeking a Mexican divorce from William Willie Moore, whose dad is "Dinky."

Randolph Walker, picture executive, in Washington trying to interest the government in grub staking the idle who are willing to go to work in the gold fields.

Mal Roach makes his second air trip to New York within two weeks. Has his own airplane, can fly and can do his own piloting. When he got here he spread the news and Hardy will make six instead of four pictures for the new program.

Talk of "Face the Music" in tab form to reopen the Roxy.

Eugene O'Neill and George Jean Nathan to revive the theatre on the new "Spectator." Newspaper format for a monthly mag. Ten cents.

Government men from Newark visited the Jersey coast from Long Branch to Asbury Thursday (7). Got 14 pictures. Chases Grift to the Norwood got the raid and ruin treatment. Others only pinched.

Oiga Petrova kidnaps her husband for a summer vacation. He's Dr. John D. Stewart.

Padlock for Central Park Casino not yet determined. Now it is put over to Sept. 15, says Charles A. Buckner, attorney for Sid Solomon, is ill.

Marriage of Damon Runyon, sports writer, to Patrice Amat Di Grande revealed that his first name was Alfred. Max Walker officiated last Thursday (8) at the home of Ed Frayne. Runyon is to cover the Olympics for the "New York Times" in Los Angeles. Mrs. Runyon is a dancer.

Martha Ferra, who used to travel with circuses lifting elephants and lighter tricks, suing Morris G. Gerry, paper man, for \$100,000. Alleges that in 1930 he offered to pay her \$100 a week for life if she would get the stage. In June of this year he refused the payments stopped.

Miriam Battista, who had to leave "Hot Cha" for illness, is now convalescing at Pinecrest, N. J., following an operation.

Three members of Operators' Local 306 apply to Supreme Court for an order requiring union officials to show records to Sam Kaplan, pres. should not be restrained from using union funds for advertising and counsel fees. Order was made

returnable yesterday (Monday). Papers allege that Kaplan has retained Max D. Steuer at \$25,000 to defend him against a conspiracy charge. Contended that the action is against Kaplan as an individual and not against the union, and that organization should not foot the bill.

Mrs. Nadine Ruth Gilmore, daughter of Tom Mix, obtains annulment of her marriage to Douglas Gilmore, picture player, in Monticello, N. Y. Becomes effective in 90 days. Hearing in chambers and no facts divulged.

N. Y. suffered a one-cent stamp famine Thursday. Lasted four hours, or until \$9,000,000 stickers could be flown from Washington. Due to the new letter postage.

Four newswriters were arrested on the charge of selling obscene literature dismissed when 18 magazines, other to quit and seven others agree to apply the cleaning fluid. Reformers are "Balloony," "The Mirror," "The New York Evening Opener," "Smoke House Stories," "Real Art Studios," "Hollywood Nights," "Pictorial French Follies," "Vive Panama," "Paris Music Hall," "Paris Plaisirs," "Alta Art Studios." Announced a crusade by Civic Decency Committee, which brought charges and caused the arrests.

Man believed to be Nicolai Semenov, ballet master, reported to have fled himself, sailing into the United States July 8, and being carried over the falls. A letter received by Michael Fokine announced such intention as a protest against departure from the classical ballet and to "sufficiently disturb the other to not back the self-inflated modernists."

Mrs. Sidney M. Goldin, professionally known on the Yiddish stage as Zita Ma Kar, is suing her husband for a divorce, alleging that he gives too much time to motion pictures he is producing and too little to her. Goldin made a series with Molly Goddard.

Cecil Cleavelly will direct the production of "The Great Gatsby" at the Center this summer. First in work will be "Burlesque," with Hal Skelly in his original part.

"City Bank Farmer's Trust Co. holder of consolidated mortgages for \$5,500,000 on the Hippodrome, ask the appointment of a receiver, alleging default of interest payment on the bonds June 2. Property now held by Fred F. French operators.

Continental Bank and Trust Co. starts foreclosure action against the Baltimore theatre, New York, alleging that it failed to pay \$10,000 in December. Theatre was built by the Chansins.

Blyth Daly has written a play, "Week End Bride." Will be tried out at Dennis, Mass., this summer.

John Golden working on Vicki Baum's "And Life Goes On." Expected to recover \$1,000 from Dr. Gold dramatize, but Golden takes the job himself.

Quenna Mario, of Met opera, writing a book, "Mystery yarn."

Sylvia, Hollywood's madame, married to Edward Keller, screen player, at Egremont, Mass., last week.

Mary Mulhern, wife of Jack Pickford, sued for \$2,150 back rent of a N. Y. apartment. Mulhern says she broke her lease, but she contends that renting agent said it would be all right if she had to go to Hollywood. Came to get a jury trial.

Fritz Scheff goes summer stock. Doing "Tonight or Never" at Ivory town, Conn.

Phil Baker, through with his vaude days and back to town to rehearse "Laugh It Off."

Edward Hayden O'Connor, p. a. plans to make five productions this coming season. Says he has the capital.

Claire Ray, former Sennett bathing beauty, married to Al Kerwin lately and just leaving up. It's his first and her fifth.

Echo of one of those joy cruises reverbated in the Supreme Court, New York, when Mrs. Wm. Anita Argimbau, wealthy Long Island matron, amplified her answer to the libel suit of T. Ray-Boswell.

Indie film director. They were on a Canadian cruise last summer and on the return Boswell sued her for libel, claiming that the slanders she spread ruined his career as a producer.

Boswell's attorney pleads his client is too poor to fight the wealthy defendant.

Court of Appeals of Dist. of Columbia extends date for answer on short wave radio reallocation. Commission pulled grants and refuses trying to retain them.

Brooklyn Supreme court refuses application to enjoin sale of German television parts. Henry Gold, who made the application, told the court agents applied by him were seeking to make independent deals.

Order requiring Allan Dinehart to pay \$100 weekly to his divorced wife now made permanent.

William Geddes is the new corpse in "In the Tradition." He is 78 and an amateur.

Rachel Crothers' new comedy, "When Ladies Meet," to be given a tryout at the Theatre, Mass. to take John Gordon probably will produce.

Connie's Inn revue goes into the Central New York, for a run.

Art Jarrett and his uncle, Dan Jarrett, are collaborating on a radio serial entitled "Clara, Yeast and Art."

Ferde Grofe working on the score for a Rasch ballet.

Theatre Guild plans "Good Earth," "Purs in Heart," "This Side Earth" and "Versailles" in that order next season. May also do one by O'Neill and a Shaw repertory season.

Hassard Short sails for London to produce two musicals.

Now Phil Baker thinks he will call that revue "Laugh It Off."

Washington, Conn., asks the Brookfield players for something to do with the Tronco and the Tronco. "Not being up in anything else, company had to cancel.

Frederick McKay has secured the rights to "The Fair Intruder," comedy by Anthony Wharton. Helen Ford and the Wharf Theatre Co., Provincetown, tried it out.

Major Reinhardt, nephew of Max Reinhardt, working in Photoplay Productions, N. Y. indie. Major is his name, not a title.

Rip Van Winkle players, in the Catskills, are doing a two weeks' tour of one night before opening at Haines Falls. Belated arrival of vacationists causing the switch.

Experts say that the U. S. consumes four to six times as much French champagne as before prohib.

Dorothy Fletcher, author of "Merily We Go to Hell," went automobile accident in Connecticut. She sideswiped another car and beat it. Pinched for leaving the scene of accident and for not having a driver's license.

## Coast

Wrath of Rudolph Valentino has entered the case of Mr. and Mrs. Matthew Coppola, who are trying to recover \$15,000 from Dr. Rudolph E. Monaco for the death of their baby, Rudolph Valentino Coppola, who died at 18 months of age. Mrs. Coppola followed what she believed were dictates of Valentino from the spirit world.

Superior Court Judge Guerin ordered Pat Somers to pay \$500 to Edman, taxiab driver, \$500 for injuries received when Somers' auto knocked him down.

Allice Joyce and her husband, James B. Regan, New York hotel manager, will be permanent. Miss Joyce will stay in Hollywood with her two daughters.

Conrad Nagel, Louis Mayer, Fred W. Beeson, and Eds R. Koverman, Mayor's political advisers, will campaign for Superior Judge Roth for re-election.

Gaetano Claudio, cameraman, was given a divorce. He must pay \$200 monthly alimony and \$55 monthly to support his children.

Pleading guilty to charges of attempted extortion on Charles Gore,

son of Mike Gore, theatre operator, Jack Walters and Ben F. Carter were sentenced to prison for four to ten years, and Clara Hightower and Irene Smith, three female accomplices, each drew six-month terms in county jail.

Mrs. Eugene McEvoy, wife of J. P. McEvoy, has fled again for divorce in Reno charging cruelty. Married Feb. 15, 1932.

Mrs. Sohamman Heink is confined to her home in San Diego as a result of a fall while working in her garden.

Alfred Hertz conducted opening concert at the Hollywood Bowl season July 5. Mary McCormack soloist.

William F. Cooper, 60, screen actor, awarded \$4,000 by a jury before Superior Court Judge Scott for loss of his wooden leg in an auto accident. George Smith was defendant.

Paul Bern and Jean Harlow had a party at the Ritz. Ceremony was night. Reception next day. Then decision to defer honeymoon until fall.

Edward Church, assistant manager of the Capitol theatre in Sacramento, robbed of two days' salary, \$100. Bandit forced him to open the safe.

Fred Lawler was arrested in Los Angeles because he resembles Will Rogers. Denied he's the bandit, described as looking like the comedian, who robbed a Fresno woman.

Dorothy Sebastian (Mrs. Bill Boyd) in trying legal means to collect \$10 a month rent from the tenant to whom she leased her home.

Alice White's grandparents, Mr. and Mrs. San Felix Alexander, were remarried as part of their 50th wedding anniversary. They were first married in Lombardy, Italy.

George Hearst, who publishes San Francisco papers for his father, suffered a heart attack while on an auto collision at Santa Barbara, July 4.

Genevieve Hamper, widow of Robert B. Mantell, here to play part of "Mary Magdalene" in 12th annual production of the Pilgrimage play, opening July 18.

Love life of Mrs. Minnie Ma Kennedy, mother of Alvin Karpis, and Guy E. Hudson has blown up. Mrs. Kennedy tired of paying the bills.

Awaiting sheriff's guard to take him to the bank, John Bowles, arrested on a charge of Golden Gate L. A. neighborhood, and three other employees, were held up by two bandits and robbed of \$1,400. Bowles and Bowles open the safe and escaped.

Making a parachute leap with lighted firecrackers attached to his body, Speedy Baaba, stunt flier, was badly burned and is near death. Part of a July 4 program in Venice, Cal.

To learn sentiment of Arcadia (suburb) citizens, the city of Los Angeles new race track in the town, city council will have an "advisory vote" of the populace July 26.

Erwin Luder, 42, film projectionist, confessed to the murder of Mr. and Mrs. Edwin H. Clark, in whose home he was a roomer. He said killing followed a quarrel. Luder was questioned 24 hours by police before confessing.

Hallam Cooley, actor, and his wife are defendants in a \$100,000 alienation of affections suit filed by George C. Bates, the wife of Mrs. Cooley's father, Mrs. Bates charges that following her marriage to Bates, Cooley had an affair in August 1931, the Cooleys separated them.

Behind \$2,651 in alimony payments, Mrs. former wife, Jack Penick, film comic, must give her one-half his earnings until paid up.

Johnny Welschmuller's mother-in-law, Mrs. Billie Arnt, was fined \$100 for reckless driving.

Mexican government banned the showing of "Broken Wing" (Far), saying picture slurs Mexico. Lupe Vélez, who was censured for appearing in the film.

Santa Monica city planning commission has denied permit to Antonio Greyhound installation for a \$100,000 dog racing track.

Charles Chaplin heads list of film-doms' taxpaying celebrities according to county assessor's assessment rolls. Comic lists stocks and bonds owned, including Chase and Co. amounts to \$295,730. Mary Pickford

(Continued on page 35)



# Diary of a Stooze

By Claude Binyon

Hollywoodland, Tuesday. I knew I Mr. Bowery said I was a riot at Malibu last Sunday and everybody is asking him to bring me along to parties. That made me a little of happy but I am a little embarrassed around Mr. Bowery since he broke down and said that he loved Tillie.

"Will I always get headaches from drinking highballs and fall asleep?" I asked him.

"The thing to do," said Mr. Bowery to me, "is not to drink highballs."

"Then I can't be funny," I said.

Mr. Bowery scratched his head and didn't say any more. Tonight we're going to Coconut Grove where people dance and eat, because Mr. Bowery says he likes to have me around. After we had our early dinner I showed him the bills and the checks that I wrote out, and Mr. Bowery said I am getting a little better at a secretary on account of how he can at least read the figures. Then he handed me a \$20 bill and said that was for services rendered. I asked him if that was my salary and he said no. I wouldn't get any salary, just money whenever I needed it.

Maybe that's better. Now I have to put on my good suit.

Hollywoodland, Wednesday. We were had a lot of fun at Coconut Grove last night. Mr. Bowery and I sat down at a big table with a lot of other people that he knew and who should be there but Tillie. I smiled real big and he looked great and made me feel aches inside, but Mr. Bowery picked a chair right next to her and they started talking.

He showed everything that I didn't care I started saying the riddles out of my old act, and people started laughing. The only one that didn't laugh was Tillie on account of how she was jealous.

People kept asking who I was. I was so funny, and pretty soon everybody knew that I was Mr. Bowery's secretary who used to be his stooze. A real pretty girl named Marie handed me a highball and that made me talk even funnier. Finally people quit laughing because they couldn't laugh any more, and I ate a steak sandwich and danced with Marie.

She said I was a swell dancer baring accidents and I told her I was full of rhythm on account of how I'm a banjo player. It felt good feeling a girl in my arms again but I didn't let on because everybody is going to know me as being a funny man and I know he is only funny because he is sad.

Mr. Bowery isn't working today so he is visiting a friend of his named Joe Laine, Jr., who is the RKO this week and is never going near a theatre again in my life.

Hollywoodland, Thursday. I'm getting to be like a man who is in a fog all the time but I feel good. Today before Mr. Bowery was supposed to come home for lunch I had two highballs from his liquor, and Napoleon had two too, and he laughed and said that Napoleon knew from when he was a colored mammy down south.

Then Mr. Bowery called up and said "ras in Hollywood at 10." I said I was in the city and I like to have lunch with him there, also to send Napoleon down with the car whether I came or not. I am sure I could make out Napoleon road to Hollywood laughing and yelling whenever we'd almost miss a turn in the road.

I went into the Brown Derby and pushed my way through to Mr. Bowery. He was in a booth with some men and they made room for me. How are you getting on with Tillie, Mae? I asked him. He said that he had two highballs, and he looked at me funny because it was the first time I ever called him Mae. He asked me what I had been doing and I said I had been doing being singing songs from when he was a colored mammy. The men laughed and Mr. Bowery laughed, so I asked them what was the difference between a comb and a hairbrush. I could tell them Mr. Bowery sent me to get him some aspirin at the drug store, and when I got back he was standing outside. I asked him why we weren't going to see the Brown Derby and he said no, some

## Crooning Newsboy

Long Beach, Cal., July 11. Now it's crooning newsboys. A paper peddler on the local boardwalk calls his wares thus: a meg and occasionally bursts into song.

other time when we both feel better. Napoleon drove us home because I didn't want to argue with Mr. Bowery, and while we were driving Mr. Bowery put his hand on my shoulder and told me I ought to pull myself together because I was falling to pieces.

"Please don't bother me," I said to him. "For the first time in my life I'm happy."

"Well, don't talk about Tillie and me when you get happy," Mr. Bowery said.

"I wouldn't bother my head," I said to him.

"What?" yelled Mr. Bowery.

"I mean about Tillie," I said.

Phoo!

Hollywoodland, Saturday.

Yesterday I didn't write anything down because in the evening after supper I swiped a bottle of Mr. Bowery's Scotch whiskey, 100 years old and because I put it in my room with some ginger ale and ice. My head hurts after I drink and the only way I can feel good is drink some more. And what happened but I felt sick.

This morning Mr. Bowery asked me what happened to me and I said I just guess I went to sleep. I asked him if he was home and he said no. He went to see a show called "Green Pastures" with Tillie. So I went back up to my room and took another drink on account of how I felt that way.

We're staying in tonight, Mr. Bowery and I, and he's in his room and I'm in mine. After I finish this I have to make another highball because my head is in that fog again.

Hollywoodland, Monday.

Poor Mr. Bowery. He's worried about me on account of how he doesn't know I'm training to be the funny man of mystery with sadness in my soul.

Sunday I didn't get up until noon and when he saw me he almost jumped.

"You look terrible," he said.

I can't answer him because there was no answer. After a while he said we ought to hop down to the Pacific Coast Club at Long Beach for a swim, so Napoleon drove us there. We laid in the sand a while in our bathing suits, and I felt so punk that when we went into the water I swam under a while and all at once I sank. It felt so good when I laid under the sun. When some water got inside me and I tried to come up but I couldn't. The next thing I knew I was lying on the beach and a man was pumping

arms while Mr. Bowery was watching all excited.

The man that was pumping my arms smelled my breath and shook his head at Mr. Bowery. "He's drunk," he said.

"What's the matter with you?" Bowery said, all worried. "Did you try to drown yourself on purpose?"

"I just felt like sinking," I said, real weak.

"Is it on account of Tillie?" he said to me.

"No, I said, it's just on account of how I felt like sinking."

Then I closed my eyes because I felt like sleeping.

I had to stay in bed today after a doctor looked at me, but they didn't find a new bottle of Scotch.

100 years old, that I swiped Sunday morning from Mr. Bowery.

It feels good to feel terrible.

Frisco to OK Shrine

Visitors' Liquor Free

San Francisco, July 11. Indicating the wet-mindedness of this burg, the department of public health has announced it will test free of charge any liquor brought to it by visiting Shriners due to convene here July 25.

# 'GRAPHIC' JUST BLOWS, MAKES NO STATEMENT

By Jack Osterman

Last issue of the N-T 'Graphic,' evening tabloid, was July 7, the paper blowing out without any formal statement, for the reason that up until that night it was expected an announcement of a new ownership would be made. Instead, the Bernarr Macfadden interests, controlling the evening tabloid, had filed a voluntary petition in bankruptcy for the paper a week before that, decided to call it quits. That afternoon notice was served on the Graphic employees that the July 7 issue would be the last.

William Griffin, publisher of the "Sunday Enquirer," sole New York Sunday evening rag, was interested in taking over the "Graphic." Howland S. Swain, editor of the Macfadden publication, also had a proposal for a co-op continuation of the paper by the employees, for which purpose funds were being subscribed. A 10% salary reduction for the past three weeks. This didn't materialize, and some \$5,000 thus accumulated was turned back to the employees.

Schedule of Claims. The schedule of the "Graphic" bankruptcy, filed later on, discloses total liabilities of \$21,281 and assets of \$252,604, chiefly accounts receivable and cash. Discouraging that \$2,000,000 of the total liabilities are unliquidated claims on libel suits, the paper's assets exceed its liabilities. Principal claimant is the publisher, E. B. Edelman, the author, and Belle Livingston, mite club hostess, for \$500,000 each, and Bridget Kennedy and Dorothy Young Perkins.

Parent Bernarr Macfadden holding company, is listed for a claim of \$2,908,479; Graphic Building, Inc., \$25,000; Perkins Goodwin Co., \$65,000; International Paper Co., \$35,000. The following mills for paper stock, Spruce Falls Power & Paper Co., \$23,945; Sherman-Paper Co., \$22,168; Kimberley Clark Corp., \$15,000; International Paper Co., \$35,000.

Street Demonstration. Sudden bulletin board notice of the final issue that day (Thursday) came to the Graphic employees. The issue of the "Graphic," who, while the situation was no secret, expected due notification of suspension. It wasn't until that afternoon, hours after the first edition of the final issue had been on the streets, that the bulletin was posted.

It caused quite a commotion among the employees. Expressing the "Graphic" publishing plant. The disgruntled printers and circulation mugs paraded along Varick with Macfadden likeness in effigy on their heads and carrying complimentary ballhoo.

Office was more or less dismantled with a number of typewriters missing, which some of the employees bowed under the unpaid wages. Cops had to be called to stop the Varick street demonstration.

## A Check's Just So Much Paper to Wary Chicagoans

Closing of banks in the Chicago area has resulted in all tradesmen, bill collectors, and speakasies that cash checks as a favor to customers carrying around a lid of shuttered depositories.

In an atmosphere of distrust and often-stung pessimism, cashing a check is now as hard as getting credit. About 75 banks have folded in Chicago during the depression.

Issuing checks on closed banks appeals to some as a safe method and a plausible alibi of pleading ignorance if cashed 48 hours or so after the closing of some neighborhood counting house. Expressing regret the deadbeats would then plead that all their funds are sewed up and its impossible for them to make good.

Small businesses like newspaper stands are conducted 100% on a cash basis. Newsdealers presenting checks to wagon men have the check torn up in front of them and contemptuously refused by the hard-bitten collector of minutes. They won't even bother to find out if the check is any good.

## GRANNY ON THE MOB

Nils N. Grantland (Granny), who owns the 30-room Hollywood restaurant with Jacob Amron and Joe Moss, is doing a place for "Liberty" titled: "Are Gangsters Gentlemen?"

Grantland is planning a mob element in relation to the Broadway mite clubs and class speaks.

# I'm Telling You'

By Jack Osterman

## Idle Publicity

Girls are appearing on New York streets soliciting whatever they can get for unemployment buttons, to be worn in the coat lapel. The girls keep on the go rather than stand in the middle of the sidewalk, bracing all comers. Takers are few.

## ED SULLIVAN 3D B'WAY COLUMNIST ON NEWS'

Ed Sullivan starts as Broadway columnist on the New York "Daily News" today (Tuesday) under a year's agreement with that paper. At the start his stuff will appear twice weekly and probably daily later on.

Sullivan's contract with the defunct "Graphic," which had two years to run, was mutually dissolved by the columnist and Bernarr Macfadden. Sullivan has been B'way columnist on the "Graphic" for a year on "Graphic" all that time. He switched to Broadway commenting from the sports desk and clicked in his line as piker and class snapper.

Sidney Skoloky and John Chapman are the "News" other B'way commentators.

## Border Joints Dropping Girls as Biz 'Way Off

Mexicali, Mexico, July 11. Most of the booze joints in this border town that have been supplying hostess on the side for dancing partners will fire their girls the end of the month. Poor business is blamed.

Season has been the toughest on record, with the girls' weekly income having dropped from \$60 to \$20. Hostessing here in former days was a bonanza, with the \$60 figure being the average and compared with the extra pickup from flush ranchers and visitors from Imperial Valley.

Weekly take for the girls used to run as high as \$200 to \$400. Big week now if the femmes can get a top of their \$20 drawing account.

Girls fishing treking north to Los Angeles, hoping to grab some of the extra cash to be spent by Olympic game visitors.

Maxicali is believed harder hit by the depression than any of the border hey-boy spots, due to its dependence on regular patronage from Imperial Valley ranchers and farmers, and not from transients and tourists, as do the Juana and other nearby Mexican resorts.

## Wife, Ex-Follies' Girl, Has Job and Divorce

Brighton, Mass., July 11. A former "Follies" girl, Mrs. Annaliese S. H. Coran, 21, more recently radio and night club entertainer, has been granted a divorce from John Coran, insurance broker.

According to the ex-showgirl's testimony, she was married to Coran in Brooklyn, N. Y., in April 1929, and their difficulties began immediately. She said he never supported her and when she asked him for money he told her to go get a job. She did just that. She also testified to many beatings.

She was granted a divorce on a charge of cruel and abusive treatment and allowed to resume her maiden name, Annaliese S. H. Van Newann.

## Bower Oasis Burns

Mexico City, July 8. Jockey Club Saloon, on the ground floor of Hotel Mesa, popular filling station for American tourists to Ciudad Juarez, Chihuahua state, over the river from El Paso, Tex., was destroyed in an early morning blaze with loss estimated at \$20,000.

El Paso firemen aided Ciudad Juarez brigade, but flimsy construction of the building made the fire to burn rapidly. Owners propose to rebuild immediately.

## LONG BEACH—BUT NOT TOO LONG.

Breeding From Sea Breeze. Leave it to Osterman to find a hide-a-way to rehearse his band. We had a lovely opening. Although none of the alleged stars of the stage showed up, the press turned out with everything but their typewriters.

Made our debut as a maestro with a corking band (if we do so) and would still have remained there but no CBS wire and several hundred dollars worth of advertising as agreed upon. Anyway, we needed a rest, the ocean, and the sunshine. So here we are, paler than ever.

## Leading a Ginch

If you know anything about music it's a cinch to lead the no to lead. One must do is to count...one...two...and the mob start. Of course, if it's a waltz then it becomes a little difficult. But to lead the mob many times a night can you play, "Paradise?"

## This Column's New Policy

Several people thought that last week's column was our final. The immediate staff congratulated us, hoping it was. But we won our point and continue. We have squawked long enough about having our kisser placed at the top of this column.

We argued for months that the first thing a columnist does is to have his picture taken, the next thing is to write a column. Now we will pose for the top of "I'm Telling You" is a problem. We might make a composite of Ed's leavens' hat, Lett's cigarette, Hellinger's smile, Yawitz' mustache, Winchell's gray hair, Sobel's glasses and Garland's expression. We might even throw in the picture of the girl who was been wanting to throw him some place ever since we played London.

However, the big event is next Tuesday. The things turn out the way we hope, next week's column may just be filled with proofs and reproductions.

## Eventually?

If things keep up looks like the "I'm Telling You" column and no pictures—just the screen.

## Depression Gag, 16,497

Kelcey (Women's Wear) Allen informs things are so tough that the Mississippi is only flowing twice a week.

## An Up and Up Guy

Then there's that one about a Chicago gangster who went to the dentist with a terrific toothache. Dentist asked him which tooth he wanted pulled. He said, "The one that grewled. 'What do you think I am, a stool pigeon?'"

## Another

Joe (Song writer) Meyer reports that NBC now stands for, Nobody's Buying Commercials.

## All Star Cast

Ted Healey phoned to say that a manager said he could use him in a show. He was to go out and grab himself some stoozes with names.

## He Did It

Discussing salary with a producer the other day we were informed that we were asking much more than we were still

(Continued on page 41)

## Tote Boys Take Stand On \$12 a Day City Pay

Chicago, July 11. Pari-Mutuel Clerks Union has appeared locally. Impetus was provided when Arlington cut from \$12 to \$8 a day. Another squawk was that the track imported a group of men from Baltimore. Natives burnt at outsiders and charged favoritism.

J. A. Newberry is business agent and George McLean secretary of the union which is demanding \$12 minimum daily and guarantee of five days weekly. As presently staggered jobs average two or three days a week per man. A. F. L. charter issued some years ago is reputedly owned by Charles Bidwell.

## Broadway

Jimmy Sava off to Hollywood.  
Paul Whiteman's sec. now has a sec.

Soldier Bartfeld licensed to box again.  
George Gerhardt buying out book stores.  
William Harris, Jr., back from Europe.

Helenette Kay still in hospital, still operating.  
Class evening speaks going in for prize ice continental club dinners.

Ed Skinner plotting a trip to Europe during his two weeks' vacation.  
Rutha Crews's telling how well she was treated on her European trip.

Willie Edelman celebrated another birthday last week, admitting to 61.  
Karl Kitchen week-end cruise holiday. Made eight trips and will repeat.

All the bigger drinking restaurants see that Cornet with beer coming back.  
Ben Washer ordered back to the New York front by his paper. European news not so hot.

Sidney Root is now manager of the Hotel Chatham. He was formerly at the Paramount.  
U. A. staff seeing so many British pictures they're beginning to talk with a London accent.

Grace Faye is starting to hobnob about after being laid up several months with arthritis.  
Gill Dennett, who bowed in W.B.'s "Goodbye Girl," the daughter of Dave Kramer (Kramer and Boyle).

Rita Weisman and Mickey Marks off to Normandy for a six week rest. Incidentally, they'll stage a new play.  
Mrs. M. H. Smith, not of the "Bremen," with one of those Latin Quarter muffs of several weeks' growth.

Jack Twiss lost all their stage props when their car was stalled while parked at 72d street and Broadway.  
Lobby of the Unemployed's official organ, B.E.F. Weekly, baldly noting its subscriptions by bandwagon through the Square.

They're a head in line for every thing at those Vivian Johnsons. Charlie Journal Montmartre Friday Supper. Dances to Leon Belasco's music at Montmartre Beach No. 1.

## Berlin

By Max Magnus

Sam Morris expected.  
E. A. Dupont off to Paris.  
Vera Schwarz hurt her foot.

Betty von Mayr now a blonde.  
Hertha Walther's mother, 68, died.  
Out of 12,000 actors, 7,000 jobs.

Johannes Schlaf, poet, 70 years old.  
Paul D. Cravath here to sign singers.  
Email Ludwig has acquired Swiss citizenship.

Richard Tauber to make a picture in the fall.  
Max Neufeld to make a picture for Adolphe the King.  
Fritz T. Strengtholt recovered after heavy illness.

Edna Venturi is to negotiate with Max Reinhardt.  
Emmy Sturm guest playing at the Hague, Holland.  
Robert Lieberman recovered from a nervous breakdown.

Harry W. Kahn to Holland to meet Clayton D. Sheehan.  
Leo Bloch working on Eugene d'Albert's opera, "Mr. Woo".  
Benet Berg left his valuable photos of animals in a taxi.

Johnny Soyka back from Karlsruhe with a lot of good jokes.  
Robert Kampner back from Paris after working in a picture there.  
Mortiz Lederer had a motor car accident and will stay in hospital.

Toni van Eyk and Gerda Maurus signed by Ufa for one picture each.  
Max Dugover, travel agent, back.  
Georg Witt, in Gastein for holidays.

Paul Kohner cabling Vivia Banks and Robert Ralston re possible contracts.  
Dorothea Albu dancing with the Russian Ballet at Parisian Grand Opera.  
Paul Abraham working on two pictures and an operette simultaneously.

Fernell B. Pratt passing through Berlin with his wife on his way to the Riviera.  
Georg Faber will make an Ivan Kreuger picture with Ilja Ehrenburg's "Europe Limited".

Henry Fortner making a second tour through the German provinces with Hauptmann's "Rats".  
Fritz Baumann, tenor of Berlin broadcasting station, for the fourth time singing in the London radio.

Paula Conrad Schlenker took most of the summer holidays and will withdraw into private life.  
Dr. Hans Henkel now Tobis general manager, traveling backwaters, en forward between Paris and Berlin.

Erwin Asher, Warner's English production manager, here negotiating for production of French

## Paris

outing for production of French "Paradise".  
Off to Paris: Seymour Nebenzahl, Richard Eichberg, Guido Bessler, Peter Ostermeier, and Hermann Millakowicz.

Georg Wolff, singer and vaudeville artist, committed suicide in the Tiergarten because he could not find an engagement.  
Charlotte Süss is taking along to Nazimova off to the country.

Ex-Paris Joe Lobbin in town.  
Rowland Lee over to England.  
John Kelly back from Mallorca.

Olga Tschekova turned blonde.  
Audrey Lee around on vacation.  
Allan Dwan over to direct film.

Jan Reed moving to Montparnasse.  
Rudolf Challaux collects records.  
Gilbert Miller dashes in and out.

Harry Piller in a new limousine.  
Roland Young staying over until fall.  
Newspapers looking for Bob Milton.

Charlie Schwidder getting married.  
Austin Melford has written a new play titled "The Dance of the Hours".  
Herbert Brenon to settle in England.

Russell Gowdrey back from Italian tour.  
Fannie Brice with children in Nice.  
Richard MacKenna expected from Italy.

Ossie Lindell-Albert Prejean to U.S.A.  
Beverly Nichols back from Riviera.  
Michael Farmer keeping his Paris home.

Edis Martin to stay in Paris and direct.  
Rudolf Bromfield, entrenched at Senlis.  
Mrs. George Rehm off to the States.

André Savoir vacationing on the Riviera.  
Russell Gleason coming over for summer.  
Wimbley Bald mailing Chi-Tribune from here.

Heather Thatcher looked plenty regal in Cannes.  
Mick Dickstein, Eagle's screen kisser, at Juan Les Pins.  
Roland in memory of the pre-war days making an actor out of Mike Farmer in Cannes.

Jack Kirklund ran into a blond at Maxim's who was a dead tiger for Nancy Carroll.  
"Beacon" still weeks from a premiere, though it went into production in the Ice Age.

George Milton's picture at the Film Luxe to end July 15 with all hired hands out of the picture.  
Worth, dressmaker, says plans are being made to turn the lot of this pants-cad coat it looks as if he is.

Corrah Minevitch and Edwin Juatus Mayer paying for cafe of Alexander Beckman and Emma Roland in memory of the pre-war days of political ribbing.  
Somerset Maugham, with his own seal, left for England.

They were invited to tea at Maugham's villa. He showed up hours late in a taxi. Long Dances have been burning ever since.

It's true Helen Hayes knocked out the passage of the first try at chemin de fer. Betty Minevitch followed her with nine. Two nights later she disappeared without a trace.

Jimmy Sloane got through the Swanson location trip to Cannes only two days behind schedule, even including a whole day's interior of the baccarat room at the Palm Beach Casino, a new low for this manna-land.

That "Variety" rating for critics has its kink and unpredictable. Fritz Böhnel of the "World Telegram" got the news that he would be leaving New York picture contingent, for the second time, while on a holiday over here. On his last flight, he vowed himself another week's vacation.

Cranks Letters  
(Continued from page 1)

diagnosed as hailing from people rankled over the condition of show stocks.

It is not considered unusual that during economic stress the anonymous letter writer should become more prominent. When times are good the complaints are few, even against the Government which always has been deluged with epistles.

Numerous conspiracies designed to react unfavorably against persons in the picture industry, possibly with a view to unsettling them from jobs, are reported being a lot of anonymous letter-writing. A lesser film executive blames a series of letters to higher-ups in his company for final loss of his job.

Another source reports that a lot of the anonymous letters pay little attention to them.

## Paris

Ruth Weston is over.  
Noel Coward on vacation.  
John van Druten expected.

George Oppens to Holland.  
Georgy getting ready to rest.  
Jean Delmour not seen yet.

Nazimova off to the country.  
Ex-Paris Joe Lobbin in town.  
Rowland Lee over to England.

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Another source reports that a lot of the anonymous letters pay little attention to them.

Max Laemmle robbing the band of their seats for his guests.  
Cecil Lordal Duchesne and the Walter with her husband.  
Cecil Lordal giving one performance on the boulevard for charity.

German times in New York then come back here to be popular.  
Charles Vannie Higgins supplying publicity to Monty Carlo.  
Monte Carlo Russian ballets giving a season at the Champs Elysees.

Sparrow Robertson takes Monday off to look over his properties.  
Allen Updell over the only Good Time Charley left in Montparnasse.  
Valentin Mandelstam sailing with his dog after carefully shipping his car.

Cloris Gwanson, getting shots of Bricktop's and Ritz Bar for her new film.  
Where are all those Americans supposed to be landing from sailing lists?  
Irene Weiss back to play in England in London after years on Paris stage.

Dick Dickson, having plenty of trouble with his dance machine in Bordeaux.  
Joe Zell turning his cabaret into a shooting hall to get the French with floor shot to one act play.  
Adam and Eve, one-act play by Sacha Guitry, to be produced at the Comedie.

Montmartre and Ambassadeurs closing July 15 for summer, ditto the Casino de Paris.  
Shooting has started at Paramount on "Topaze" with Louis Jouvet in the title role.  
It is hoped up with most of the picture shortly, some people will believe it was only a joke.

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## London

Marc Connelly around.  
Hugh Beaumont still in hiding.  
Bank rate 2 1/2 - lowest in 20 years.

'Nky Stevens third Phoenix publicity man.  
Jack Hayton and his boys sporting straw hats.

Prince of Wales spent his 38th birthday golfing.  
Eddie Polo trying to sell new song to Violet Lorraine.

Glenn Miller's old-time comedian, left \$170,000.  
Glenn Swanson and husband at first night of "Fantasia".

June taking screen test at Eclair for British International.  
Cocoa Tree Club, second oldest in London, closed June 1.

German film, "The Murder of Karamazov", banned here.  
Harry Pearson, year-old popular sportsman, seriously ill.

Waitress from Vienna, London's longest standing, closes Aug. 6.  
The Junior Chamber starts off Piccadilly club, in hands of receiving free hops, to help for trade.

Desmond Jeans heading band for Dalys' vaudeville venture.  
Jack Sharman temporarily replaced in Oxford, the University town, does not allow vaudeville during college term.

Fansie's chorines looking in at Coda audition with view of a change.  
Mrs. Jasle, formerly Le Blanc, named to bring Dubarry to America.

Owen Nares in throes of growing public moustache for "There Goes the Bride".  
Martin Walker no longer playing a role in "Cat and the Fiddle" at the Palace.

Dave Hutchinson replacing Arthur Riscoe in "Out of the Bottle" at the Palace.  
Windows at House of Lords open for first time in eight years, owing to heat wave.

Dog racing increasing. They run their own daily now the "Greyhound Express".  
Irene Krawinkel gives up Phoenix theatre engagement. Can't stand five shows daily.

International Horse Show at Olympia claims receipts this year in excess of last.  
David Paget, formerly director of Plaza orchestra, now in the pit at Prince Edward.

Only American here with real ice box in dressing room, and generally well-liked.  
Chwick Empire over to films June 15, management starts off with "by request" policy for old fans.

Man took a flat opposite brilliantly illuminated picture, telling manager it saved his light bill.  
Nuttall still denying engagement rumor. Dr. P. D. R. Spence her partner in mixed doubles, the reported base.

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## Hollywood

Melvin Douglas back from New York.  
Tonya Karloff of "Queer People" fame in town.

New firm of Coast lawyers is Keen and Minger.  
Wallace Middleton lost his appendix at the Queen of the Angels hospital.

Various new brands of cigarettes retailing at 20 for 10c are selling briskly and known within the trade as depression cigarettes.

Genevieve Tobin introduced new game of "Pole Ball," which is composed of "Pole Ball" ping-pong, squash and baseball.

"Kibitzer Root" new film, row story, opened by Lewy Carlini owner of Alvarado theatre, and Jack Drum, film peddler.

Harold A. (Slickum), Garrison Metro studio, is entertained about 40 of the "Green Pastures" cast with a buffet supper.

Sam Paul, Los Angeles cellist, has left for Mondsee, Austria, to join the Austro-American International Conservatory of Music and Arts.

**The Park Central**  
56th St. at 7th Ave., New York City  
H. A. LANZNER, General Manager





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## 15 YEARS AGO

(From 'Variety' and 'Clipper')

William A. Brady appointed by President Wilson to work with Committee of Public Information to prepare films telling what was being done. Several releases made and shown in most theatres. Best known was 'The Bridge of Ships,' which had a run at the Cohan.

Keith booking office gave out 600 routes of from 20 to 40 weeks.

All Boston theatres tossed out their orchestras in jam over raised rates. Managers claimed war had upped expenses 300% and it was no time to be asking for holds. Price was to go from \$33.50 to \$40. Leaders up to \$70. Managers countered with an offer of three and a quarter hours each show at old prices and overtime beyond that.

Paterson, N. J., hoisted readers for carnivals to \$150, and only one a month. No wheels.

Burley managers worried over shortage of golden leading women. Couldn't blame that on the war.

Paramount announced it liked the open market plan. That merely meant no franchises.

Mark Luescher took over management of Hippodrome. Had been p. a.

Both burlesque wheels dropped effects and spotlights to dispense with the cost of traveling electricians.

Follies played its first five weeks to an average of \$21,000. Good money for the prevailing prices.

Fox sales convention announced cancellation of all playing time for the coming season. To start fresh, with prices upped.

## 50 YEARS AGO

(From 'Clipper')

Olympia Quartet advertised it was not going to split. One of the big acts for years.

House in Waco, Tex., known as 'My Theatre.'

When body of President Garfield was taken to Elkhorn, following the assassination, the railroad built a special track direct to the cottage. Took up the rails and Oliver Wood Byron, well-known actor, bought the ties and built a log cabin on his plot at Long Branch.

Bat Hek arrived in New York. Told immigration authorities he was a juggler although blind. Had a date in Philadelphia.

Paper was full of announcements of fixing up. If it cost as much as \$100, it was a renovation. Small bankrupts.

Western railroads announced theatre rates. No reductions for a party of less than five. Advance ment got half fare and up to 400 pounds of baggage. Took 18 first class fares to move a special car. More than 20 in the main party were entitled to rates for two p. a's. Two cents a mile on party tickets.

Middle of July but drama theatres were still open and doing biz.

J. Fred Zimmerman engaged an associate manager of Walnut St. theatre, Philadelphia, for \$30 a week and 15% of the profits. Didn't know he had to wait for profits until house collected \$38,000 for repairs. He sued and case compromised for \$2,000.

W. T. Bryant announced he and his wife had been engaged for a year at a Senator's salary of \$5,000, work or play. For the year.

## Inside Stuff—Pictures

Papers in the action against Metro on the allegation that the picture, 'Lettie Lynton,' was pirated from the play 'Dishonored Lady,' stated that the book was not published until one year after the play was presented. Mrs. Marie Belloc Lowndes, who authored 'Lettie,' maintains that the manuscript of her novel was delivered to the London 'Daily Mail' for serial publication in January, 1930.

'Dishonored Lady' opened during the same month and year at Rochester, N. Y., debuting a month later on Broadway at the Empire theatre. The play and book are based on the same actual murder case and there is no claim of prior rights. Authors of the picture given the picture producer adapted the situations of the play and virtually copied its characters, rather than following the book. First arguments in court dated for today (12).

Authoritative sources name \$90,000 as the cost of the two British made Paramount features, both of which have been released over here. The sum is quoted between 'Aren't We All,' \$35,000, and 'Service for Ladies,' \$55,000.

The small cost totals are intriguing picture men who, in lieu of the figures, are toying with the thought of concentrating more fully on production abroad thereby taking care of the proverbial two birds—overhead and quota.

In the case of 'Aren't We All' Gertrude Lawrence headed the cast, for whom a salary of \$10,000 is said to have been charged up. Leslie Howard was the main player in 'Ladies,' each film thence having a 'name' on top although Miss Lawrence is little known to the average Yank picture fan.

Pathe News was the first to learn of the discovery of James Mattern and Bennett Griffin's forced landing on the edge of Poland after it was feared they were lost. Fliers, with whom Pathe has a tieup, cabled Pathe of their trouble Friday (8).

On Saturday (9) Pathe released an exclusive interview with the round-the-world fliers just before their takeoff from New York, the News having a tieup with them similar to that with Post and Gatty. When the Mattern-Griffin pair took off they had camera plans for coverage of their flight.

Figured an opportunity for a substantial saving each week. Los Angeles RKO theatre is abandoning the habit of having house newspaper ads first set up by an outside typographer then having the okayed proofs sent to the newspapers. Idea is that as the newspapers, because of type union regulations, must reject the ads anyway, there is no reason why the papers should not do the original job, as in most cities outside of New York, Los Angeles and possibly one or two other spots.

Los Angeles first run houses, it is estimated, spend from \$300 to \$400 weekly in outside ad composition.

Paramount's 'Make Me a Star' title for its talkerization of 'Merton of the Movies' is a heritage from George C. Tyler via the late Kyle Bellevue, taken off a cigarette case given by the actor to his manager which was inscribed by Bellevue with the hope to 'make me a good actor for his sake' (meaning Tyler).

When Tyler produced the Kaufman-Ferber play on the stage he stuck in the line 'Make Me a Star' which is in the talkerization and which Par is using for its title.

Head of one of the bigger independent production companies, currently directing a feature for his firm, has had his hand out of actual production for several years. When he started his picture, he made a deal with one of the best known cameramen in the business to do the photography.

Producer is sitting on the side and encouraging the cameraman to practically direct the production.

Films of Sam Kaplan's operator local, New York, have yielded up copies of numerous letters from charitable and other organizations expressing appreciation of co-operation from 306 on benefits, etc. They will probably be used to further emphasize Kaplan's defense against attacks on him and the union.

Recently 306 started an ad campaign in the dailies to offset the attacks.

Indie producer inclinations toward bootleg recording, because of its cheapness and terms, isn't worrying the big electric outfits.

Conceding that some of the outlaw methods are all right for the present, electric preachers sermonize that if prosperity ever returns the industry will have to fold. Among the reasons given is that leaders have no improved sound that there will be no comparison between theirs and the others once the industry can afford to buy again.

Roy Scott, director, and Ira Morgan, cameraman for Walter Futter, have returned from China with 50,000 feet of atmospheric and scenic background all in 300 foot takes. Was shot this way to facilitate processing, as the current library shots of 30 to 60 feet are not long enough for dubbing in the average dramatic motion picture now being made. Metro has taken a good portion of the footage for use in 'China Seas.'

The mountain in the Paramount trademark is being turned into an erupting volcano for advertising purposes. The volcano may even become the official trademark of the company.

Prepared around the new season's Paramount product, the new trademark idea is that, 'The grand old rock of show business becomes a blazing volcano of hits.'

If wide film ever starts up again, and executives who have experimented with it feel that it will, Paramount-Publix will be the first to equip its theatres.

P-P now has in storage what it regards as sufficient Magnafilm projection devices to furnish its theatres in every key spot.

Senator Huey P. Long, of Louisiana, the self-styled 'Kingfish' of politics, is looking upon his show business as one of its champions. He is reported very friendly to the amusement field.

His lieutenant is Seymour Weiss, who was manager of the Roosevelt hotel, New Orleans.

To prevent possible censorship accruing from offense by any of the states in depicting actions and wardrobe of chain gangs, Radio was forced to design its own convict uniform.

Studio painted a target on back of the suits to eliminate any resemblance to type used in various states.

Paramount and Publix publicity-advertising departments, including the art divisions, will be physically combined next week on the 14th floor in the Paramount building.

They have been operating separately with Par on the 12th and Publix on the 9th floor.

Film lobbyists are now concentrating their tax fight in Pennsylvania. The fiscal session called by Governor Pinchot during July for the

## Inside Stuff—Vaude

When the Mauretania docked in New York recently Bernard Granville was taken ashore on a stretcher. He was master of ceremonies in the show, featuring a four-day vacation cruise but after making introductory remarks, ship's doctor ordered him abed.

Granville's trouble was diagnosed as a severe stomach ailment from which he was suffering when he went aboard. The Cunard line arranged for a private ambulance which removed him to his hotel.

Jerry Cargill, the agent who recently folded his Berry Bros. one ring circus venture, is hanging around the circus lots to catch up on outdoor knowledge for future reference. Cargill is taking out an indoor show under fraternal auspices next winter, as he did last year, in association with Fred Bradna, the Barnum-Ringling equestrian director.

Cargill states he thinks the circuses are about the only things making real boxoffice money these days.

Among the major keys of the country, Cincinnati never knew what a picture house stage presentation looked like until Fanchon & Marco went in there for RKO June 11. Fans who follow the Reds have had vaude as their steady theatrical diet through RKO's control of the town.

It's about seven or eight years since these presentations began spreading around the country.

RKO is said to have notified the agent of a comedy act not to submit the turn any more as a result of the team's quibbling over spotting. Act turned down the Albee, Brooklyn, recently because it was asked to play No. 2.

Subsequent bookings were offered with the act turning them down. Salary, from accounts, was okay.

One of Ted Healy's stooges, getting \$75 during the run of 'Crazy Quilt,' managed to save enough in the two years of the musical's run to go into business in Washington, D. C.

The stooge had married a bit girl in the show, getting the same salary, and both saved about \$100 out of the \$150 gross income in anticipation of professional retirement.

Ed Lowry's unique contract for m.c'ing at the Paramount, Brooklyn, gives him the right to leave at any time. It runs for 10 weeks and carries a series of extra 10-week options. During first of each week Publix must signify whether Lowry goes or stays, which gives the m.c. 10 weeks to look for another job in case of an airing.

Irene Ricardo is glad that theatres don't pay off on newspaper decisions. She was quoted by 'Variety' as receiving \$350 at the 'Fox,' New York, whereas her salary was \$800. Roy Smek, on the same show, got \$600, or \$350 more than was reported. Keller Sisters and Lynch were salaried at \$1,000 a week and not \$750 as reported.

## Inside Stuff—Radio

Columbia feels that it has been unjustly played down in connection with the Democratic convention through emphasis and attention given to NBC on the scoop of Governor Roosevelt's arrival at the Chicago Municipal Airport. CBS maintains that this one incident smothered its own work throughout the session and a few scoops too. Among other points CBS claims to have been first to broadcast that the California-Garner delegation would switch to Roosevelt.

Perhaps what was most distressing to CBS, and fostered the pro-NBC reports was the airport ceremonies being presented via WGN, a Columbia station, by courtesy of National Broadcasting Company.

Both CBS and NBC learned a lot handling the preceding Republican convention and the Democrats benefited.

It is hardly open to challenge that no public event has ever been better handled by the networks. That radio did itself a lot of good is equally evident. While the lost revenue from commercials through the week was considerable very little grumbling was heard. Contrarily, many broadcasters boasted of their losses.

WEVD, New York, original air headquarters of the Socialist Party, has been reorganized and is preparing to move into its new studio in the Hotel Claridge. The new station is under the auspices of the Jewish Daily Forward and a committee which includes Heywood Brown, Norman Thomas and J. A. Hirschman.

Station is at present operating under an endowment of \$250,000. Program arrangement will be supervised by the station committee and not by advertisers who purchase any part of its 3/7 of time on the air. Purpose of the station is to present programs dedicated to free speech and music of a high order and devoid of ad announcements.

Procter and Gamble have banned the Mills Brothers from doing any special broadcasting in connection with their Publix tour. Order came as a retaliatory gesture after the theatre circuit had advised the quartet to cut out mentioning of the product (Chips) from the stage.

Commercial has recently exercised a clause in its contract which prevents the boys from going on the air without its permission. Ban eliminates all other Baillyhoo tie-ups Publix may have had in mind for the balance of the boys' tour, 13 weeks.

When 'March of Time' returns to the air as a regular CBS sustaining feature on Sept. 5, it will resume its idea of booming the theatre, perhaps the only radio feature which is primed as a baillyhoo for the stage.

Last season such attractions as 'Of Thee I Sing,' 'Face the Music,' 'Blessed Event,' 'Mourning Becomes Electra' and 'Payment Deferred' were given grand plugs by the other dramatizations.

For this purpose, the program necessarily employs a large cast of dramatic players.

purpose of raising \$65,000,000 in that state through additional taxation has alarmed picture specialists who, until now, were confident that summer tribute worries were virtually over.

Straight picture house in Radio City is not worried over where it's going to get product from to round out 52 weeks.

RKO belief is that the advertising and prestige accruing from playing the theatre will grease such a buying policy.

Although they have already paid for their vacations by working two weeks without pay, Paramount executives, according to home office spokesmen, are not going to take time off this summer.

Radio is figuring on getting a big play from the foreign market for 'Bird of Paradise' due to the small amount of dialog in the picture. Most of the action is defined by music and sound effects.

## Cleve. Indie Circuit Ready Before Shubert-Erlanger Combo Gets Set

Although the Erlanger-Shubert booking combination awaits actual consummation, the nucleus of what may be an independent circuit, has taken form in the central west. That is the territory where the merger is expected to function most efficiently, week stands in which one selected theatre will be supplied with attractions and the opposition eliminated.

Cleveland theatre interests, not mentioned in the Erlanger-Shubert deal, offer not only a booking proposition, but will back new shows. Cleveland is to be the center of these activities. Productions will be built there. Undersold staging costs will be held down, with musical shows not considered at this time. Robert McLaughlin and Samuel Manheim head the Ohio group.

### Eight Weeks Lined Up

Eight weeks have already been lined up, according to word received on Broadway. There will be just that many stands, the indie group's Chicago stand being a solo week too, with the possibility of repeat bookings. The Loop house is not identified but with eight theatres shut out from the new syndicate or legit circuit, the booking contact there is not a problem. The other stands include Detroit, Cleveland, St. Louis, Cincinnati and Pittsburgh. The mid-western circuit does not figure on competing with the Erlanger-Shubert circuit since its shows would not have the Broadway stamp. A pop scale of prices will be the policy with \$150 and \$1 the probable top admission. However, a representative from Cleveland was in New York last week with the idea of tying up one or two independently produced successes of the past season.

An opposition circuit is far from impossible next season and any real indication of it would tend to prompt the Erlanger-Shubert combo to give attractions a continued leg in booking terms. Alert showmen, however, do not look for (Continued on page 46)

## WILBUR COAST STOCK SUSPENDED BY EQUITY

Oakland, Cal., July 11.

The members of Richard (Dick) Wilbur's stock playing the Fulton House, have been temporarily suspended by Equity for appearing with two non-Equity players. Theodore Hale, Equity's representative in San Francisco, advised the others that the non-members were the cast, but they continued to appear. Charges will be filed before the Council in New York.

Those on the suspension list: Edna Ellmeyer, Byron Allen, Drumm, Harry Jordan, Dorothy Shannon, E. Forrest Taylor, Edmund R. Smith, Ruth Scoville, E. Earl Bartlett, Horace Arnold and William Heister. Wilbur has been placed on Equity's unfair list.

## MONEY IS INDEPENDENCE! INDEPENDENCE IS SECURITY!

BOTH may be had by buying a Retirement Annuity—the safest investment today—providing for the day when you are no longer able to earn a decent income.

For Further Particulars See

JOHN J.

KEMP

Insurance

551 Fifth Ave., N. Y. C.

Phone: Murray MU 2-7838-9

### FRISCO DOWN TO 2

Neither 'Vienna' Nor 'Whistling' Does Much in Dull Week

San Francisco, July 11. There was a new low in the legit here, but two shows current and neither garnering much. Inna Claire in 'Reunion in Vienna' at the Curran had the edge over competing 'Whistling in the Dark' next door at the Geary. 'Vienna' pulled a fairly \$7,500 for the limited week, and place stays on.

'Whistling' failed to tap the songs; receipts were under \$4,000, which gave house the idea that one week of that was enough. Columbia and Alcazar still dark, awaiting definite in view. 'Fiddie and Fiddle' started for Curran soon.

## 'BALLYHOO,' 1ST REVUE OF SUMMER, UNDER WAY

After several delayed starts 'Ballyhoo' in 1932, a revue which promises to be the first summer musical on Broadway, began rehearsals Monday. Willie and Eugene Howard will top the cast despite 'Hulabaloo' from George White, that the brothers are under contract to him for next season.

The Howards stipulated that the new show management post four weeks' salary, and \$5,000 was deposited as a guarantee. Show opens in Atlantic City Aug. 8, the premiere at the 44th Street not certain.

'Ballyhoo' attracted attention because of its four way authorship-managerial set-up: Lewis E. Gensler, who composed the score; Norman Anthony, who authored the skits and dialog; Russell Patterson, who designed the settings; Bobby Connolly, who will stage the dances. Anthony and Patterson are on the staff of the magazine 'Ballyhoo', the former being the editor.

The Deacons' interests, which publish the mag are not sponsoring the show, however. One of the publishers of a racing publication is one of the regular backers, another being connected with a prominent advertising agency. There may be others interested financially but with this pair the revue has what appears to be a set of six managers. The Howards' supporting cast is to be decided on during the week. A number of players were tentatively chosen but not contracted for because of some uncertainty as to which sketches are to be used.

### 'BARRETT'S' \$109,000

Grabbed That From Coast in Five Weeks Between L. A. and Frisco

Los Angeles, July 11. Katherine Cornell's coast-tour with 'The Barretts' at the Broadway Street' grossed around \$109,000 for that period.

This included a little under two weeks in San Francisco.

### Detroit Stock Prospect

Detroit, July 11. The Madison theatre, former picture house here, will be used for stock if plans under consideration here work out. Farrington Holt, local social agent, is negotiating with the owners, Krusky-Trendle. Public lease on the house, which has been dark for two years, expires Aug. 1 with a clause prohibiting future picture house policy.

### BARNSTORMERS STRAND

San Francisco, July 11. Local legit is back from a hectic two weeks of barnstorming in Nevada and upper California for L. E. Stammer.

Tour came to an abrupt end in Nevada City, Calif., when Stanhope ran into charges involving alcoholic checks.

Cast started to drive back here, but ran out of gas, and had to wire home for money.

### Engagements

Edna Fitzbard, Ellen Dee, Ambly White, 'Thanks a Lot', Grace Moore, 'Showboat', Jack Whiting, 'Billy Rose's Revue'.

### Shows in Rehearsal

'Ballyhoo of 1932' (Ballyhoo, Inc.), 44th Street.  
'Goodness of Love' (Aim Productions), Fulton.  
'Thanks a Lot' (Farnum and London), National.  
'Domino' (W. A. Brady), Pinehouse.  
'Cynara' (Shuberts), Shubert.

## TWO L.A. SHOWS GROSS \$20,000

Los Angeles, July 11.

With 'Green Pastures' remaining almost the same as the previous week and 'Housa Beautiful' winding up its fortnight with a drop of two grand from the first week, local legit business in the doldrums and a total gross of less than \$20,000 for the only two shows in town.

'Housa Beautiful' during first half of the week responsible for the lack of bounce from 'Pastures' low \$14,000 of the previous week. 'Did you know' better last week, with current and final week expected to be the best of the five-week run.

'El Capitlan' in the Channing Pollock drama but even so his \$5,000 is not to be sneered at these days. 'Hulabaloo' opened at the Pasadena Playhouse, opened Sunday (10) to about average El Capitlan business. First music in the house since 'Oh, Boy', over a year ago.

'Reincarnation' at the Figueroa Playhouse failed to come to life after its second performance with house dark again.

Music and Theatre Guild's opener, 'The Conflict', presented by R. Down, as his first production.

Estimates for last week

'The Green Pastures' (10 weeks) (D-1,666; \$3,300) (4th week). Hovored about \$500 above previous record for \$14,000. Not much profit, but built strongly toward end of week, indicating a good final week. 'Housa Beautiful', El Capitlan (CD-1,671; \$1,680) (2nd and final week). 'Hulabaloo' opened to 10. Charles Ray's draw waned after initial stanza but \$5,000 not so bad for the bow out.

### 'Cat's' Stock Break-In

Several Broadway producers, including Jed Harris, who had the script originally, are going up to Westbury, Conn., for the Brookline Players' production July 25-26 of 'When the Cat's Away'.

It's by (Miss) Orrie Lashin, secretary to Walter Lippman, the New York Herald Tribune's editorial writer. Originally titled 'Parting Party' its Broadway production was stalled last week, hence the summer stock's out-of-town try-out.

### Pauline Boyle Reinstated

'Pauline' Boyle, agent, recently struck by Equity's casting agency list, is on again. Agent has been dropped when 'Equity' found she had moved and left no address. Miss Boyle advised she was sharing offices and was reinstated.

## Chi's Solo Show, 'Clowns,' Starves; \$5,000, with Cut Pay, Low Scale

### Pastures' Ends July 16;

L.A. Biltmore Dark Week

Los Angeles, July 11. 'Green Pastures' closes at the Biltmore here July 16 after five weeks. Show hops to San Diego and then Salt Lake to split a week between the two. Week in Denver follows. Company then returning to New York, reopening in Boston Sept. 12.

Only other attraction booked so far at the Biltmore is 'Cynara', untying here July 25 for two weeks.

### Future Plays

'Love Story' by Sam Behrman, contemplated for production by Joseph V. Reed and Theresa Heppner, after the season stages in 'The Heart' for the Theatre Guild.

'The Party' by Dawn Powell, has been acquired for production by the Group Theatre. Miss Powell's first play.

'Magnificent Cuckold', foreign play adapted by William A. Drake, to be done by Francis Carpenter. Carpenter originally started the production of 'Cuckold' which, Bob Sparks took over, James Ronnie and Ruth Gordon will probably be Carpenter's leads.

'Squarehead', by Elliott Lester, has been taken by Shepherd Free, who will begin casting this month. 'Exit' tried out by William Harris, Jr., as 'Lily' will be the first fall offering of Abbott & Dunning.

'Dunne' by Philip and Frances Dunning.

'Chameleon', from the Hungarian of Adam Gostony, will be shown at the Masque July 18 by Lionel A. Hyman. Virginia, Byron, Mary Wallace, Francesca Lenni in the cast.

'Domino' has been put into rehearsal by William A. Brady, with a bow to the cast.

Will open out of town, probably at Atlantic City.

'Cash and Carry', a gold digger's story, announced for the late fall by Frank B. Kelly.

'Goodness of Love', by Carl Henkle, will be put into rehearsal by Alan Morrill.

'Dangerous Corner' London production, to be staged here by Harry Moss, who had 'Grand Hotel' and 'Warrior's Husband'. No production date set.

'Rose of Flanders', first production of the Los Angeles Music and Theatre Guild opens July 12 at the Macon, Los Angeles. Marianne Mabbe, Helene Helne, Naomi Myrick, Amy Beatty, Russel Scott, Earl Covert, Hedy Hall, Arthur Clayton and David Phillip Dare in cast. Edward Royce staging and John R. Britz musical conductor. Has a singing chorus of 43.

## Inside Stuff—Legit

George White has been dispossessed from the Apollo theatre for non-payment of three months' rent. About five years ago he took the house over under lease from the Selwyns, rent being \$120,000 annually. Agreement has three years to go and suit for recovery pending.

A rider on the lease stipulated a rent reduction of \$20,000 provided White's occupancy spanned the full term. Recently White removed back stage equipment installed at his expense.

It is not a maiden legit effort for Charles H. Abramson, who with Jess Smith presented 'The Web', a thriller, New York last week. In association with Harry Cort, Abramson produced 'Venus' at the Harris about two years ago. That show drew favorable notices from the critics but despite its rating it did not make the grade.

Smith is from the picture field. Idea of putting on 'The Web' in early fall is in expectation of selling the film rights rather than make a run of it.

Smith Reynolds, heir to the Reynolds tobacco fortune, who shot himself last week, backed at least one Broadway show. He was only 18 when 'Hail a Woman' was put on at the Waldorf ostensibly by Wally Gluck, but with Reynolds' money.

'Widow', a musical comedy, represented a loss of \$100,000. Attraction opened in Boston, where it grossed \$4,200, and the pace on Broadway was not much more.

Robert Garland, the 'World-Tely' drama critic, is motoring in Canada with Queenie Smith, the missus. On the return trip they will stop over at Essex, Conn., for a try-out of 'Joy Girl', in which Miss Smith is to appear.

Arch Selwyn has the rights. Play was written by John V. A. Weaver, who is Peggy Woods' hubby.

Chicago, July 11.

Chicago is now having its second one-show summer. In 1930 'Sisters of the Chorus' was solo for a time. Last summer was two-shows, or better, throughout. Now, Lew Leslie's 'Clowns in Revue' has nominated itself for a run. For some time it appeared likely that 'Clowns' would fold Saturday and leave the Imperial City of the West in desolation. That condition was averted, or at least postponed, when the attraction chose an alternative, a three-matinee policy at \$20 to \$10 with \$50 to \$25 at nights. Sunday is the added matinee.

'Clowns' has been starving around \$5,000. Even with a 50% salary cut on top of break-in summer wages, there, a salary row requires much fixing with the comedians. Report that Eddie Cantor would join the show was confirmed as a possibility, but denied as a probability.

### Plays Out of Town

### REINCARNATION

Los Angeles, July 6. Attempt by members of the Christian Science faith to produce there, a drama which, the figures show, failed badly. Production is a curious concoction for a theatre, starting out as a musical and ending as a lecture on art and a juggling act.

Aryan Kelton, who has been a star in the third act, introduced 'Reincarnation', wrote the book and music and played the role of a Bavarian nobleman who becomes a sensational London artist. He was uniformly weak. Mary K. Baker, who is said to be a relative of Mary W. Eddy, founder of Christian Science, is angling the show. On opening night the show, which had 10 hadn't been paid for three weeks of rehearsals and some were threatening to leave.

Cast is assembled from all branches of show business. Nina Allen, with professional experience, had the female lead, stood out against the mediocre company. Orchestra was a piano and cello playing at the same time. The show a vocal chorus made up of church people.

Cost is about \$100 in the house opening night and about 200 people. Top is \$110.

Frank Lynch does the juggling turn, the third act, and Ivy Dee and Ethel Stanton do dance specialties. Cast includes Rudolph Kloss, Kay, Doris, and Arthur William Penney, latter showing more experience also than the rest.

Hard-artist, loved by his rural model, is killed and later reincarnated. As a London artist, he made a model again. The show, last act, a London gallery, that the specialty numbers are used.

### EVEN AS YOU AND I

Hollywood, July 5.

Drama by Ruth M. Felt, in media, brought at the Spotlight Club little theatre. Directed by Charles Palmer. Cast: Kay, Doris, and Arthur William Penney, latter showing more experience also than the rest.

Even as You and I is a stronger and better constructed play than generally seen in these tabloid little theatre growths. The show was cut here. Commercial possibility for play would be for small town stock.

Working out of the show is a call for liberal distribution of passes among studio executives and agents, with expectancy players will be seen in the eye of the camera for a picture part. Potential film material, in present production in which the cast includes Kay, Doris, and Arthur William Penney, latter showing more experience also than the rest.

Play concerns the wife of a mining engineer near the Mexican border who helps over the wire her husband, who is a business associate of the husband. Then one of those compromising situations, in which her husband is in love with the boss, takes the rap. In a later free-for-all gabfest hubby talks of clopping with his mistress, but his wife says 'No' to a divorce.

Everything is okay when the Chinese houseboy, who has been made the patsy by the wily wife, solves the problem. He knifes the wife and then kills himself.



# Shuberts Producing on Own Under Receivers' Option Over All Shows

With both Lee and J. J. Shubert interested in several forthcoming attractions, there was some question as to the status of the Shubert receivership in regard to such shows, until the situation was cleared up by an agreement which permits the Shuberts to personally produce, the receivers to have the privilege of buying in, taking over or rejecting any or all such productions.

Both Shuberts are in the employ of the corporation. They have a number of theatres on their hands, thrown back since the receivership started. To protect the properties, they will produce shows, but, regardless of whether such attractions are booked into personally owned houses or theatres operated by the receivers, the receivership has the right to participate in the managerial ownership.

Lee Shubert will continue to select the straight shows to be presented, with J. J. handling at least some musicals. It is doubtful if the Irving Trust Company's representative will do more than assent to (Continued on page 41)

## NON-EQUITY CAST SET TO CRASH B'WAY GATE

'The Chameleon' said to have a non-equity cast is due at the Maasue next week. Lionel Hymon, who, with his brother, Jack, produces several shows, is the producer.

At Equity little was known about the show, nor whether any attempt would be made to prevent the show opening. An Equity representative stated that several players had walked out and that there was trouble completing the cast.

## Harris' First Will Be Kaufman-Ferber Script

Sam H. Harris' first production effort as a play by George S. Kaufman and Edna Ferber, will precede another script by Moss Hart.

Hart and Kaufman collaborated on 'Our Time' for the Harris production, but the Kaufman-Ferber play goes on first, with Harris' new comedy set for a winter mounting.

## 'Folies Bergere' Dated

A revue called 'Folies Bergere' in which Max Rudnick, owner of burlesque, plans to make his debut in legit on Broadway, is slated to open in Atlantic City, Aug. 22. Show has no relation to the French revue that is a fixture in Paris.

Claimed Monday that James Barton had been signed to the others in the cast are Grete Nissen, Fred Hildebrand and De Haven and Nice. Show is due into the Liberty.

## Rehearsal Headaches

'Thanks a Lot,' which started rehearsals at the National last week, ran in difficulties Saturday at which time Frank Farnum acted as Charles London were to have posted a salary bond with Equity. Time to post was extended until late yesterday.

Farnum got the extension after advising Equity that the show was in no condition to rehearse reported Saturday afternoon. Replacements were planned.

## 'Gold Coast' Folds

'Gold Coast,' lone independent that promised to open on Broadway this month, folded Friday (8). It rehearsed four or five times, receiving the salary guarantee and none received any money.

Show was written by J. Barnard Merry, who was to have presented it. Claims that the several actors, amounting in all to \$1,500, have been fled with Equity.

## Vagabonding Down East

New Haven, July 11. Dallas Anderson and an organization called 'The Limited' of New York, made up of N. Y. professionals, are on tour of summer spots.

Offered Ibsen's 'Wild Duck' at local Stony Creek Playhouse.

## Dot Lee, Claudia Dell In Coast 'Footlights'

Los Angeles, July 11. Dorothy Lee and Claudia Dell will head the cast of 'Footlights' opening July 20 at the Mayan after a two-day break in the Pasadena auditorium, July 15-16. Gerhold Davis, producer, reshaped the entire roster of players during the last week of rehearsal, with Edward Nugent, Babe Kane, Sharon Lynn and Kathleen Clifford out.

John Webb Dillon, Harry Stafford, Donald Douglas, Billy Taft, Helen Mann, Ruth Madison, Reginald Sheffield, Arthur Lovejoy, Antonio Merlo and Rubin and Rita now set, with John Cameron stage manager and Arthur Wenzel handling publicity. Hal Burton, Hal Finley and Corrine Keil doing the score.

## FARLEY WILL REINSTATE LEGIT AT ALBANY'S CAP

Albany, July 11. Plans for the reopening of the Capitol, dark for more than two years, are under consideration, it was revealed by William W. Farley, of Albany, who has just obtained control of the theatre property. Farley is president of the Lodge St. Corp. and owns several houses in Schenectady.

The house had been leased for 10 years to Shubert and Engager, but the rent and water rents had not been paid for some time. Farley instituted an action to recover \$56,000 and was given judgment for the full amount, which has been paid. Farley said. The lease had until June, 1933, to run but this has been canceled.

Farley announced that the plan is to bring legitimate shows here. Since the Capitol has been closed, there has been no legit show in this section of the state.

## Shy Show in Columbus; Coastbound, N. Y. in Nov.

Columbus, July 11. George Kaufman and Gus Shy are in town this week, former doctoring 'Bodily By Fisher,' a new play by Victor Stock lead here, and Ralph Freud. Shy is to star.

Show opens at the Hartman next Monday (18) and goes to the Coast next month. It is slated for New York in November.

Cast includes Clara Clemat, Helen Travers, Ann Thomas, Victor Jory, Foster Williams, John Todd, Henry Wadsworth and Tom Devore. Ingenue not yet selected.

## Elaine Albrecht Killed In Crash; Gross Hurt

Milwaukee, July 11. Elaine Albrecht, prominent in Wisconsin Players' activities, was killed, and Lawrence Gross, co-author of 'Whistling in the Dark,' injured when the automobile in which they were riding skidded and overturned near Rice Lake, Wis.

Miss Albrecht suffered a fractured pelvis, a fractured spine and other injuries and died three hours later. In a recent divorce action brought by Theodora Gross, third wife of the playwright, M'ss Albrecht was named as co-respondent. Gross is a member of the crew for the naming other than a mutual interest in the theatre.

Gross is a buyer for the Boston Store, Milwaukee.

## Goldtree Putting Stock in Oakland Against Wilbur

San Francisco, July 11. Gem theatre, an Oakland babe which darkened last week after a lengthy try at tabs and films, goes to bid for goldtree. It is negotiating a legit policy to run competition to his former partner, Dick Wilbur, now at the downtown Fulton, there with stock.

Goldtree and Wilbur, in past years, have been paired in numerous stock ventures. Recently Wilbur sued Goldtree for \$400, claimed due from profits on a recent Hollywood showing, and the feud is on.

## Actor Lifeguard

James Ryan, who spends some time in 'Of Thee I Sing,' is a lifeguard several days a week at Rockaway. Ryan, who has appeared in 'Follow Thru,' several years ago passed the civil service exam in swimming and takes his post with other city guards every summer.

Two years ago Ryan won a brilliant commendation for brilliant rescue off Seaside.

## Illness of Ziegfeld, Death of Dan Curry, Leave Shows in Air

With Flo Ziegfeld in Arizona on the doctors' orders for an undetermined stay and the sudden death last Wednesday (6) of his general manager, Dan C. Curry, the production affairs of the veteran revue producer are in a state of confusion.

The manager arrived on the Coast the day Curry died and he was not informed until after the funeral. After leaving New York, Ziegfeld sent instructions for the preparation of a production which automatically became void upon Curry's passing. Left in the air are plans for new 'Follies' and the proposed touring of 'Hot-Cha' to the Coast.

When 'Hot-Cha' played Pittsburgh Ziegfeld took to bed with a heavy cold. He came back to New York in such a weakened condition that he fell prey to bronchial pneumonia and was confined to a suite in the Hotel Warwick, unable to be present at the premiere. He did not see the show until nearly two months after it opened.

After convalescence at his home in Hastings, N. Y., an infected nose put him back aboard. The bronchial affection had a reaction in a heart attack about three weeks ago, physicians remaining at his bedside throughout one day and night. About two weeks ago pulmonary condition was discovered and the showman was advised to rest in a dry climate. Will Rogers took him to a retreat in the Arizona desert last week.

Understood that Louis Levy of the legal firm of Stanchfield & Levy, will represent Ziegfeld until he returns. Only attraction under his management now is the revival of 'Show Boat,' which has the veteran Sam Harrison as company manager. Harrison is said to be in charge of Ziegfeld's office other than legal matters which include the status of his review of the Ziegfeld theatre, owned by W. R. Hearst.

## Smaller, Cheaper Opera

San Francisco, July 11. Coast's only opera season this year gets under way here Oct. 15 when the new War Memorial Opera House opens.

Seats will be scaled at lower prices than heretofore, though the opera house hasn't as large a capacity as many auditorium.

## Red Bank Local Files Complaint Of Brady Troupe, Cut Scale, Fired

The I. A. T. S. E., acting on a complaint from its Red Bank, N. J., stage hands local, is investigating circumstances which resulted in the firing of the crew after the first day of an engagement of Monmouth County Players at Elks' Auditorium, Red Bank, with non-union men substituted.

According to Jack W. Mason, secretary-treasurer of the local, in order to give the Monmouth County Players a break, the local union cut its scale more than half and reduced the work crew from seven men to three local boys and one man from Jersey City. After working a week and a half, rigging the auditorium, building scenery, etc., the crew complained and was fired immediately after the opening performance.

First Job in 2 Years Monmouth player group opened July 2 in 'Road to Rome,' with Alice Brady. Firm presenting the play in Red Bank consists of Ben Hoagland,

# Chicago Legit Prospect So Tough Razing Surplus Houses Broached

## Cleveland Stock Idle For Jane Cowl Date

Cleveland, July 11. Although he had to give his regular stock troupe a week's vacation to do it, Robert McLaughlin booked in Jane Cowl in 'A Thousand Summers' with New York cast for current week. Addition of Barbara Barondess is only change in show, which wound up its run in New York July 1.

Following 'Summers' McLaughlin will do a revival of 'Camille,' with Miss Cowl in the title role, although his recent stock revivals of 'Tavern' and 'Way Down East' were done. Miss Cowl is slated for 'Paris' at Ohio, after which Alice Brady is booked for 'Mourning Becomes Electra.' 'Cloudy With Showers' was planned for this week but shelved for Miss Cowl's play.

## LEBLANG'S GUARANTEE KEEPS FIDDLER GOING

'The Cat and the Fiddle' at the Cohan, running on a week to week basis, was kept from folding last Saturday after a last minute conference between the house management, the principals and the Max Gordon office. The authors had been advised of the meeting's purpose and agreed to stick along on any basis the other participants suggested.

The house is owned by Leblang's, which agreed to guarantee the show against loss this week. Show must gross \$11,000 to break even. At that pace the principals receive some money, the percentage arrangement which they made some weeks ago calling for a sliding share scale. Since the show ran into a jam at the Globe, which was thrown into a foreclosure entanglement about six weeks ago, the players have been on percentage, with the idea of trying to span the summer.

Contingent to the Leblang guarantee against loss, the theatre sought for and got permission from Jerome Kern and Otto Harbach, the authors, to forget royalties unless a profit was made. Same applies to Gordon's company manager and the press agent. Gordon himself looks for no split, unless business materially improves.

Several cast changes have been made. Helen Foy, having been replaced by Billy Jarvis, with Arthur Treacher going in for Lawrence Grossmith.

## Ft. Worth's Stock

Ft. Worth, July 11. The revival opera is on the market for stock. That's on info from the house office in New York. Name of the prospective stock company isn't given.

RKO Majestic is on the market for stock. That's on info from the house office in New York. Name of the prospective stock company isn't given.

Mason complained bitterly against the sudden notice, saying: 'Owing to talkers and the depression, this is the first opportunity the local boys have had to go to work for over two years, and they don't think they were treated quite fairly after the consideration they had shown the Monmouth County Players.'

I. A. T. S. E. is taking the matter up with Eugene O'Neill, and the Screen Artists, but has not issued a round call against the Red Bank auditorium pending possible settlement of the difficulty.

## 'Showboat's' 10%

A 10% salary cut was invoked for all members of the Ziegfeld 'Showboat' revival at the Casino, New York, last week. Everybody accepted.

Chicago, July 11. Status of legit houses for the coming season is still pretty much of a guessing game. Although announced that the Erlanger will get the combined shows of both Theatre Guild and Drama League, it is understood some of the latter shows will be spotted in the Apollo.

Meanwhile, with the Harris considered the beneficiary of such musicals as 'Of Thee I Sing,' nothing is heard of the Illinois, once the standard site for the bigger musicals. Mounting taxes on all theatrical properties and the fact that anything that may happen in Chicago. To escape these taxation burdens and accumulations, it is possible, two or three houses may be run.

Revised reports mention the Cort as due for the wrecking crew. Hereafter 'Sport' Herrmann has always vehemently denied that he would ever sacrifice his pet. It is now mentioned that the theatre will come down and a group of stores all the lot temporarily as a tax-payer until a lessee for the whole parcel can be secured and building erected to suit a lessee's requirements.

Illinois is mentioned as considered for parking space. With such facilities scarce in the loop and police regulations prohibiting street parking at any time there's plenty of revenue from well-situated properties.

George M. Cohan who has not received any interest on the unpaid portion of the sale price of his Grand Opera House for some time may eventually have that house back on his hands. He doesn't want it and all his leg moves have been vetoed. He would like to get it or collect his interest. Meanwhile it is understood in Chicago that the Shuberts will pass the house by in lease bookings. If not entirely, Cohan received \$600,000 cash when originally deeded the property to the Shuberts.

Garrick may not be legit next year. He is not at all ideal central location on Randolph Street is attractive for other policies. Meanwhile house is rented for a sex picture run.

## COLORADO GHOST TOWN REVIVAL SET TO START

Denver, July 11. The first revival of a ghost-town opera house is ready to be staged. The 'Central City' opera house, built in the late '70's, presented to Denver University by the owner, has been brought back to life by a group of wealthy Denver residents.

The revival opens July 16 and will run through July 23, and production, 'Camille,' with Lillian Gish and William Hackett in the lead, will probably be brought in. The opera house was built in Denver, is directing, and the players have been rehearsing for the past several weeks, and learning how the miners and pioneers of the 70's and 80's lived, talked and danced.

Money has been raised for part of the expenses by selling memorial shares at \$100 each, the buyer placing the name of a famous pioneer of the west or stage on them. Tickets are bringing \$2.50 top, and the advance sale is beyond expectations. If the production is a success the stunt will be repeated each year.

The opera house, built in 1878, was the western end of many a roadshow tour, and after the Tabor opera house was built in Denver, for years every show playing there went on to Central City, 50 miles west, for at least three days. Then the theatre dropped out of gold and silver mining, and the opera house was closed.

If the revival is a success, it will become an annual event. After the show the first night, an costume dance will be held at the old Tabor house, in the old ballroom that has entertained presidents.

## SOPH FOR REVUE

Sophie Tucker and Ted Healy will top the cast in the Shuberts' 'Greenwich Village Follies,' a revision of the late 'Hee, Nummy, Nummy.'

Joe Besser from vaudeville, under a two-year contract to the Shuberts, also will be spotted in that musical.

## London Show World

London, July 7.

After being closed for two years the Engineers' Club, one of the finest corner sites in London, just off Pall Mall Circus, is being converted into a block of bachelor apartments, consisting of room, bath and service, prices from \$10 weekly.

During the big cabaret boom Joe Sachs had the idea of running a high class floor show establishment with hotel accommodations above, but failed to connect with backing.

### 'Gertie' Again

Lucille Henson's next production at the Strand will be 'Gertie and the Garter', adapted for the English stage by Austin Melford. Sydney Howard will have the leading role.

### As Team

Getrude Lawrence and Sir Gerald H. Mauleverer are to be teamed together in a new play in the fall.

### Wallace Estate Sale

Edgar Wallace's last personal effects, including his poems, which he kept secret for years and which he had written in manuscript, have gone into the hands of the receiver.

Trophy hunters fought at the sale for 20 minutes to make the successful bid for the chair in which he wrote most of his works.

### Her Ladyship's Bid

Despite her title of Lady Charles Cavendish, an offer was made to Gladys Cooper to join her brother in playing their original roles in Sir Oswald Stoll's production of 'The Band Wagon'.

### Gladys Cooper's Next

Gladys Cooper is to produce a Hungarian play 'The Fire Bird', at the Playhouse early in the fall.

### Par. Booking U. A. Films

First time in the career of Paramount pictures has been booked for release at the Plaza.

Practically 75% of the U. A. out-bid will play the Plaza and go to all the Paramount houses for general release. Pictures booked are 'Greek' Had a Name for Them, 'Night Devil', 'The Sign of the Cross', 'Showdown', 'Love Affair' and 'His Lordship', which is being pre-released at the Empire. It has also been booked for Paramount houses.

### London Theatre Prices

Understood City financiers have tendered cash offer of £140,000 for the management of the Theatre. The Owners are out to get £150,000 for the property, which originally cost £135,000, but are likely to accept present offer.

### Continuous a Failure

Chiswick Empire, of which Circuit, tried continuous vaudeville, making the first experiment in the suburbs. After a fortnight, the show was abandoned. House is now going all-talker.

### Refining 'Fluff'

Walter Ellis' 'A Little Bit of Fluff', which was produced at the Queen during the summer, is now being filmed by British International Pictures, starring Gene Gerrard, under the title of 'Would You Believe It?' 'Fluff' had already been filmed by B. I. P. in the silent days, with Syd Chaplin as star, and was shown in America by Metro, under the title of 'Skirts'.

### Laddie Cliff Producing

Laddie Cliff is framing a new show with himself in the cast, which also includes Phyllis Monkman (Mrs. Laddie Cliff), Vera Bryer, etc. Show is as yet unnamed, but will be patterned after the Co-Optimists, of which Cliff was one of the founders.

Show has been given four weeks of the Moss Empires circuit, with \$3,000 weekly guarantee. It will eventually open at the Gaiety around the end of August.

### Daly's Vaudeville

Daly's theatre, once the ace musical comedy house in the West End, which made a fortune for its late George Edwardes, and helped to lose one for the late James White, is going in for continuous vaudeville. Daly's, like the Prince of Wales, under the Lord Chamberlain, and is not permitted to play straight vaudeville, and like the Prince of Wales is resorting to a subterfuge and calling it 'continuous revue'.

The man behind the venture is Louis J. Seymour, several years ago a singer of light comedy songs and quite well-known in the Shaftesbury stage, and for years has dabbled in property.

July 15 is the opening date. By the time this is published, at least two more legit houses will go over to continuous vaudeville.

### Foster Back at Shaftesbury

Basil Foster, minus his partner, Tom Miller, returns to the Shaftesbury with a new production, as yet unnamed, by Ian Hay in early August.

This is the house that established

the fortunes of Foster and Miller several years ago, when they specialized in Ian Hay productions, with Hay one of the directors. Miller is out, due to ill health.

### Double Two Towns

Alfred and his band opened in Holland for fortnight at \$2,200 per week. Band will play Arena theatre, Rotterdam, and double Scala theatre, at The Hague, 20 minutes away.

This is the first time such an arrangement has been made for Dutch bookings, especially as these two theatres are under different ownership.

### St. John's Novelty

Earl St. John, who directs Paramount's houses over here, has a great novelty in 'Acres of the Air'. These consist of two English and two German air aces, Squadron Commander C. Draper, D.S.C., and Major Allan Bridgman represent the English, and Major Baron Von Schleich and Captain Baron Gunther Von Hagen represent the Germans. These make a very bright picture on the stage, and do a lot of chatter with their lips, and make the other's life during the war.

Rene Fonck, the French ace, was supposed to have been with the others, but he is making it more international, but the Germans would not co-operate with the Frenchman, even for stage work. Some fly from one town to another in their autoplanes, racing each other on the road, it is a good publicity stunt. It also gives the flights to winning numbers, of which there are 21 each week. The whole outfit is a very good buy at £1,200 per week.

It is understood John Dawes, son of Gen. Dawes, is negotiating taking the flyers over to America for the World's Fair, Chicago.

### Anderson's New Play

Garland Anderson, the American colored playwright, in conjunction with Frederick Carlton, has written a play for the stage by Leonard Clarke. It will be produced at Brighton July 4.

### Dean a Free Man

Basil Dean was granted final divorce decree June 27, with custody of five-year-old daughter. Suit was undefended.

### Du Maurier and Miller

The late Harold Wallace's partnership with Harold du Maurier terminated with the close of 'The Green Pack'. Gerald goes under the name of Gerald Gilbert Miller, and Mrs. Wallace has obtained the English rights to Edward Montgomery's 'Double Harness'. Mary Ellis and David Sydney will probably head the cast.

### Charlotte as Filmer

André Charlotte has been signed to produce films for George Grosmith's talkie company, London Film Productions.

### Theatre Prestige

Dora Maughan has been notified by the Home Office to cease doing her hostess work at the Phoenix theatre from June 30.

She used to sing a couple of numbers in the auditorium during the interval, and then would announce that the theatre salon was now open. She would then sing more songs in the salon. But the Home Office suggests this type of entertainment should be dropped.

The Variety Artists' Federation has appealed to the Home Office to reconsider the decision.

### 'Freddy' Does Well

Stafford Dickens' 'Freddy' was produced at the Phoenix theatre June 27 under the title 'Intimate Relations'. Despite the fact it was the second time for two years, the piece was well received.

It played to about \$125 in three performances at Birmingham last week.

Shakespeare Memorial Wedding. Despite considerable protest, the new Shakespearean Memorial theatre was used for a wedding reception on June 23. The bride, daughter of Sir Archibald Flower, Mayor of Stratford and chairman of the theatre. Eight hundred guests attended the ceremony June 23. The bridegroom was Robert Cyril Longson, son of Mrs. Washington Singer.

### International Bridge

The Elly Culbertsons are here arranging an International Contract Bridge match between England and America to take place in New York in the fall. While here they will play at the Press Club against a club team.

### Miller's Son

Max Miller, head of Warner's here, has cable stating his wife gave birth to a son in Philadelphia June 8.

There has been a general round up of foreigners in London lately, and they included several American

## British Humor

London, July 7.

A 3,600 seat theatre in the London suburbs, is smothering the dressing rooms with the following:-

'Business is very bad, so please do not ask us to host your friends in. If you are as good as you think you are they will willingly pay to come in to see you.'

## DE BEAR'S INTIMATE REVUE A LONDON HIT

London, July 11.

Only opening last week was Archie DeBear's 'Savoy Follies' at the Savoy. It's designed as a modern successor to the Co-Optimists which DeBear conceived and managed for years until the artists got too big for their hats.

Show was enthusiastically received and the press notices highly satiating. Next morning 'Look' like DeBear has again found a winning idea that will get him considerable pocket-money.

## Duprez's New Farce

London, July 2.

Fred Duprez tried out a farce some time ago entitled 'His Friend's Wife', and has now renamed it 'Lend Me Your Wife' (a title used in America).

The book has been hooked up by Weston and Lee and the show opens July 18 at Brighton.

## Folies Partners Split

Paris, July 2.

Louis Lemarchand, producing head of the Folies Bergere, has left and Paul Derval is now alone in charge. Personal differences said to be the reason of the rift between the two partners.

Next Folies revue will be produced by Leseyoux, and musical director L'hermitte.

## Jean Dimitrie Dies

The Dutch impresario Jean Dimitrie, died in a Berlin hospital and was buried in the Berlin forest cemetery at Stahndorf.

performers, among them quite a well known dance act.

It is as well for Americans to know how things are developing.

Acts brought over for a period are allowed to stay for that period, and if they are not working they are given every facility to stay longer. But they are not allowed to play their time and thereafter look for more work.

This Ministry of Labor controls is entering direct competition with local acts. If an act should desire to stay in London after he or she has terminated his or her engagements, the best way is to get a visitor's permit, which means that under no circumstances may they seek work.

What is situated what a good many acts have not been doing. Finding their agent could not get them any more work, they got in touch with other agents who offered them at almost any price. A few words of their original agent, and the sleuths were on their track.

## Knoblock's 'Evenings'

Edward Knoblock and Beverly Nichols wrote a play about a warring prima donna, which is very funny. Actors for same have written about a dozen comedies and prima donnas, and all of these plays have been funny.

'The Evening' and 'Evenings' was produced at the Queen's June 30.

## Art Side Show

Novelty during season of French plays at Daly's was invitation to view valuable paintings used in scenes of 'La Traviata' and 'The Girl in the Green Dress'.

Audience took advantage of offer during intervals. The art treasures were lent by different collectors and are insured for \$100,000.

## Miniature Revolving Stage

When 'Wallace's' 'The Girl in the Green Dress' takes it on tour. The problem of carrying a moving stage is said to have been solved by reproducing the highly mechanized scenery on a considerably smaller scale.

## Disc Merger Div. Off

About a year ago H. M. V. and Columbia, as individual concerns, were making handsome profits. The Gramophone Co. for the year ending June, 1929, paid 60% on a capital of \$8,000,000.

This week the corporation, which merged the three concerns, was unable to muster \$60,000 to pay a semi-annual preference dividend.

## More Houses Slated to Go Vaude As Variety Policies Continue Big

### APOLLON'S CLICK

After 55 Mins. at Palladium, Booked Ahead and Repeating

London, July 11.

Dave Apollon opened at the Palladium with exceptional success and immediately established himself as a sure bet for future spot booking in the house.

Russ-American held the stage for 55 minutes and had to fight his way off. He was immediately booked into the Holborn and will then return to London to go into the Pavilion for an indefinite run.

## ARMSTRONG IN LONDON, OPENS AT PALLADIUM

London, July 11.

With his disk records big sell abroad, Louis Armstrong sailed on the Majestic with his manager, Johnny Collins, last Friday (8) to open July 15 at the Palladium, London (vaudeville), for two weeks. Going with Armstrong is a colored team, Snakeships Taylor and Alfred Allman.

Armstrong's band in America has disbanded because of the European dates which include two more weeks at the Palladium, after the Palladium, with some continental bookings, and so on. William Morris is agenting everything.

Matter of salary decided against Armstrong taking his band along. Instead, the Morris office has arranged to hire a few more musicians on the other side from which Collins will assemble a supporting band unit.

Dave Apollon would have been held over at the Goddard but for the Armstrong bookings. Apollon will play a return date instead.

## FIVE LEGIT FOLD-UPS IN LOND.; HEAT HURTS

Record heat wave here over the week-end, pretty well ruining all show biz, with legit especially hard hit.

'The Vinegar Tree' moved peacefully out of the St. James Saturday night (9).

Also closing Saturday night were 'Secret Woman' at the Duchess; 'House Pious' at the Gaiety; and 'Doctor Pygmalion' at the Playhouse.

'Helen' is due to fold at the Adelphi next Saturday (16). This is the sumptuous C. B. Cochran production of Reinhardt's European smash, 'Die Schoene Helena', and got exceptional notices upon opening but disappointed after a brilliant b. o. start.

## Bepie de Vries Producing

The Hague, July 7.

Bepie de Vries, who lately returned from the States, is to produce several operettas in Holland with her own company.

'One will be 'Student Prince.'

## South Africa

By H. HANSON

Capetown, June 12.

The Tivoli Music Hall, Capetown, which closed down last July, is to be demolished and a nine-story building to be erected. The major portion will be occupied by the O. K. Bazaars (1929), Ltd., of Johannesburg.

Peggy Duncan, the Capetown girl who swam the English Channel last year, was 21 years old June 4.

The death took place June 4 of William Silver Darter of Darter & Sons, the oldest music firm and bookbinder in Capetown, aged 47. A widow and adopted daughter survive.

Mattie Trevarthen, known as the Girl with the Golden Voice, got a big ovation at a Johannesburg concert arranged by the committee which is endeavoring to secure funds to send her overseas for training.

Francesca Ferramosca, Johannesburg violinist, died recently. He was a popular player in Capetown cafes.

Winter has set in with heavy rains and very cold weather. Business still at a low ebb throughout the country.

London, July 11.

Vaudeville continues to look up here with the continuous show thing especially in the ascendancy. More and more houses are reverting to the policy whereby the end is not yet in sight. It's just about the most popular vaude period in London in some years.

Set to switch over to a non-stop policy of stage acts are the Daly's for July 15 and the Leicester Square for August 1. Leicester Square is the house previously owned by RKO here.

Also rumored as a probable vaudeville house for August 1 is the Winter Garden. If the thing goes through here, however, it will be a twice nightly proposition.

## EIGHT 4-WK. STANDS SET FOR 'CAVALCADE'

London, July 11.

With 'Cavalcade' still going strong these plans are already being made to start it on an exceptionally heavy plug on the road.

Parnell & Zeitlin have made arrangements to book the Coward production into eight provincial towns for four weeks, rising to six each. Road dates are contingent upon the play's closing at the Drury Lane, not yet set.

## Players Join Exodus From Crowded Berlin

Berlin, July 2.

Actors crowded in Berlin have recognized that an situation in two theaters of the capital not only affects their material position, but also their development, and are moving out.

The official employment agency is trying to direct a number of standard players back to the provincial states and to Austria.

Ernst Deutsch, Paul Wegener and Lily Daryas are going to the Burgtheater in Vienna. The Josefstadt Theatre in Vienna. Carola Neher. To the Volkstheater in Vienna. Margarete Meier and Heinrich Schnitzler. To Koenigsberg goes Ernst Stahl-Nachbar, who for 12 years was a great asset of Berlin states. Lucie Hofelich will go to Hamburg. Elisabeth Lennartz and Eberhard Keldorf have signed for Magdeburg, where Ernst Deutsch will stage. Eilfriede Borodin of the State theatre has signed for Munich. Friedel Wald for Frankfurt. Ruth Albu for Breslau. Tony von Eyck negotiating with Bremen and Zurich.

Most actors of 'name' draw will make their own tours and will be seen in Berlin only for short stays. The best theatre will be offered to them, and they will have one place to another the coming season.

## Calgary Bros. Sailing

Hollywood, July 11.

Calgary Bros, who closed at the Chinese yesterday (10), will be back in San Francisco, two more weeks in New York and two to the Empire, Paris, opening Oct. 1.

Going on the Bremen Aug. 23 and making abroad all winter, going to the Palladium, London, after the Empire date.

## Foreign Engagements

Foreign dates include Enos Frasers, whose 'Secret' opens Aug. 1 at the Scala, Berlin. Frasers sails July 21 on the S. S. Hamburg.

On July 22, Dixon and Pal and Senator Murphy sail on the S. S. Paris to open in Birmingham, England, and at the Palladium, London, respectively, both on Aug. 1. All booked through William Morris.

## North-Browning Sail

Jack North, singing comedian, leaving New York July 21, open at the London Pavilion (vaudeville) July 18.

Joe Browning, monologist, sailed the same day to open at the Palladium, New York, on same date. Wm. Morris office bookings.





# RADIO CHATTER

## East

Frank Parker, Cities Service network, renewed for 26 more weeks over NBC.

Henry Tobias and his instrumentalists start tooting via WGY July 11. An early evening half hour. Jack Santolucito left Henry Tobias' orchestra to return to Ivories of WLVJ, Cin. and direct 'Minit Rub WLVJ'.

Delivery Boys, while topping F&M unit last week at Albee, Cincinnati, were ballyhooed as 'formerly of WLW', where they had brief stay.

Lowell Parmentier substituted for Ann Leat on CBS from organ of station of Paramount theatre, New York, during Miss Leat's holiday.

Lowell Thomas has increased his Clover Brook farm at Pawling, N. Y., to 200 acres by the recent purchase of an additional 100 acres.

Don and Lee Hancox (The Banjoers), morning WGY feature, fed to the 'net' network, are pupils of Stephen St. John, leader of Silver Bell Banjo Club, long a WGY standby.

Station WTAG (Worcester, Mass., Telegram and Gazette) has increased its daily broadcast schedule, adding more than a score of NBC features. It is on the WEAF network.

David Lawrence, speaker on 'Our Government' broadcasts over NBC from Washington, editing a new publication, 'David Lawrence's Weekly', in connection with his 'United States Daily'.

Harry Richmond took 500 East Side kids to the ball game at the Yankee stadium Thursday (13).

## JACK DENNY

AND ORCHESTRA

Waldorf Astoria Hotel  
Victor Records  
Gem Safety Razor  
Program  
Lucky Strike Dance Hour

Management M. C. A.

## JOE CALICCHIO

(Musical Director of WMAC)  
Now at N.B.C., Chicago  
PROGRAMS  
Amos 'n' Andy, The Goldbergs  
Whoops Program  
Sat., 9:30 to 10 P.M., C.D.S.T.

## AL WOODS

TOP OF THE MORNING  
WOR. Mos. to Sat.  
Singing Late Sunday

## SHEVLIN

(TENOR)  
Tune in on WOR  
Every Monday, 11:15 A. M.

## RAYMOND PAIGE

Musical Director KHJ, Los Angeles  
GUEST CONDUCTOR  
HOLLYWOOD BOULVARD SYMPHONY  
July 15th  
Directing 'derbyish', 'American in Paris' and the Belcher Ballet

## FRANCES LANGFORD

MANHATTAN MELODIES  
WOR—Wednesday, 10 P. M.  
Atop Empire State Bldg.

Paul Tremaine's band supplied the music and the Paramount's Post newscasters were on the scene for clips. Stunt was worked by Danny Adams in cooperation with NBC. Chase and Sanborn and Fleischmann programs on NBC red network have been given outlets through WCKY, Covington, Ky., for most midwest coverage, with continuing on Crosley's WSAI, low-powered station, Cincinnati, just across the Ohio river.

## Mid-West

Scott Moore, WTJM tenor, scheduled for a tonsil operation.  
Edwin Platter, the former singing cop, being heard over WISN.  
Clifton Barber, added to staff at WISN, Wisconsin News station at Milwaukee.

Phil Selznick, literary owner, now at WISN, Cleveland Thistle-down race tracks.

Stanley Morner, WTJM, back from brief vacation. Merle Blackburn, same station, is touring the east.  
Earl Lubrano, production manager of WTAM, Cleveland, arranging a radio test for his baby son, Barry.

Gene Emerald, recently with WTJM, Milwaukee Journal station, now on the air for WCLO, Beloit.

Phil Knight, WGAR's only continuity writer and originator of 'I. O. U.', skit of nonsense, has jumped over to WKB, Cleveland.

Mickey Katz, former cornet tooter in Myron Roman's band, has turned himself to broadcast dialect bedtime stories over Station WJOL, Cleveland.

Heinie and his German band seem to be a real hit with WTJM listeners, as on at first as a late night feature, it is now a morning one, unlooked for popularity.

Grant Melrose, manager WJAY, Cleveland, has filed application with Fed Radio Commission to increase daytime power to 1,000 watts and operate at night on 500 watts, its present daytime power.

## West

Fred Shields off KFT's announcer staff.  
Mey Ben Pratt writes mystery novels.

Al Williamson, NBC publicist, on vacation.  
Lewis Allen Weiss, manager KHJ, L. A., to Chicago.

Ken Stewart, now manager KOA, Seattle, succeeding Bill Sherwood. Technicians took 15% cut at KOMO, Seattle, the first slash they have had.

Celebratory Hawkins Club of WTJM, Milwaukee, drew 25,000 kids to a picnic.

Johnson Floorwax advertising layout of Fred Weiss got second prize in an art contest.

Ralph Robertson, KMTN announcer, will be in Paramount's 'The Big Broadcast'.

Charles Leland, off KHJ's payroll as staff comic, will be spotted periodically on 'The Merry-makers' hour.

Edith Lippman, former continuity writer with KOMO, Seattle, now who adv. with Pearce-Knowles agency, Seattle.

Hollywood Bowl concerts will go to NBC's gold network over KECA this season instead of from KFI over the orange as before.

When Seattle's baseball grandstand and bleachers burned to the ground, with loss of \$15,000, KJ is Seattle, lost a couple of hundred dollars' worth of remote control equipment.

Roy Shields is torn between two loves—NBC's Chicago studio and the Hal Roach film factory in Culver City. He has a chance to go back to his first love in August and can't decide.

## South

Haden Read back on WHAS, Louisville, with midnight organio from Kentucky theatre.

Joe Eaton, WHAS, Louisville, telling every body about a whopping big son, announcing his arrival via WHAS, Louisville, in comedy style.

WHAS, Louisville, plans to shift to 1,000-watt subsidiary on July 15 while 50,000-watt station is being installed.

Walter Merhoff, WHAS baritone, Louisville, expected to appear at Cincinnati for opera engagement at Aug. in August.

Lee Coulson, commercial manager WHAS, Louisville, back from vacation with tale of catching 92 fish in 100 hours and a half.

Station WMC, owned by 'Commercial Appeal', Memphis newspaper, is to inaugurate a new policy

to provide more-chain programs at an annual cost of \$20,000.

No immediate change is expected at WAFB, Birmingham, since Bill Page took station over. Season. Hopson becomes secretary-treasurer and general assistant to Page.

Potential theatrical and radio talent is to be ferreted out and placed jointly by radio station KTRH, Houston, the RKO-Majestic theatre and the Rice hotel roof garden.

WHAS sent three announcers to Old Kentucky Home to radio-cast celebration of 168th anniversary of Stephen Foster's birth. Music from Foster's own piano, and Senator Allen W. Barkley sang tenor and bass on famous songs.

Muriel Kirsch, leading woman National Players, Louisville for past eight weeks, canceled interview with Dan Thompson, 'Times' film critic over WHAS, but came back to tell fans she was going to Hollywood. Said in interview had no 'A's', but hoped to find work in pictures.

## WLW'S BIG BUILDUP FOR 4 RADIO COMERS

Cincinnati, July 11.

WLW is bolstering its artists' bureau with singing and dialog talent. Four such acts started on the 50,000-watt during the past week. Crosey's idea is to have a build-up for the newcomers by the time cool weather sets in for bookings by commercial radio stations.

The late additions are Jack Douglas, Tony Gabooch, Joan Boaz and Mike and Herman.

Douglas came from WJR, Detroit, where he was tried the 'Old Night Watchman'. Tony Gabooch is fresh from four years of radioing in St. Louis. Mike and Herman, dialect comics, just finished a long run at Chicago's Radio City.

They are being touted by the 'nation's station' as a new air find. 'She is an 18-year-old reheaded blues singer from Louisville, Ky., and is receiving heavy support with an acoast the board swing at 3:45 p. m. and harp, guitar and three-fiddles' background.

## 'Smiling Jimmy's' Mother And Girl Friend Jammed

Des Moines, July 11.

James Horrabin, jr., known on the air as 'Smiling Jimmy Horrabin', and a pupil of Little Jack Little, has his mother and girl friend jammed up here.

The mother is accused of contributing to the delinquency of a minor girl and is out under bond of \$1,000 awaiting hearing. It is alleged by the girl's father that she was induced to leave home, Mrs. Horrabin took her to the home of a woman charged with maintaining a liquor nuisance where both the mother and son visited her.

The mother claims the whole affair is a frameup.

## WHITEMAN'S IDEAS

Special Days for Songpluggers and New Talent Auditions

Paul Whiteman will resume his 'Youth of America' auditions tomorrow (13) after a lapse of about two months. Auditions will be held each Wednesday morning in the Cascaes room of the Biltmore hotel, New York, where Whiteman is ensconced.

Last Wednesday the maestro began a new policy for listening to new songs for his band and singers. He has set the afternoon of that day aside for publishers and only during Wednesday afternoons will he hear new songs offered by songpluggers. This publishers' after-noon will also be held in the Cascaes room.

## Coast Time Switch

Los Angeles, July 11.

First of the CBS coast accounts to switch from KFRC, San Francisco, to KHJ, here, is the Pacific State 'State of the Union' program. This is in line with decision to have all coast chain programs from here. Heretofore emanating in 'Frisco as a two-hour weekly orchestral slot, it will now be on weekly for an hour only.

Wheatena Resumes

San Francisco, July 11.  
Wheatena Corp., off the air since conclusion of its 'Junior' serial two months ago, returns to NBC Sept. 26.

New feature is a dramatic sketch serial, 'Wheatenaville.'

# Radio Reports

## OLSEN and JOHNSON With Rudy-Vallee's Orchestra COMMERCIAL WEAF, New York

Ole Olsen and Chick Johnson, who have won their comedy apogee across the country's variety stages, are now making an already largely-established following with their ethereal nonsense. They bring to the air a Matthevan type of somewhat bombastic comedy which is at all times highly effective.

From the start of their inaugural Fleischmann hour, Graham McNamee, along with the regular Rudy Vallee announcements, heralds the Olsen and Johnson debut in a superlative manner which is not in the least out of order, as it soon develops.

Johnson's silly soprano laff, while perhaps a bit overworked, is nevertheless as a microphone trademark. It's not unlikely that that glibly deflected humor of the public's familiarity with Amos 'n' Andy's 'T' requested' did to the dialectic penchants the radio fans.

Their nonsense is split over both half hours of the regular Fleischmann Yeast's 60 minutes. Their comedy is of a madcap nature, and without the grand debut in a common sense as the boys essay a little satire in their second-part dance.

In between Vallee's smother dance music evidences anew why and how he has retained his popularity throughout these years. Vallee's music is a superb and an appeal for legmanism appeal. As a result it's always melodic, smooth and easy on the ears. There are no intricate cacophonies, as that sort of futuristic jazzlike doesn't mean a thing to the masses.

When Vallee briefly rings in a line about a song, such as 'Huggable, Kissable You,' which was one of his outlanders during the Helph-Hub club years, he has a note of historical stability associated with an announcement of that sort. Perhaps it takes too much for granted that the public has been interested in the various progressions of the Valletes, but, on the other hand, it is probably so, and furthermore, it strikes very pleasantly intimate keynote regardless.

His commentaries on the old 'Beautiful Ohio' and 'Naughty Waltzes are just the thing, in line with revivals of numbers so far beyond.

The advertising spels in connection with Fleischmann remind of high-class, 1932-style medicine shows, but a med show nonetheless. The medical qualities of Fleischmann's yeast for that 'run-down' feeling are supported by testimonials from a man and a woman. Said testifies are 'a man and a woman', respectively, although they're not the actual testators' volitions, good radio showmanship, however.

Olsen and Johnson succeed Irene Bordoni as 'guest stars' on the Fleischmann hour. It's in line with the team's fancy thrice weekly contract with RKO for an NBC radio, RKO vaude and Radio pictures build-up.

They're versatile funsters, and their tunings in as palatable as the ether waves as in person or in shadow form on screen. Abel.

## LaFONTEINE'S FABLES

With Raymond Knight, Harry Neville, William Shelley, Charles Webster.

Playlet Sustaining WENR, Chicago  
Hollywood film writers are rivaled by radio authors in their intimate familiarity with and employment of the public library. Especially when the 31st anniversary of Jean LaFontaine. Ain't that something?

If the fable had lived here would be just 311 come last Friday. And could NBC as a public institution and devoted to culture, perhaps do the same thing to commemorate someone's 311th birthday?

It was all done very nicely, but the fables of fables is, per se, much talk and little action. Fables are an ancient form of allegory strange to the modern ear and mind.

So it really won't matter if the 312th birthday of the fable-fabricator is forgotten next year. Land.

## BERT LYTELLE

Talk Sustaining WGY, Schenectady

Legit-film star featured on a Radio Extra from Albany, where he was vaude headlining. Should any in this series, for Lyttel played long stock engagements in the Capital district 16 years ago. Broadcast, however, did not go on as scheduled early-evening hour; probably lost some listeners by reason of unannounced 15-minute delay.

After an introduction by femme interviewer, Lyttel talked for seven minutes about film experiences, particularly about location in South Sea Islands; nicely phrased, but rather long. Would have seemed less so had interrogator broken in for questions.

Queried on picture vs. stage work, Lyttel explained the differences in the dearest and most interesting fashion. Emphasized one new point, that actors should distinguish between film publicity and fame, that when they confuse the former with the latter it is start of their downfall. Lyttel said stage had it over screen, for the player, except from the money and comfort angles.

Lyttel spoke on his coming legit production, and closed 15-minute broadcast with a personal tribute. Displayed fine voice, smooth mime technique, and real intelligence. Incidentally, he is an effective propagandist for the legit.

Jaco.

## ZOOLOGICAL PARK OPERA CARMEN

From WLW, Cincinnati WENR, Chicago

Possibly unparalleled among opera for sustained melodiousness, 'Carmen' as staged in Cincinnati's Zoological Park outdoor opera house proved exceptional listening over the radio. Entire performance was broadcast Sunday (3) with shortened intermissions filled by the customary singing commentary from a music critic, in this case a rather too-refined academic voice inevitably conveying a schoolman's condemnation.

Chicago's Ravinia having gone the way of all super-luxuries during the depression, 'Cincinnati' is alone in keeping grand opera for summer. And if present omens materialize, and most of the winter opera seasons cancel altogether or are vastly curtailed, Cincinnati may (Continued on Page 44)

## WELCOME LEWIS

"Five Feet of Melody" Headlining Vaudeville OFFERING

"Out of the Air" Direction: LEO FITZGERALD and WILLIAM McCAFFREY

John P. Medbury Master Without Ceremony on the W. B. Demit Tasse N. B. C. Stations and Network

Author ACTOR GEORGE FRAME BROWN

CREATOR OF REAL FOLKS THOMPSON CORNERS NOW HEADLINING FOR POST TOASTIES Thursday, 9:30 to 10 P. M. WJZ and NBC NETWORK Coast to Coast

THE NATION'S STATION, WLM PRESENTS SEGER ELLIS

# Little Bits from Air

Eric Madreguera, last at the Hotel Baltimore, is fast putting the Star Gardens of the Commodore hotel, New York, on the map with his dance music via WOR. Madreguera still uses that same tempo tempo song and has added the Casullians, vocal trio, who are likewise effective.

John Garrick, whom WOR is building up apparently, is ballyhooing over much with that "stage and screen" booby, while Garrick doesn't help himself any by talking too much about the songs "I will next do."

The listeners, especially on these sluggish summer nights, don't go in for musical history. They'll take their songs straight, sans the dressing. Garrick is a forthright tenor who should do all right for the time being, but will it do better if he forgets that fol-de-rol.

Gene Kardes from Roseland ballroom, New York, is very brisk with his dance music. As betters a dancehall setting, it's feet-inspiring if not sweet. Dick Robertson was caught with him on 1:30 a.m. via WABC, that radio and record songster contributing a couple of specialties along with being the announced guest of honor.

Kardes is 100% dancehall in his rhythmic and best suited for the air at so late an hour.

With a new, corking musical background, Ring Crosby was at his pick-up after being off the air for many weeks. He had Eddie Lang (unnamed) effectively getting in some telling lingers with that mean guitar, while Lennie Hayton's nifty pianolining manifested itself brilliantly in an excellent orchestral background with Bill Hatch's Merry Men, probably a studio combination, named as the outfit.

Crosby was in fine voice. He mentioned his Paramount picture, "Big Broadcast," mission on the Coast and rang the bell with number of ballads, including a swell version of "Paradise."

Hayton's own composition, "Good Hollywood," as a piano solo, was the instrumental highlight. It's a dip by one of the foremost pianist-composer-arrangers.

From the Pompeian room of the Hotel Ambassador, Atlantic City, Leah Jones is brought via WABC for a snappy half hour of dinner delectation. It displays Jones at his best.

The composer-maestro, long reputed for his excellent dance music, sounds much better as that mean via the A. C. pick-up than when he was up the Pelham road at a roadhouse inn.

His "Let's Try Again" is one of the current song outstanders and looks set for national popularity, what little that may mean in economic returns these days.

There's lots of talk to the idea of a former football and screen star doing his singing on the radio. Letting Flynn, who now bartends for the CBS, is a surprise attraction—and a natural—on the WABC Midsummer Nights programs. His wife, Nora Langhorne (announced as the sister of Lady Astor), sopranoes with him, the combination offering every opportunity, ballyhoo the pair's professional and social antecedents.

Ann manages to throw his baritone for a gain every time.

Freddie Rich, as a CBS' house maestro, is probably an emergency one-to-five interject whenever the show shifts. Not that Rich with his sterling Columbian need be thus interjected, for he packs enough basic musical work to command the most important assignments.

His 15 minutes Thursday night (7) Rich in recorded Louis Alter, composer, at the piano, with his "Manhattan Masquerade," third in a trilogy of songs, which "Manhattan Serenade," is his best known instrumental piece. "Masquerade" ranks well with it, enclosing itself as a colorful and inspired miniature concerto.

"Why Can't We Be Friends" sympathetically done by Rich's Columbian, could not help but associate itself with Libby Holman as a time-honored news and musical item. Rich repeated his medley of "river songs," still a corking piece of pot-pourri and presentation.

George Price and Dick Gary have the same deep-cheested style of energetic songology. They remind

of Al Jolson at his mammoth. Price is commercializing for Chicago, Sanborn and Gary is still building or upping.

Gary figured he'd develop this build-up with a special theme song "everything is a la big league" and so on. He warbles "Sing a Song of Songs" as his theme, but nostalgic rhythm songs like "Laud You Made the Night Too Long" don't like the theme idea.

Price, who has just been optioned for another 13 weeks by CBS, isn't prepossessing. He shouts his lyrics too much. That sort of energy may be all right with an in-person delivery, but over the ether it's a headache. "Song of the Fool" and Bert Williams' "Woodman Spare That Tree," were illustrative of that.

"The Relicriers" stimulation of the Mills Bros. ends with the signature style of introductory. After that the quartet does so-o quartet harmony while CBS' Mills Bros. are still in a class by themselves as beneficiaries of any originator of song style.

In line with ethereal energy these days, Arthur Tracy, the Street Singer, is patently over-acting on the mike. His signature song, "Marta," now takes on a startling vocal inflection as he vocalizes the lyrics.

Kate Smith, for all the familiarity of her "Moon-Mountain," has learned to soften what would be a trite lyric version with polished delivery, but Tracy hasn't mastered that knack.

Tracy's other vocal medleys are sharp and even the Smith-Tracy analogy by the manner in which he lends sparkle and nuance to old familiar, but still the capstone over his nasal-vocalizing of "Marta" goes.

Emphasis to the point of exhaustion, over the "Blaque," a prepared form. "Now, don't forget the name," is said so often that sensitive nerves must galvanize into stiff stales resistance. It's on Columbia here and there.

"Your ex-governor is your next governor" is the official radio slogan of Glen Smul, who is scattering the tidings to upper Illinois from WCFL, Chicago. Small claims the Democrats have copped his thunder on repeat.

Paul Whiteman's symphonic hour from 12-1300 over WJAF Sunday nights will have diallers interested.

It's ultra rhythmic syncopation, played from the Cascades of the Hotel Biltmore. Each Sunday he has different guest stars. Karl Kress, guitarist, composer, and dancer, and James Cagney, thus featured last Sunday. Kress' "Got Rhythm" from "Glee Crazy" and James' "Deep Blue Sea" were excellent samples of intricate strumology.

Whiteman's own instrumentalizations ran the gamut from the Mills in the straight symphonic style, for the opener, to comic opera waltzes from "Pink Lady" and "Merry Widow" rhythmic arrangements of "Humoresque" and other classics.

## 3 New NBC Accounts in Fall, 2 Using Sketches

Wheatena, Pacific Coast Borax and U. S. Industrial Alcohol are three new NBC accounts for the fall. Wheatena (McKee & Albright agency), starts Sept. 26 out of the San Francisco orange network with a sketch by Raymond Knight.

Pacific Coast Borax Co., through McCana-Erickson agency, starts Oct. 1 on the WJAF basic blue network with a series of dramatic sketches. No talent set excepting Joseph Benine to direct the incidental music.

U. S. Industrial Alcohol (J. Walter Thompson) will be over the WJAF network commencing Oct. 23, with no program decided upon.

## New 'Guide' Pilot

Leonard Dubkin is out as managing editor of the chain of 13 'Radio Guides' published in Chicago for local distribution in that city.

Ed Fisher, of New York, succeeds. Move is reported to imply a policy change in the direction of more sensational treatment of news as against the comparatively conservative policy to date.

## Wavelength Trouble May Cause CBS to Seek Other Detroit Outlet

Detroit, July 11.

Difficulties have cropped up in the new CBS outlet here. Wavelength at 540 has been found to be out of reach for most sets manufactured during the last two years. Due to this, Station KOLB has petitioned the Canadian Gov't for a 540 wavelength. Request was okayed but for a power of only 500 watts instead of the present 5,000 watts.

Other difficulties are the enforced Canadian programs with a certain percentage of time allotted by the Gov't for entirely Canadian talent. All items are understood to be causing Columbia to scout around for another local outlet.

## BUSINESS IS BUSINESS WITH BIG COAST PREXY

San Francisco, July 11.

Clarence Kolb says he probably will not use the Gilmore Oil Company for cancellation of the Kolb and Dill radio contract, but expects the oil company will offer him a settlement.

Company put the Indian sign on Kolb and Dill's nightly NBC serial, "The Dinglebenders," two weeks ago, claiming the failure of Kolb to appear in one of the episodes was violation of contract.

Since then the comedy team has put in an appearance at the NBC studios every night, punching the time clock as though they still were working. Oil concern has returned its original "Gilmore Circus" to the air waves, replacing "Dinglebenders." Cancellation of the Kolb and Dill contract came in spite of Kolb's claim that Earl Gilmore, president of the gas company, Kolb, who sold Gilmore personally on the "Dinglebenders" two months ago, had invited Gilmore to accompany him on the hunting expedition which resulted in Kolb's absence from the air for the 52-week radio agreement.

## Five-Year-Old Feature Goes on Sans Sponsor

San Francisco, July 11.

All rumors to the contrary, KFRC will continue its "Blue Monday Jamboree" despite lack of a sponsor. Station feels five year old variety program has too many followers to permit dropping and though there have been several inquiries from potential advertisers, period goes on without a sponsor.

Golden State Mills Co., which dropped the Jamboree last week after two and a half years, is dickering with NBC for a program there.

## 10% Cut for WCAE

Pittsburgh, July 11.

Although employees of the "Sun Telegraph," Herald daily here, have already taken two 10% cuts within the last six months, the Hearst-controlled radio station in Pittsburgh, WCAE, got its first slash only last week. It was for 10%, too, and all along the line.

WCAE until then was the only local air factory to keep up salary scale, all of the others having put cuts into effect some time ago.

## Perry's Two Stations

Los Angeles, July 11.

Truman Perry, formerly of KJL, but more recently in radio advertising for the Los Angeles Times, has been given the management of KPVD and KPAC, sister stations.

Stations have been operated last few months by Lindell Young, attorney for Auburn-Pullen, owners of the station, following resignation of John Swallow.

## AD FIRM'S RECEIVER

A receiver in equity has been appointed for National Radio Advertising, Inc., 120 W. 42d street, New York, which, while said to be solvent, is unable to meet current obligations because of decrease in income. No estimated debts or assets are mentioned.

National Electric Transportation Corp., with a claim of \$3,177, was the petitioning creditor.

## Criticism

Winnipeg, July 11.

Often, after a program has been broadcast over CKY, an irate phone call will come in panning it and saying the station is getting terrible.

The only thing is the studio employees recognize is that the voice, each time, is that of a discharged announcer of the station.

## Novel Studio Hookup Permits Play-by-Play Broadcasts of Games

Pittsburgh, July 11.

Although broadcasting of Pirate baseball games from Forbes Field here is prohibited, play-by-play accounts of all contests away from home are being sent out over the air by WWSW through an unusual telegraphic arrangement.

Since there's no broadcasting allowed directly from the field of battle, radio station has a direct telegraphic-telephonic wire which shoots results right into the studio, where it is put out by a station announcer at once. So detailed is the description, including even pitcher's wind-ups and tossing of ball around the infield, that the average listener has a difficult time not believing that the account is coming through a mike right at the field.

With the Pirates in first place in the National League and right in there fighting for the pennant, broadcasts are among the most popular features on the air and it's giving WWSW a lot of prestige it has commanded before. What's more, it's being sponsored by a commercial account under a nice flat rate.

## GENE-GLINN'S SALARY TIFF DENIED BY SPANG

Cleveland, July 11.

Unless their contract is renewed by Spang Bakers, Gene and Glenn, WTAM's ace stars, intend to tie up with a Chicago station for their other Quaker Oats morning program.

Comedy team has been on WTAM 122 weeks for Spang products, counting sponsors about \$225,000 and making them biggest user of local radio talent. Split is denied by William Spang, but report goes that Gene and Glenn contract, which expired in June, won't be renewed unless the act agrees to a cut.

From Cleveland Gene and Glenn have broadcast for Quaker Oats since 1930. When bopped in RKO since he left, Frank Feiers, who broke his house records in March 1930, Cal De Vol, Gene's brother-in-law, and their continuity writer, is team's manager. They are expected back from two months' vacation at Glenn Lakes, Mich., the end of August.

## KMTR on Coast Returns To Dalton Solo Control

Hollywood, July 11.

KMTR, local United Artists station, which has been under dual control of V. G. Freytag and Victor Dalton, both operators of small chains here, goes back to Dalton's sole control Aug. 1.

Frank Bull, managing KMTR, is switched to joint management with Jack Keller of Freytag's KMPC, Beverly Hills. Lyman Feiers succeeds as chief of KMTR.

Several program switches are included in the transfer. Broadcasting of night baseball games in the Pacific Coast League was a feature of the Hollywood station, went this week to KMPC.

## Suit Over Broadcast

Paris, July 2.

First instance here of a broadcasting company being sued for giving playrights publicity, that of Marcell Pagnol Province being sued by Marcel Pagnol for broadcasting his play "Marius."

Pagnol, when in Marseilles, introduced "Marius" over the mike, but thought the play, which was to be broadcast afterwards, would only go on the air in the French colonies. He objected to continental France receiving it because it was to be acted in that territory.

## 3D NETWORK OFF-DEPRESH

Plans for the organization of a third national network have been abandoned by the George Coates group, at least for the duration of the depresh.

Coates could have men out in the field lining up prospective station members of the chain when Wall Street backing suddenly decided it couldn't spare the coin and called off the promises.

Syndicate promoting the third chain idea called itself the Affiliated Broadcasting Co., Inc. Coates, the directing mind, is rated as the original founder of the Columbia system.

## COAST FOOTBALL OVER AIR SEEMS PROBABLE

Los Angeles, July 11.

Coast radio stations do not contemplate the western colleges following the stand of the larger eastern universities in barring radio broadcasting of football games.

Matter is up for a decision late this month at a meeting of the Pacific coast conference, which embodies the largest universities west of the Rockies.

Attitude of the radio men is that with two exceptions, coast schools are state controlled, whereas the eastern schools are privately endowed. Quite a different angle under way to point out that as taxpayers support these universities public should be allowed to get the games over the air.

Only two important schools hereabouts not state owned are Stanford and the University of Southern California. Former may be a hold-out, but in the case of the latter both faculty and the alumni are reported keen for other, as they figure that the heavy gates for this university's games are enhanced by the air reports.

## BBD&O Grab Strip Away from L&T&L

Chicago, July 11.

"Secretary Hawkins," a comic strip controlled by Louis Tich, has been acquired by Batten Barton, Durstine & Osborne for Ralston, St. Louis firm which makes a cereal. Strip is popular with kids and will be added to the juvenile trade. Probably over NBC late afternoons.

Same newspaper strip was practically set by Lord & Thomas Logan, who had said it was to be when rival agency stepped in and grabbed the rights.

## WWSW's Power Increase

Pittsburgh, July 11.

Station WWSW, youngest of the local broadcasting studios, was granted permission last week from the Federal Radio Commission to increase its daytime sending power from 100 to 250 watts. Installation of a new Type 250-W RCM-V transmitter took care of the additional power and a 10-day period of testing is now in operation.

WWSW was organized only a year ago by advertising interests, but is now operated under a management agreement with a Pittsburgh newspaper.

## Kreiser Anti-Radio

The Hague, July 1.

The concert given by the Amsterdam Concertgebouw orchestra, conducted by Willem Mengelberg, usually broadcast for Holland by the A. V. R. O. When Kreiser gave a violin solo with this orchestra, he objected to the microphone. When this solo was on the microphone was switched off and the same violin-concerto he was playing in Amsterdam was broadcast from one of the Kreiser records.

## Wald's Articles

Jerry Wald, the noted N. Y. "Graphic" columnist, has as his parody theme song: "I'm Still With-out a Column with Summer Coming On."

Wald is doing a couple of articles for "Collier's" magazine on radio.







# HOLLYWOOD

and Los Angeles

"Variety's" Office, 6282 Hollywood Blvd., at Vine St. (Taft Bldg.)  
Phone Hollywood 6141

Cass and Johanning, insurance brokers, filed suit in Municipal Court against The Art studio for \$158 insurance bill.

John LaGrange, who had a three-year contract to operate a cafe in the Breakers Club, Santa Monica, suing Geo Bros., Inc., and C. L. Langley, Ltd., on the basis that they, as owners of the building, promised him \$100 monthly for the remainder of his contract if they sold the building. They said.

Geo Bros. sued for \$75.41 by California Improvement Bond Co. over assessments on property owned in Beverly Hills.

Jean Joyce, dancer, filed labor claim against John and Charles DeMarco, operators of the Elmer cafe, for \$20 back pay at \$15 a week.

Ben J. Guerra, secretary to the Great Raymond, complained before labor commission that the magician still owes him \$108 wages at \$18 weekly. Two other complaints against Raymond settled recently.

Mr. and Mrs. Raymond Beebe, performers, and Carl Willy, laborer, want \$44 and \$6.50, respectively, from Harry Phillips, owner of a closed hotel show.

Par-American J. Broadcast Corp. has before the labor commission on the charge of Jose Carrillo, musician, that he still has \$23 due for work 10 come first part in July. He quit when he ran out of cards.

Two workers at an Ocean Park Hotel, Hawaiian show, are suing Harry Brussel, manager, for \$17 back pay.

## EMPIRE, PARIS

(Continued from page 30)

dance is exceedingly expressive. Immediate success is sensational, all the more so since audiences here do not usually appreciate fully a number unless it has been specially advertised and featured.

After Spadofini come the four Richieys, acrobats, and Jane Area, very local singer. Next is Keith Clark, conjurer, whose specialty is to pretend to throw away knives, which he nevertheless persists in smoking. He is a tall, thin Pole, and goes to America in August, having been booked by Earl Carroll. Closing the bill is Willy Margwill, who has appeared frequently at the Empire, and does rounds of orchestra leaders surrounded by part of the band on the stage.

Opening the second part is Brick with his lion. During intermission an arena den of assents is held on the stage, and the tamer—pretending to be drunk—foots around with the lion. The act is a tall, thin Pole, without danger, tamer getting frequent clips from the big cat, and having been wounded in the past.

After this, and while the cage is struck, the clown Bouillot kills a few minutes in front of the curtain. He followed by Barbara La May, an American acrobatic dancer, who has somewhat changed her number, doing a couple of routines outside of the acrobatic dance. Her strip work is doubly enjoyed as being the only one on the bill really evincing dash on the stage. Her girl's appearance being excellent. After her comes Luxor, who does two lions of some size, with instruments, and is followed by Hal Sherman. Comedian has got out of his rage, and wears a soft black

Joseph A. Tinker, cook, claims \$78 unpaid wages from the War M. M. Union, Culver City store show.

State labor commissioner filed suit against William and M. Melkohl, bookkeeping agents, for \$139.50 unpaid wages, which commission has been trying to collect for six performers for more than a year.

Dwain Epper, indie producer, suing Foy Productions, Sunset Pictures, Brian Foy, Lew Golden, Lew Seltzer and Ben Stoltz for \$10,000, charging they conspired to fraudulently force him out of Sunset, in which he claims he had a two-third interest.

Orange Grove (legit) reopens July 13 with "The Conflict," produced by Mr. and Mrs. R. Down.

Negotiations are on between Fred Miller and Fox West Coast for former to return to the Carthy Circle serving as leader and star manager. If deal is closed Miller will reopen house with Universal's "Back Street" at \$1.50 top.

Kathleen Clifford and her husband, M. P. Hiltch, lost, by default, Superior court suit brought by Elsie Jacobson, administratrix of the estates of A. E. and Marie E. Hiltch, for \$5,518.88. Judgment given for that amount, balance due on a note.

Nat Rothstein, press agent, complained before the state labor commission that Richard Fairmudge still owes him \$150 wages. Sum represented half of a \$300 bill for a press book.

Aetna Printing Co. suing Theatre Managers association for a \$1,395 bill.

silks suit, but has changed neither routine nor patter. He still goes big with French audiences and gets several calls. The four performers, two men and two girls, deserve better than to be walked on as the closing act.

## ORPHEUM, L. A.

Los Angeles, July 9.

Eliminating its own opposition in closing the RKO Hillstreet and opening the RKO Woodward with Constance Bennett as its screen feature, house is holding down on feature program expenditure and playing only the Nick Lucas act of four acts. This gives the customers only 40 minutes of stage work instead of the accustomed hour or so.

Lucas always okay around here, was welcomed, not overstaying or reaching in his repertoire as he has done in the past. "Three French Misses," shapely femme bar and trapeze workers, are the act proceeding the Lucas. That was a little out of the truck drivers' orbit.

Spotted in the deuce spot is June Carr, assisted by an unprogrammed youth named Harding. This chap is a comer with a knack for light comedy. He can dance too. His vocal numbers indicated lack of training, but otherwise passable. Miss Carr is a comedienne, sings a bit, steps fancily, and with her partner peddles a lot of knockabout hokum that pleased.

Followed by the old Grand Opera House it. McGinty, with their old antics that still can hold them in.

Draw for opening show may be attracted from the Koster & Blal capacity and band. Three Pathe News clips, and a soliloquy in the pit with the band completed the show.

## GRAND O. H.

When and if RKO builds its proposed combination house on the site of the old Grand Opera House it will find itself in a neighborhood that's both used to vaudeville and, according to old G.O.H. signs, likes it. Probably the oldest house in the country playing vaude, the saucer-shaped G.O.H. deserves its little band for keeping alive in old Chelsea at least—the traditions of stage show entertainment extending from the Koster & Blal music hall was only a block or two away from the Grand Opera House. There may be a good deal of difference in the quality of the

attractions then at K. & B. and now at the G.O.H., but occasionally the latter does fairly, even with four-act shows, as currently.

And the folks who come in, many of them so regularly that their faces become familiar, even to Variety reviewers, catching the spot, go for the vaude in their own big way. Sometimes when it's pretty crazy they seem to like it anyway.

Kids clamor to get into the place. Around the boxoffice there's usually a line of kids waiting to get an adult to buy a ticket for them. Once inside, it's their picnic day, and they run for seats.

Everybody's pretty much at home. It's like the neighborhood's own retreat where people may be about as they please.

Elderly ladies who drop around in their four-day dresses plant themselves for a good afternoon, and proceed to have it. They laugh and nearly anything, but they don't deal, even to themselves when the picture is on, indicating sympathy, surprise, enjoyment or something else.

Two features are on the current bill, "For the Defense" (Col) and "Street of Women" (R.N.). They nearly always run eighth hour, but that would hardly make a difference. Vaude goes with these pictures.

It may not be so hotly-totey, but in these days of bargain-hunting the G.O.H. is just the ticket at 25c.

Four Robeys, jugglers, open the stage show. They offer a little bit of everything, mixing in balancing, and a little bit of everything else. The young woman shouldering most of the work sold her act for \$1,500. The old fellow into the mood of liking anything she or the other three other Robeys did.

Swing Eaton, No. 2, is the hit of the four-act. She could easily hold next-to-shut in most houses, but for best-bill-building purposes she's not a top attraction. Her act, Miss Eaton is essentially a dancer, and a good one, her violin and sax playing marvellous. Her act is a routine and a between-number filler, giving her feet a little rest.

Renard and Rome (New Acts), third, in talk and songs, sold well enough of a touch to insure satisfaction on the family time.

Closer, a 12-piece flash, Continental Revue (New Acts). That's a lot of people, but it's not any kind of a flash, particularly one such as this that can't be certain of booking in the better-paying houses. Even then, it's doubtful if the salary would leave very much for profit after the payoff. Flash is much too long.

## PALACE, CHICAGO

Chicago, July 9.

More discriminating patrons will find a suit more to their taste in the truckdrivers down in the second row, coatless, collarless, and ready to be amused, can be accepted as typical of the public generally. And the boys obviously were satisfied.

True, they moved a little restlessly in their chairs when Don Rufs came on, but they proceeded to enjoy that was a little out of the truck drivers' orbit.

As a matter of fact most of the audience thought that Don Rufs was a dancer doing a little singing, but it turned out that he was essentially a singer. There are almost as many dancers as big names in the Rufs and Conito. Lovely costuming is perhaps its chief claim to attention.

Self-announced as new to Chicago and starting a bit slow was Eddie Clark, who actually had the situation under command and he was heartily okayed on several impersonations. He really has some talent, but he's a little out of the truck drivers' orbit. He's a little out of the truck drivers' orbit.

Fourth, which means next-to-closing, was the best material she has had in some time. Nan Halperin got a visa on her credentials. She has a little trouble. She has a little trouble. She has a little trouble.

With "What Price Hollywood" on the bill, the show is a very good one. Max Miller, San Diego reporter, who wrote "I Cover the Water Front" has an order from Dutton for a novel of reportorial activity.

and who spends liberally for material.

Closing with 40 minutes of hodge-podge and "an" over 90 seconds, straight music was the Benny Meroff orchestra just back from the "orchestra" trip. Been after a lapse of nine months it's not the same band or the same act. The improvement in the orchestra was attested by the solid laughs throughout. What needed to be done had been done. Former com-bersome way of working has been broken up and circumvented by lib-erally using the drapes in the Maroff, too, looks much better, has recaptured the vaudeville swing and tempo. Incidentally he looks much better in that nifty double-breasted tuxedo than in the Eton jacket to which he used to be so attached, but which he has little "dated" by now in vaudeville.

Ann Roth, a sister of Lillian, is a decided asset and a singer of much appeal. Her personality. Blonde girl dancer is also attractive.

"Bachelor's Affairs" (Fox) on the screen and business Saturday poor.

## ACADEMY

Spotty bill for the first half here last week, with the biggest draw back in the headline act, the Hall Johnson Negro singers. Act doesn't fit vaudeville at best and isn't well presented anyway.

Balanow Five open the show with fairly good results. It's three men and two girls all playing accordions. Russian background doesn't hurt and gives a chance for some foot lock steps by one of the boys towards the end of the act. Amusing and especially in this type of nabe house cleaned up.

King Brothers and Cully is still another of the three men pummeling act. They sing a bit, talk a bit, dance a bit and take pratfalls a lot. Call it an okay duce.

Johnson's choir is spotted No. 3 and has a tough time. No doubt about the choir having splendid voices and a knowledge of how to get the most possible out of that. The choir is a very good one, trying to put a revelish atmosphere into the act by inclusion of an m.c. and three dancers. The dancers are just fair and the m.c. is in bad taste.

Harry Welsh, with his same old burlesque skit, not a new gag, crinkles of thought, was nevertheless the first and had an easy time in next to closing. On Fourteenth Street the type of rough stuff appeals anyway.

Alf Loyal with a curiously old-fashioned dog act, closes for nice reason. The audience's tolerance for the animals. He really ought to be dressed the turn, however. Green skin and black hair for a man might not be bad if treated as a burlesque. But it isn't.

## ORPHEUM, DENVER

Denver, July 6.

Rosette and Luttman, mixed team, open the vaude, with slow dance, then while they are changing Grace and Beatrice Wylie sing. Former are a couple of blondes, costumed in black and silver, but with voices better than the average. They are in black does, now, dance after which Rosette in white transparent skirt, red waist and cap, does a toe and hand drill routine. Wylie girls sing again, in their element. "Minnie the Moocher" as Rosette and Luttman put on the pantomime in a sailors' saloon.

Bud Harris and Tom Brookins, colored, open with chatter, good and bad—why do so many acts start out homely. Their chatter, however, gave to something they can do well, give the audience only a taste? That's what these boys did. Good singers, but persisted in what matter. Bud Harris is a fast stepper in a novelty dance.

Elita Grey Chaplin went right to work entertaining and did it capably. She has an unaffected smile, charming personality and attempts the "chatter" in a way with She mixes chatter with songs in just the right proportion and stops when the audience is tired like more.

De Vito and Denny, with Dot Stevens, close the vaude layout with an act that has speed and comedy. Their chatter, however, gave to something they can do well, give the audience only a taste? That's what these boys did. Good singers, but persisted in what matter. Bud Harris is a fast stepper in a novelty dance.

With "What Price Hollywood" on the bill, the show is a very good one. Max Miller, San Diego reporter, who wrote "I Cover the Water Front" has an order from Dutton for a novel of reportorial activity.

## Cleve. Circuit

(Continued from page 38)

an indie string actually to compete with the single circuit, unless conditions improve. Of course opposition on bookers' end means that the combination to become arbitrary. Understood an official of the Erlanger-Shubert combo remarked that independent attractions would not be developed meaning that if shows did not book their try-out houses and Broadway theatres, they'd be out as far as the road was concerned. Word was sent back that if such tactics were pursued the new circuit would be out of business within a year.

A report that the Chicago group, supposed to be out of the combination, had formed a pool and would be supplied by a New York independent booking office, was not confirmed. Victor Leighton and George Loefler, best known indie bookers, stated they had been offered certain attractions for booking, but that is all. The team's attraction will be booked with Erlanger-Shubert, rating that combination the only solution of "the road."

One thing that may be delaying the back exchange of the Erlanger-Shubert deal is the fact that the production end of the plan has not advanced as far as the booking end. A fund of \$60,000 was planned for the back exchange of the plan, but that feature was to be a separate entity, idea is later to merge with the booking company.

General plan of the combined bookers' exchange is a three-part office. Erlanger's bookers and Shubert's bookers will occupy the end offices, with the booking exchange for the road quartered in between, the bookers conferring in the middle offices each will supply attractions for their Broadway theatres which are not in the pool that concerns the out of town theatres.

The chances of the Cleveland showmen await a test. Success is a matter of how good the shows are. If the hinterland can be convinced that entertaining shows can be turned out without the New York idea, the idea will prosper. It has been done before, but with pop shows and in other times.

## TOURING CHORUS

Milwaukee, July 11.

Galety closed its burlesque season last week. Hot weather killed all chances. House is trying pictures to see what happens. Meanwhile Charles Fox, manager, is booking his chorus and a few of the principals into the nabe picture houses. Figures to draw for a few weeks on the novelty angle.

## LETTERS

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Shoes for the Stage and Street

SHOWFOLK'S SHOESHOP-1552 BROADWAY

Tacoma's big rodeo, held for three days, was not a financial success owing to the weather. Final events in the huge natural stadium under the auspices of the American Legion did not attract since heavy storms were predicted and kept the people away.

One wild steer got loose in the crowd during the stadium show and injured two women.





# VARIETY

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64 PAGES

## CONEY'S NERO ACT A ZERO

**Theatre Operation as Is Operation,  
Landlord Collecting Every 2 Hrs.**

Chicago, July 18. S. S. Millard's 'Love and Pleasure,' sex exhibit at the Garrick, closed suddenly last Wednesday (13), when after two hours not a single admission had been taken in at the box-office.

In the final week attraction got down to a nickel and dime basis between the promoter and the landlord. Latter swooped down on the box-office every two hours grabbing everything to apply toward the rent.

Meanwhile, the electricity necessary to keep going was a problem. Promoter Millard persuaded the company to install a meter. The continued flow of electricity was dependent upon the click of quarters at regular intervals.

### DEPT. STORES' WINDOW BALLY VIA RADIO ACTS

Cleveland, July 18. Idle radio boys and girls here have found a new source for pin money by working up a systematic service of window radio ballyhoos for department stores.

Using a p. a. system with loud speakers, the Katy Sisters, singers, and Max Siegel as announcer have started profitable tour of suburban department stores. Three of them do their stuff in store's eye window, with a semi-studio setting, offering free 15-minute programs during the early evening rush hours every week. Sisters' songs are followed by Siegel ballyhoos store's special bargains for day.

Trio has worked up a chain of stores anxious to get novel advertising service.

### Passing Tradition

Ringling's circus is said to be discouraging the traditional practice of performers having their children along on tour. With this has come a gradual abandonment of the policy of training the youngsters to follow in their parents' footsteps.

Present-day Americanized circus performers are more interested in having their children receive a good education and other advantages, a majority of the recruits for the big top coming from Europe.

### MUSICIANS' 65% CUT

Spokane, July 18. Union musicians are out of the Davenport hotel for the first time since the eat and sleep spot opened. Controversy developed over the management asking the musicians to accept a cut of from \$24 to \$11.54 a week in salary, according to Carl Luck, union president.

The musicians were offered the 65% cut or nothing, Luck said. They took nothing.

### Revenue

Reversing an old custom, acts are now asking their agents to book them into the theatres where audiences throw pennies on the stage.

### Orchestra Leader

**Pays a Publisher's**

**Checks—That's News**

When an orchestra leader pays a check for a music publisher—that's news. Jack Denny is doing that with a series of nights honoring each music firm, starting with Peist, then Witmark, Berlin and Famous in order named.

Denny invites the professional heads of the publishers to attend with a large party as guests, on top of which Denny features that firm's catalog in his broadcasts that night. Stunt will be carried through four times weekly. Denny is on the air every night, so a radio plug per catalog is guaranteed.

Denny has long been known as the music publisher's delight, in that he asks for no favors, pays for his own special arrangements, etc., and feels that an orchestra leader needs the music publisher more than vice versa.

### 'MAGIC JAZZ BAND' HAS MILLIONAIRE SPONSOR

Minneapolis, July 18. Donald Atkinson, millionaire department store magnate and sportsman, one of the local '400, has endorsed the show field, taking under his wing Kay Green and 'His Mystics of Melody,' a newly organized band, along new lines. The band combines magic with music in a routine worked out by Atkinson.

Green is a magician as well as orchestra conductor, who was at a New York nightclub two years ago before he quit the show business to enter business here.

### Trailers Win Philly

**Drive for Back Taxes**

Philadelphia, July 18. After amazing results from the use of trailers in picture houses here in a campaign by the city to collect taxes, picture theatre owners have suggested to Mayor J. Hampton Moore use of similar methods to bolster business.

Publicity on the screens was credited by the mayor and other city officials with chasing in \$10,000,000 in back taxes. That was 100% better than the results obtained by newspaper ads for which the city spent \$5,000. That particular drive brought in \$8,000,000.

**FLAMING TONIC  
BUT TEMPORARY**

**Big Fire Draws Curious, but  
Subways and Concessionaires Profit Most—\$3,000,000  
Conflagration Bep-  
speaks of a Rosier Future,  
but Showmen Right Now  
Are Plenty Blue, and in  
the Red**

### 'WALKING CUSTOMERS'

Fate and the elements on July 13, furnished a sadly needed business tonic for Coney Island in the form of a six-alarm, \$3,000,000 fire which swept five city blocks and offered as a free attraction a spectacle which outdid any that the island has seen in years.

Seventy pieces of fire apparatus, three fire boats, 20 ambulances, 40 doctors and 500 policemen gave the natives and thousands from Brooklyn (Continued on page 46)

## STARS RESENT 50% TAX SPLIT WITH GOV'T

Hollywood, July 18. Picture stars in the big money are talking of limiting their picture work this year to avoid paying the excessive income taxes under the new scale.

One picture has been dropped at a major studio because the male star stated he would rather take a vacation than split his salary with the tax collector.

Another femme celeb told friends she is considering resigning from films to live in Europe in revolt to 'working' half for myself and half for the Government.

More than 100 would have to give up a third of their take under current salaries and at least a dozen would pay 60% or more.

### Fast

Fathe News got some pictures of the Coney Island fire on the screen of RKO's Tilyou there while the blaze was going on.

Joe Lee, RKO district manager in Brooklyn, wrote the billing on the phone and, aided by police escort, made the run back from New York to Coney with the developed print in 34 minutes.

### Ladies Free

Los Angeles, July 18. Theatre manager, writing to his division head, suggested an exploitation for 'Blonde Captive,' that he use a nearly nude blonde in the lobby fastened by heavy chains.

He requested authority to spend money for the chains.

### Minneapolis Backing

**'Walkathon' to Bolster  
City's Depleted B. R.**

Minneapolis, July 18. In need of funds to replenish its depleted exchequer, the city has gone into partnership with W. E. Tobette of Portland, Ore., in the staging of a 'walkathon' at the municipal auditorium.

It's an endurance contest to locate the couple which can keep walking the longest at the rate of 45 minutes' walk and 15 minutes' rest for 24 hours daily, a la dance marathon. There's a band, vaudeville acts and masters of ceremonies. Tobette, who has staged 'walkathons' in several other cities, assumes all the risks of the enterprise, guaranteeing the city its share of expenses and splitting the net proceeds on a percentage arrangement. The contestants compete for \$1,000 in cash prizes and are fed, but otherwise receive no compensation.

### Living Dead Town

Ft. Dodge, Ia., July 18. Just a town gone dead. Legal holiday for 19 days puts the shutters on all business houses, except restaurants and those selling the necessities. Ft. Dodge has population of nearly 30,000.

Plan resorted to by the mayor to give two banks a chance to secure waivers on deposits rather than close.

All shows are out and it's impossible to buy pop or other luxuries. Ice cream available in restaurants, but only after arguments as to its food value.

### Admish I. O. U.'s

New Haven, July 18. Bijou has a scheme for doing business with unemployed adults. Numbered tickets are available to prospects. The front of the ticket contains matter urging necessity of amusement during period of unemployment. Back of ticket contains a pledge (to be signed by user) in which patron agrees to pay the price of the ticket when he secures employment.

Admittance is restricted to one day weekly (Mondays).

Chicago, July 18. Now one-show, Chicago has become no-show Chicago.

For the first time since Mrs. O'Leary's cow was a calf the Imperial City of the west is a zero in the legitimate firmament. A ghost city of closed theaters and not a booking in sight this side of Labor Day!

'Clowns' Campbored  
Lew Leslie's 'Clowns in Clover' became a whimper in the Imperial after three poor weeks at the Apollo. The first week Leslie paid salaries. Second week Equity paid. Third week was commonwealth with principals guaranteed \$75 each. Equity returned the troupe to New York and the production goes to the warehouse.

Audiences of 50 and 60 persons (Continued on page 65)

## GRUNTS AND BIFFS ON NIGHTLY CHANGE BASIS

Chicago, July 18. Joe Coffee, local fight promoter, is dickering for the Haymarket burlesque house on West Madison street. He also is considering a couple of other closed theatres.

Coffee's view is to put wrestling and amateur boxing in all of them on a regularly nightly change policy. Which is one idea of what they're doing with some theatres out here.

### Long Unicycle Jaunt

Los Angeles, July 18. Walter Nilsson, cycle act, who arrived in New York Friday (15) after a long European stay, has made a wager with Ernest Johnson, Toronto capitalist, that he will ride a unicycle from New York to San Francisco in four months.

Nilsson has written friends here he will start the trip Aug. 1. Even if it's a press stunt, it's still a long pedal.

### Paid Off at Bank

As protection against possible holdups in these times, Loew's State, New York, is no longer paying off the acts backstage.

Before the final performance Friday night the manager walks the acts over to the bank and pays off there.

### Radio Wedding

The first radio wedding will go on air when Lew Rysen walks the Gleokel, non-pro, are married shortly.

Reis, of Reis and Dunn, are CBS performers. That chain will stage the ether marriage stunt.





# 'Saps Stay in Hollywood,' Says Bert, Who Wants Reunion with Bobbie

At his opening Paramount performance, Bert Wheeler, whose trouping days began 21 years ago, had an acute attack of stage fright. Wheels whirled in his ears, words froze in his throat, hands trembled, feet turned to ice—and the wings seemed miles away.

"I felt like an amateur," explained a round-eyed Wheeler, nonplussed at having found himself in so unprofessional a predicament. "They said that we gave a good show. I didn't hear the laughter. All I could think was: now that I'm on, how do I get off?"

"I forgot things like that after you've been in pictures for three years. The personal appearances I made with Woolsey don't count—we strolled on the stage, told a few gags and scrambled. But to put on make-up, face an audience, wait for laughs, take an entrance and build to an exit—that's an ordeal you have to be prepared for."

Bert settled back in his dressing room chair, weak from the memory.

## Film Pitfalls

"A picture, comedian can do that to you," he philosophized. "It can make a guy like me forget the stage and all I learned from it. It can block out important roads to signposts work and signposts money. The picture few who know he's signed for 21 weeks out of 52 is in danger of stagnation. He doesn't have to seek bookings. He waits until his next signing schedule."

"Meanwhile, there's vaudeville, there's left, there's radio—all going to waste while he cuts down his pay score."

"This trip east has taught me a lot. There's plenty of theatrical dough waiting for a comedian who can hop from films, to stages, to microphones. When I get back to the Coast, I'm going to grab that Woolsey and I'm going to say: 'Listen, Bobbie, we're friends, we're pals. We'll make our picture for Columbia, and by that time we ought to be buddies again, we'll sign up for two features a year, we'll back our own stage production and tour it through the one-nighters with three circus men in advance to blast."

"Only a sap stays in Hollywood. I know. I've been out there a few fellows like Wheeler and Woolsey should be on their toes, working in all branches of show business."

"And this brought Woolsey's exalted-kick to a subject near his heart."

## Wants Bobbie Again

"I should never have fought with Woolsey, the big bum," confided Wheeler. "We're a team. We're Wheeler and Woolsey. I haven't seen him since we parted. I don't know how we could think of. That'll happen to the best of friends, won't it?" questioned Bert. "It isn't as though we fought over a girl—that rumor was nonsensical. We were a matter of contract and, like fools, we both got sore. Now we're set to work together again, and I'm wondering who will speak first—whether it will be me or that palooka. Every day I decide to send him a telegram and then I get it up."

"I love that big bum," concluded Bert.

## Mae Mulls Sock Yarns For Marlene and Jean

Mae West, sent to the Coast by William Morris to do a Paramount picture, may wind up a writer.

Actress is being asked to write with originals for Jean Harlow and Marlene Dietrich while at Par as a performer.

Writing assignments are by invitation to do "strong" stuff for the mentioned femme personalities.

## ONE MORE POSTPONEMENT

Chicago, July 18. Divorce action of Verne Teasdale, from legit, was again postponed when coming up for trial last Thursday (14) before Judge Sabbath. Miss Teasdale is suing William O'Neal, musical comedy writer, who has been pending locally for four years.

Miss Teasdale, now under contract to Metro, couldn't make the hop to Chicago because of illness. She is represented by Attorney Phil Davis.

## Hollywoodiana

Hollywood, July 18. Mary Pickford's faux pas at the opening of 'Strange Interlude' at Grauman's Chinese has the colony buzzing. Speaking into the mike Miss Pickford concluded, "And I know that the Academy cannot help but award the trophy for the best performance of the year to Norma Talmadge."

Norma Shearer is in the picture; Miss Talmadge hasn't made a film in two years.

"Ethel Barrymore, incidentally, got in a nice little crack of her own by saying, 'For the first time I'm going to enjoy' Eugene O'Neill."

## NIX, NO PICTURES, SAYS ETHEL BARRYMORE COLT

Hollywood, July 18. Ethel Barrymore Colt flatly refused Metro's offer to put her in 'Rasputin,' with her mother, and also Lionel and John. She also turned down two other majors who hoped to profit by the Barrymore name.

Miss Colt says she has no intention of going into pictures for at least two years, and will return to New York in a few weeks for a spot in a musical.

"When she does go pictures, Miss Colt says she'll drop the Barrymore name entirely."

## Radio Wants Howard on Termer After Stage Tour

Hollywood, July 18. Radio, which gets Leslie Howard for 'Animal Kingdom' after he finishes the current 'Smilin' Through' at Metro, is endeavoring to get the English player to sign a termer. As yet it's in the negotiating stage. Under present arrangement, Howard goes to Radio after his Metro engagement, and then will go to England for stage work. If Howard signs with Radio, contract would go into effect after completing his London leg obligations.

Studio also tried to get Howard to stay here long enough to do both 'Kingdom,' and appear opposite Constance Bennett in 'Rock-a-Bye,' formerly owned by Gloria Swanson. He refused the latter offer.

## Want Brown-Henderson For First Harvey Film

Hollywood, July 18. Fox is making overtures to Lew Brown and Ray Henderson regarding writing a musical together as Lilian Harvey's first picture for that company.

There is also an outside chance of Seymour Felix returning to the studio should the Brown-Henderson negotiations be closed. Felix would stage the numbers in the film.

Miss Harvey is expected here from abroad in October to start on her Fox contract.

## AHEAD OF SCHEDULE

St. Louis, July 18. Dick Powell, m. c., is off for the Coast six weeks ahead of schedule, having been loaned to Fox for 'Will Rogers picture. When the call came Powell was just rounding out the first week of a month's booking at the Ambassador, here.

After he finishes the Fox film Powell will move over to the Warner lot, where he is under contract to start Sept. 1. His first assignment is 'Radio Girl' with Bebe Daniels.

## JOAN GALE GOES FOX

Joan Gale has gone Fox via signature although under stage contract to George White. Miss Gale, one of the four Gale Sisters, will reach the Coast not later than next January, and before that 'Scandals' doesn't linger on the road until the first of the year.

## Cantor-Geo. White?

Hollywood, July 18. Sea Holzman is here from the east. Just vacationing with his pal Eddie Cantor, is the story.

In New York, reported that Holzman has a George White musical comedy offer for Cantor.

## GARBO RE-SIGNS, \$12,500 A WK FROM MGM

Hollywood, July 18. With Joseph Bishara, New York attorney now on the Coast, final papers on a contract for Greta Garbo to remain with Metro will be drawn.

Understood the new agreement is for two pictures a year at a reported salary of \$12,500 weekly for a 40-week period; runs three years with usual options. Layoff time includes Garbo's trip abroad. She leaves here July 20 for a three months' vacation.

B. P. Schulberg figured he had an inside track on Garbo when he conferred with Buehler, but he's found out he didn't get anywhere. Schulberg tried to sell Buehler the idea of making pictures with Garbo in England.

When Buehler told Harry Edington about the Schulberg talk, however, he was told to lay off Garbo's business deals and to tell the producer that the Swedish star was not interested.

Garbo's health is said to be none too good. Plans are being worked out to sneak her into New York just in time to catch a boat. She's likely to go east via Canada or the southern route.

## 'Interlude's' Strange Fan Actions Create Record Premiere Jams

Hollywood, July 18. Effective exploitation and a heavy pre-opening campaign for Metro's 'Strange Interlude' brought the biggest crowd in the history of this city in front of Grauman's Chinese Friday night (15). Police couldn't handle the mob, despite four different calls for police and fire reinforcements.

One boy was run over by an automobile during the melee and four women fainted and had to be carried into the theatre. Many persons were crushed and injured and quite a few came away with torn clothing. Several unruly star-gazers, after the store windows adjacent to the theatre were kicked in, were beaten by the cops.

Crowd began to collect eight hours before the opening and nearly all remained until the house was emptied at 1:10 a. m.

## Steele's 2d Bum Break

Hollywood, July 18. First day's production on Trem Carr's 'Texas Buddies' resulted in a smashed rig for Bob Steele when an airplane crashed at landing. Production had been late starting due to breaking of Steele's arm in the previous picture.

## 1ST WIFE WINS DIVORCE

Buffalo, July 18. Pearl M. Spector, Buffalo beauty shop proprietress, was granted a divorce, with costs, in Supreme Court here from Theodore L. Spector, who is now in the Western cheater for having bigamously married Olive Borden, picture actress. Action was not contested.

## GARDNER FOR SWANSON

Hollywood, July 18. 'Cyrl Gardner is being loaned by Universal to direct Gloria Swanson in 'Secret Understanding' in England, sailing on the Olympic July 20.

Rowland V. Lee, who abandoned direction of the Swanson picture, is due back next month.

## Air Interviews Not Aylesworth's Idea for Pictures; NBC's Film Plugs

### A Break for Bulls

Hollywood, July 18. Discovering that it's Jake with the SPCA for bulls to mutilate bullfighters, but not vice versa, Universal will use only gory scenes in its proposed bullfight picture, 'Men Without Fear,' in which human beings get banged up. Scenes taken for the bullfight at Madrid arrived at the studio and will be edited to show only the toreros getting the punctures.

## VON HERBERG PLAYS A HOME HOLDUP SCENE

Seattle, July 18. Rivaling the drama of gangster pictures he has shown at his theatres, J. von Herberg, of Jensen & von Herberg, out-smarted two robbers in his residence here last Thursday (14).

Von Herberg returned home late. Two burglars had entered his house, stolen some minor articles and robbed three servants who had been locked in a closet. Robbers found a safe and decided to wait Von's return to force him to open it.

When the theatre manager entered his home one of the bandits covered him with a gun. Theatre man talked to him a moment, saw an opening, struck the pistol from the burglar's hand and then covered the tough guy. Second robber appeared, the fuss was called a draw and the bandits took it on the run, neither wanting to do any shooting.

## Binyon at Par. Writing Original for Stu Erwin

Hollywood, July 18. Claude Binyon has been signed by Paramount to do an original story for Stuart Erwin and is now at work on it.

Recently Binyon's book, 'A Girl Ought to Work,' was published and another, 'Diary of a Stogey,' will reach the bookstands in September. Binyon was formerly with 'Variety,' having been affiliated for seven years.

## Borrow—And Return

Hollywood, July 18. Harry Wagstaff Gribble, who was loaned by Paramount to Radio to work on 'Bill of Divorcement' after two weeks has been returned to Paramount where he has no current assignment.

## Enright's C. P. Hop

Los Angeles, July 18. Ray Enright, Warner director, leaves July 21 for New York with a camera crew to shoot atmospheric and incidental shots on Central Park in New York.

Will pick up players for parts to start returning here to start picture the latter part of August.

## TWO WANT ARLEN

Hollywood, July 18. While 'Hot Saturday' has been set back a week due to revisions in story, Richard Arlen is being negotiated with Paramount for loan of Richard Arlen. Paramount is waiting to see how the story will jell before deciding to loan.

## NEWS-TO GOLDWYN

Hollywood, July 18. Word from New York that Paramount wants to borrow Ann Sten, is news to Sam Goldwyn, to whom she is under contract. Goldwyn has been reading Miss Sten for the spot opposite Ronald Colman in 'U-Boat.'

## FARRELL'S 1 WB

Charles Farrell has been loaned by Fox to Warner Bros. for one picture.

He will appear opposite Joan Blondell in 'Central Park,' majority of which is to be shot in New York.

Hollywood, July 18. Radio studio's idea of what constitutes co-operation between radio and pictures, for the benefit of both forms of entertainment, does not coincide with the ideas of M. H. Aylesworth, and he has told studio execs so in no soft language.

His edict is aimed at the two attempts to follow his recent suggestions made on the coast in which he stated that radio could be made to help the picture business if the latter would utilize radio.

Studio's idea of utilization was to allow Adela Rogers Hyland to interview Jean Harlow, Irene Dunne and Nick Lucas on the air on two successive nights. Aylesworth's burn is that the interviews were too wispy-washy and smacked of fan magazine fluff, and without real entertainment value.

His edict is that if the radio time is to be utilized someone on the lot has better think up ideas that will be entertaining.

Execs have called in their help for radio entertainment value, a more responsive chorus.

Aylesworth's yell to Radio studio officials that their so-called 'radio-picture co-operative air programs' have lacked entertainment value is followed by idea for an ether station on the Radio lot, from which weekly programs will be broadcast over NBC.

One of the sound stages is being transformed into a sending station, and wires laid for hook up over the NBC chain, with the first picture program scheduled for two weeks hence. John S. Swallow, film manager of KFVD and KFAC here, will handle the studio air activities.

Following up M. H. Aylesworth's offer, when the NBC and REKO pres was on the Coast, that the NBC stood ready to offer its facilities to any major company for the good of the industry, the NBC film reviews will start on the air for NBC shortly. Whether this film service will be 100% favorable in its tenor, or more modified, or how it will be handled, is now being mulled over. Nor has it been decided who will do the etherizing of the pre-industry propaganda.

It is fairly certain that the NBC radio outlet will serve as the most direct factor to date in the best interests of motion pictures as the result of Aylesworth's decision to lend the NBC facilities for that purpose.

Irving Thalberg on the Coast was the first to take up Aylesworth's invitation literally and, on behalf of Metro, submitted a plan for the dramatizations of important films past and present as part of the pre-cinematic build-up.

In New York last week D. W. Griffith announced that the NBC sales and promotional campaign. The film director had a commercial in view but NBC was also interested because of its coincidence with Aylesworth's plans. Nothing came of the Griffith announcement.

NBC is solely interested in plugging pictures that way. There will be no provision made for legit reviewing this fall.

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# Unpaid Roxy Players Planning Air Periods to Tell of Plight; Delay Indicated on Reopening

Unless they are successful this week in a final attempt to collect, the 60 odd unpaid members of the final Roxy, New York, stage show will go on the radio to advise the public of the treatment they received from the theatre's receivers. Performers have secured an hour each on two New York stations and have an option on a third hour.

In addition, the troupe will stage a benefit performance next week, or the week after, for those of the cast who are in need and for the theatre scrubwomen who were also unpaid.

Major Donovan, of the V. M. A., is still seeking to collect for the players although having yet to receive any satisfaction. He has been unable to get in touch with Harry Kosch, the Roxy operator for the receivers, during the past few days. The Roxy is due to reopen late this month but unless there is a payoff of the performers it's likely the Roxy may not be able to obtain a stage check for its proposed re-union.

## Operator a Problem

Current indications point to the reopening, scheduled for July 29, going over to August. One of the main problems is the selection of an operator for the spot. Choice looks as if it's mostly up to the bondholders' committee. Attorney Carlos Israel, of the firm of White and Case, represents the group. Among the names mentioned as operator has been that of Mark Luescher presently associated with Roxy (S. L. Rothafel) at RKO. Bondholders who are also interested in RKO are understood to have projected Luescher into the running.

However, it is fairly certain that whatever deal is made for operation of the house that Fox Film will probably sit in both as to product and as an advisor on operation. Objections, as voiced by bondholders, may leave Herbert Lubin, presently operating the spot, with Receiver Kosch, out of the picture. Conferences on these matters are to take place this week.

Although the sum of \$150,000 in receivers' certificates has been allowed by the Federal Court to be issued by the receiver, none of this amount can be utilized by Kosch without first obtaining consent of the bondholders. Later are presently permitting the issuance of only a nominal amount, about \$1,000 weekly, to help carry the house while it is dark. That pays for ground rent of the lobby, at the rate of \$25,000 yearly, and also for staff salaries on the payroll of Receiver Kosch.

## PUBLIC STALLING ON CHI PICTURE BUYING

Understood that Public has decided to defer buying product for the Chicago territory until after Aug. 5. Product sources, pressing for contract action, have been advised to that effect.

Circuit's plan for the B&K group, particularly for the fall, are still up in the air, with reopening of three spots, the continuance of operation of several others and revision of policy in one or two houses, depending on lease adjustment purporters now under way.

Leo Spitz, B&K attorney, is now in New York working on the latter end of the problem.

## Sapointing 'Bed'

Hollywood, July 18. Paramount's 'No Bed for Her Own' script, rejected by the Hays office, is in for a new cleanup, now tentatively to be written by Sam K. Laumer.

Director's play, 'World's Greatest Lover,' based on the life of Valentino, was taken this week by the Theatre Guild for New York production.

## FOX-RKO DETROIT POOL

Talking It Over With RKO to Operate Big Fox Deluxer

Detroit pooling arrangement is being discussed between Fox and RKO. Plan is to merge operation of the Fox deluxer in that city with the RKO Uptown, RKO to operate. The Fox, Detroit, is under control of a bondholders' group headed by Halsey-Stuart, bankers, reported as having initiated the pooling plan. RKO, also, has the Temple and Downtown. The Temple is closed but the Downtown will remain unaffected by the pooling if consummated.

## Must Have Sayso On Baby Stars or Else—Producers

Hollywood, July 18. Producers have agreed to co-operate with the Wampas in a selection of baby stars this year, only if the press agents' association will permit the studios to do their own picking.

Attempt at a new departure in the annual starlet event is a sequel to the Wampas-Fox imbroglio of last year, when the star list failed to contain any Fox names, and later resulted in all members working at Fox studios and subsidiaries withdrawing from membership.

W. R. Sheehan led the campaign against the Wampas last year, and this week, when the matter of this year's picking came up at a producers' meeting, he endeavored to get the producers to vote no co-operation. Finally it was agreed that cooperation would be extended if each of the major companies would be allowed to pick one of its comers for the group to be arbitrarily accepted by the Wampas.

Wampas meets tonight (Tuesday), with the starlet question expected to break into fireworks. Last year none of the Fox candidates made the group of 13 selected by Wampas, and following the resignation of the Fox members that organization picked its own baby stars in Conchita Montenegro, Linda Watkins and Helen Mack, who are belittled as 'debutante stars.'

## One-Half of 1%

Hollywood, July 18. Whereas Estelle Taylor sued C. C. Burr for \$2,100 wages on 'Western Limited,' when she wasn't paid promptly, Helen Taylor, her sister and double, filed a claim with the labor commission, also alleging unpaid salary.

Only difference—Helen is asking for a ten-spot—From 'Variety's' Hollywood Bulletin.

## MAX BALABAN DIES, LONG ILL

Chicago, July 18.

Max Balaban died today (Monday) at Michael Reese hospital here after a seven months siege of jaundice.

When last active the fourth Balaban brother was in charge of all film booking and buying for the Balaban & Katz theatres. He entered show business over 20 years ago with his brothers.

Surviving him are Abe, Barney, John, Dave, Harry, and Elmer Balaban, his brothers, also the widow and two children. Burial will take place tomorrow (Tuesday) in Waldheim Cemetery, Chicago. Deceased was 39-years-old.

A contingent of Public officials, as well as James R. Grainger, Fox distribution chief, left New York yesterday (Monday) to attend the funeral of Max Balaban. In addition to John and Elmer Balaban, from the New York home office, additional Public officers who went out included Sam Dembow, Jr., Leo Spitz, Milton Feld and Dave Chatkin.

## MAX GORDON AND PAR CALL OFF THEIR DEAL

Max Gordon's agreement to act as play boss and legit connection for Paramount at a salary of \$32,000 a year, has terminated at the end of a month by mutual agreement. Other duties precluded his chances for proper handling of the Par assignment.

Another reason is that Gordon has not been in the best of health, despite which he is unable to go away for a much needed rest at the present time. Rehearsals for his next legit musical, 'Flying Colors,' start Thursday (21), necessitating his remaining in New York.

With Par, Gordon's agreement gave him the right to produce three shows a year on his own in addition to picking plays and scripts for the picture company.

## HAYS FOR HOOVER BUT CAN'T EFFECT THEATRES

Hays is 100% for Hoover. Officially admitted Monday for the first time, the statement, coming from sources close to the General, emphasized Hays' political support as strictly the Republican layman, and in no ways concerned with Will Hays, as head of the Motion Picture Producers and Distributors of America, Inc.

That Hays, as picture overseer, said in this way, if any, use the industry politically was pointed out through an analysis in which exhibitors and newsreels play the most important part. Newsreel men declared that any evidences of partiality to either political party in theatres will be directly checkable to the exhibitor and not the reel. So far as the reel men are concerned they voiced themselves as adhering to a strictly neutral policy.

In connection with Hays, personally, it was officially stated that all during the campaign he will act as advisor or consultant as called upon by the Republican National Committee.

## Doug Figuring On Roadshowing Thru School Ties

Hollywood, July 18.

Decision will be made this week by Douglas Fairbanks as to whether he will road show or release direct through United Artists 'Mr. Robinson Crusoe,' the co-operative picture he made this spring in the South Seas.

Fairbanks is not satisfied with the returns obtained from 'Around the World' on general release. He figures his current production has big exploitation possibilities in addition to an educational value which will enable him to tie it to schools. Fairbanks feels also that returns from this source would be far beyond those of the other picture on general release. In addition he would have the revenue from general release which might be better than none. Due to the other exploitation value from the two-day engagements.

## Educational Ties

A special road show department will be set up for the educational end, with two agents traveling ahead of the film, one doing the exploitation and educational tie-ups as well as lectures on the subject. The other would handle the straight press material. All key-spots of 50,000 and more in population would be covered by the road shows.

Fairbanks claims that the book 'Robinson Crusoe' (UA) may open at the Rialto, New York, Aug. 4. It will be the first picture of the sort for United Artists, with an optional release date set at July 28.

Mark Larkin, Fairbanks-Pickford rep on the Coast, comes east the end of the month.

## Metro's Sex Splurge

Hollywood, July 18.

Metro intends to go in heavy for sex, as evidenced by its selection of three sizzlers for the '32-33 program.

First of the trio will be 'Congal,' featuring Jean Harlow. Deal is for an English book banned in this country and third is of a similar nature, with company guarding titles closely.

## SUBMITTING IN FULL

An author's agenting service is being plotted by Idin Auster who left for Hollywood Thursday (14). His idea is to provide studios with completely edited and arranged scenarios.

Auster was last on the Paramount story board and previously was scenario editor for Columbia.

## 'VARIETY' VOTED NO. 1 SHOW PAPER

An analysis of all show and film papers in important key situations in the United States conducted by a major film company shows 'Variety' on top.

Of 50 questionnaires to publishers, editors, critics of both legit and pictures, and the important columnists and special writers, 43 replied. The poll disclosed an 88% top rating for 'Variety' for reader interest and general information value to the country's leading newspapers. Nearly one third added that they used 'Variety' exclusively.

Of the 43 replies 37 named 'Variety,' four were non-committal and two dailies selected trade papers other than 'Variety,' in each case the selection being different.

All show papers, including weeklies and dailies, were submitted by the major film company in the symposium. Both New York and Chicago voted unanimously for 'Variety.'

A few of the replies indicated that some of the other trade papers were received but not read. One cited receiving a trade paper gratis with-out requesting it.

'Variety' has no free list.

## 'MILLION,' PAR'S ALL-STAR PIX

Hollywood, July 18.

Paramount will co a 'Grand Hotel' all-star stunt with 'If I Had a Million Dollars,' based on the book, 'Windfall.'

Idea of the film will be to show what a number of characters would do with that much coin which Par executives believe is a natural for throwing into pictures, with the bulk of its names, for exploitation purposes, without cost.

There is also a possibility that several directors will be used in the filming, as the story as now outlined, will be of an episodic nature and thus permit the players being megged by their favorite directors.

## YOST OUT AT FOX ON 48-HOUR NOTICE

Hollywood, July 18.

Robert Yost, eight years with Fox and for past three in charge of the scenario department and writers, was let out Saturday on 48 hours notice.

Understood that Harold Lipsitz, who was head of scenario department prior to advent of Yost, will return to his old position.

## Holding Back Release on 'Alive' and Asking 50%

In order to give it added pre-release engagements in picture spots, Radio will not place 'Brink' 'Em Back Alive' on general release until Aug. 19. Date has been changed from July 16.

Distributor is asking percentage terms to 50% straight from the first dollar, with exhibitors raising a howl.

## Sax's Bankruptcy

Sam Sax, production manager of shorts at Warners' Flatbush studio, New York, in a voluntary petition in bankruptcy admits to liabilities of \$37,502; no assets. His debts chiefly arise from claims on Lumas Film Corp. and Gotham Productions, Inc., with which Sax was formerly associated as an officer.

Principal creditors against Lumas and Gotham are claims for \$118,103 by Consolidated Film Lab. and \$104,567 by the Bank of America.



TAY GARNETT

His finest directorial effort thus far, 'ONE WAY PASSAGE,' aroused high favor at its preview on the Coast this week. It will be followed by 'OKAY,' U. S. A., which he is directing at Universal, starring Lew Ayres. 'One Way Passage' co-stars William Powell and Kay Francis and is set for a November release on the Warner Brothers-First National schedule.

# STARS WIN ZONING VERDICT

**Figure 5 Million Saving on Loew Cut;  
Estimate \$35,000 Studio Slice Weekly**

A saving of somewhere in the neighborhood of \$5,000,000 annually is realized by the Loew-Metro salary reduction, effective for all and ranging from 5 to 35%. The deduction in pay-checks starts coming out this Saturday (23), on the current week's salary.

The cut was finally agreed upon with a view of protecting the company in a financial way against any emergencies that might arise.

## Reduction Scale

Percentage graduation is 5% up to \$50; 10% to \$75; 15% to \$100; 20% to \$250; 25% to \$1,000 and 35% everything over \$1,500 a week. Effective July 23.

When Nicholas M. Schenck last week called a meeting of all Loew and Metro department heads, who unanimously voted to place the salary reduction program into effect, consensus of opinion reflected surprise that it had not come before now.

Employees were notified of the cut the middle of last week. They were informed that their cut would amount to by their department heads, and also received a mimeographed communication over Mr. Schenck's signature which was sent out in the usual publicity manner to the papers.

Statement told personnel that during the entire period of depression the management has endeavored to maintain salaries unchanged, that it had been earnestly hoped conditions would improve and hence there would be no necessity for lowering compensations.

It also promised that the salary slice was "only to hold effect until such times as an economic recovery is manifest."

The unhelped for news was generally received in Loew's and Metro without complaint.

Hollywood, July 18.

On this end Metro has a weekly payroll of around \$250,000. It is expected that close to \$35,000 a week will be saved on the Coast by the new contract players, directors, writers, etc., are mostly agreeable to the reduction under the stipulation that the slice will not affect the status of their agreements.

Studio has 50 contract employees getting \$1,500 a week and up. These are subject to the maximum 35% slice.

## PLUNKETT SUES RKO FOR \$24,375

Joseph Plunkett has retained Abbeles & Green (Maurice Goodman, special counsel with the firm) to sue the RKO Corp. for a balance of \$24,375 claimed due on a salary of \$45,000 a year.

Attorneys have served notice on RKO that to have effected forth that Plunkett was employed on a yearly basis Jan. 21, 1929, at \$50,000, receiving salary at that rate in monthly installments until Jan. 21, 1932, when a new deal was made reducing him to \$45,000 a year. He was discharged July 9 of this year. Plunkett details, and claims the \$24,375 balance as due.

## Lee Marcus Leaving

Lee Marcus departs as head of the RKO scenario department Sept. 1. He just returned from the Coast last Wednesday (12). Marcus formerly headed Pathe distribution and was also for a time president of that firm.

When Radio and Pathe were consolidated into a single unit Marcus handled the reorganization. He has been head of the scenario division for around six months.

## Repertee

Hollywood, July 18.

At a studio where punctuality is the rule, a writer was bawled out by the boss for being 10 minutes late at his desk.

"But I worked until two this morning," he explained.

"Shut up," came back the boss, "don't change the subject."

## LIFE POLICIES BACK FILM CO. LOANS

Several of the major picture companies are finding financial relief by borrowing on the life insurance of their chief executives. All, of course, are cases wherein the policies were taken out in behalf of the operating corporation and the premiums paid by the company.

From insurance underwriting sources it is learned that the borrowings on this phase of show business has to date totalled over \$5,000,000, with a flock of applications yet to be passed on likely to raise this figure close to the \$10,000,000 mark.

The loan effected so far from the film ranks is that of \$2,000,000 on a \$10,000,000 policy.

## HAYS WANTS MILLIKEN FOR JOY'S CONTACT JOB

Hollywood, July 18.

Will Hays, now in New York, is endeavoring to get Gov. Carl Milliken to take over the post of studio story contact which Col. Jason Joy is scheduled to vacate Aug. 1 to join the Fox studios' executive personnel.

It had been planned to turn the Joy position over to Lamar Trotti, his assistant, but the latter is also going over to the Fox organization with his chief.

Milliken had been buzzed about the job, but is said to have turned it down so that he could remain in the East with an aunt 85 years old, an invalid.

Understood no one in the Producers' association here is looked upon as likely for the position.

## Exhib's 6,000-Mile Hop For Lone House Product

Los Angeles, July 18.

Unable to book first runs for the Speckles, San Diego, because he failed to retain the unexpired two years of a Columbia Pictures franchise when he took the house over recently, Lou Metzger, indie, had to travel 6,000 miles to New York to get back to obtain product for next season.

F-WC has all other major product sewed up and negotiated to add Columbia. Metzger made the long haul and came back with a Columbia contract.

Believed to be the first case on record where an indie exhib, with such a trip for film.

Sonia Karlov Resumes

Hollywood, July 18.

Sonia Karlov, actress, under contract here five years ago in silents, has returned under a term to Charles Rogers.

## COURT ACCEPTS A COMPROMISE

**Cleveland MPTO and Distributors Reach Agreement Which Court Rules as Decree — Overthrows Home Office Rule — Distributors Would Now Rezone Every 6 Months**

## NATIONAL REACTION

The zoning, or protection, formula which ironclad local decisions and silences the home offices, was given its first Federal seal Monday (16) when a Cleveland court accepted and ruled as a decree the terms of a compromise settlement between the Motion Picture Theatre Owners of Cleveland in its suit against distributors in general.

With zoning admitted by distributor spokesmen to be up in the air in some 30 key centers, the precedent set by Cleveland is expected to give the national protection issue its most forceful impetus.

Immediately upon word of the compromise reaching New York, distributor representatives and lawyers were called into conference to settle as quickly as possible a booking matter which has been attacked by exhibitors from all sides.

Primary need to put together an essential zoning machine into country-wide effect is conceded by picture men. This will include a committee in each zone composed of representative picture groups. In the Cleveland case it is conceded that the findings of that committee will be final, except for direct appeal to the court since, according to the terms of the decision, home offices will have no right to overrule committee findings.

Zoning, it was admitted even by some of the distributor spokesmen, lost much of its effectiveness in the

(Continued on page 31)

## WARNERS' 1 WK. MORATORIUM AUGUST 2

Instead of issuing another cut, Warner Bros. has decided a salary moratorium for the week of Aug. 2. Bulletin to that effect was posted last week.

Means that the company's close to 20,000 employees will go on working as usual that week but without a pay envelope for the week's services. Order effects everybody.

## Toughest Booking Problem

**6 Chicago Dual Film Houses, All Around One Corner, Use 44 Features Weekly**

Chicago, July 18. Empress, former burlesque house, dark since Columbia shows scrambled, is reopening as a straight picture site. Operators will be Van Nekomis, George Christie and William Vasoupolos. House will have double features on a four-split week.

This makes the sixth double feature theatre operating within two blocks of the corner of Halstead and 63rd streets on the south side. Others are the Southtown, Englewood, Linden, National and Strat-

## Brown Decides to Leave RKO As Board Ratifies Skouras Deal; Plunkett Present at KAO Meeting

## Enlightened

Hollywood, July 18.

Picture business is just one big puzzle to William Daly, N. Y. stage actor.

Under contract at Universal for three months, he was used for a small part in one picture. Day after contract expired, U hired him back to work in "Okay, America."

In conjunction with RKO's board meeting last week, but earlier today, a heated session is said to have developed between former president, Hiram Brown, and H. B. Franklin, president of KAO and now head theatre operator for the firm, over the deal entered into recently with Skouras Brothers on a pooling arrangement of theatres. The board later approved all negotiations and it is understood that Brown has been asked to withdraw from RKO, as optional with him, as of Aug. 1.

Brown is reported to have presented a lengthy memo purporting to show the Skouras deal would be disadvantageous to RKO, in answer to which Franklin claimed that Brown's report had been written for him by some one else, according to the story. At the subsequent board meeting it is reported that only Franklin's definition of the Skouras plan came up for consideration.

Brown has been acting as advisor to M. H. Aylesworth, who succeeded him as RKO president.

## Plunkett at Meeting

By virtue of the fact that he sat in and was recognized as a board member of KAO at the RKO-Orpheum meeting Wednesday (13), Joseph Plunkett may continue to hold nominal office with the company until otherwise determined. He went out publicly as a theatre operator July 9 on notice from Franklin. Plunkett's presence at last week's meeting is explained by his having no official notice of his disavowal from the board. A special meeting of the board may follow regarding Plunkett's status.

Latter course is likely come about as no further board meetings are planned by the company for a month or longer.

Actual board meetings were brief with all pending deals by the theatre end of RKO ratified. Question of finances was approached, and it is authoritatively said that advice were given that RCA, General Elec-

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## WB FLIRTING WITH N.Y. ROXY

Operation of the Roxy, New York, by Warner Bros. is among possibilities for the house. Further than that it's just a possibility so far as the Warners are concerned nothing can be definitely stated. Idea, however, was given some thought prior to the recent closing of the theatre, Warners' lease on the Winter Garden is up shortly after the first of the year. The Roxy for Warners has been discussed as the deluxe operation among its New York theatres. Any thought of going into the house, with Harry Charnas the operator, would be dependent on product and on what Warners has in mind for its own Hollywood, presently dark.

The Warner theatre would then figure as a 'B' Broadway house, and under any plan to take over the Roxy, the Hollywood would likely go to stage shows, straight vaudeville or legit.

## Lasky-Par?

Hollywood, July 18.

Leaving her this week for New York, Jesse Lasky has started a swarm of rumors all unverified. One version is that he will negotiate a settlement of his Par contract, which still has a year, and contemplate independent production with his brother-in-law, Hector Turnbull. The other interpretation is that Lasky will be retained by Paramount for future use.

ford. Southtown, brand new 3,000-seater belonging to Balaban and Katz, has seven days' protection on the others.

Concentrated area is possibly the toughest booking problem in the country, certainly in this town anyway. Stratford is a Warner outpost and the rest are either indie or attached to small neighborhood booking pools.

The six houses use 44 feature films between them weekly, and all practically on one corner. Business has been off in all of them.



## Odds on the Loudest Voice When Former Salesmen, Now Buyers, and Vice Versa, Cross Swords on Film

Buyers and sellers of film, natural opponents and well schooled in the art of out-hitting each other, have broken party lines so much in recent years, particularly last year, that regardless of which side of the fence they're on henceforth, most of them are he to each other's tricks. The lads who were selling a year or so ago are now buying, and vice versa.

It's almost beginning to look like a gas with both sides so mixed up on strategy there's no telling how their combats will pan out. The buyers, former salesmen, are wise to the slick, astute, of the distribution bunch and the sellers, former buyers, know all the alibis, too.

No longer are there many états secrets on either side. Last year when the selling season arrived, the silent shouting match topped anything in previous years, but that was nothing compared to what the boys on each side of the film merchandising boundary are priming for this summer.

For instance, there's Phil Reisman, U's former distrib chief, who has become RKO's film buyer. Eddie Alperson, late Warner distribution head, is now the Ekman boss on buying-looking. Ted Schlanger has swung from an assistant sales manager post in U to film buying for WB. Max Wolf, former division buyer for Publix, has gone to sales in Warners.

**Buyers' Majority**

These are just a few of the recent switches and add to a generally broken up situation among film buyers and sellers, with the buying-end seeming to have a slight edge majority through numbering more distribution men in their ranks.

Since money-tight scores of film salesmen have turned exhibitor. Making their weary rounds, staging young wars with exhibitors, they are now hitting back with the peripheral, chief on the exhibitor, waiting for the portfolio carrier who comes in and dares give them the build-up routine.

Meanwhile, some of the buyers are burning midnight oil preparing to meet any new line of sales talk the sellers can figure out.

## U-BOAT CO-OP GETS NAVY NIX

Hollywood, July 18. Navy department having turned Stan Goldwyn down on a request for the use of submarines in Ronald Colman's "U-Boat," the material will be processed in. Although "Cynara" is being filmed first, "U-Boat" will get a first release due to an agreement with the Shuberts, that "Cynara" won't hit theatres until February.

Warfare permission has also been withheld from Universal for its u-boat story. Report in both cases is that the story treatment does not permit strict compliance with naval standards and regulations as to glorify the enemy during the war.

## SOUND MEN CAUTIOUS OVER ANY STUDIO JAMS

Hollywood, July 18. Threat of union trouble at Radio following the pay cut of sound men is still in abeyance with another conference between the union committee and the studio due tomorrow (19).

With union help figuring in the general Loew cut, and the same course expected at Fox, sound men are now seeking a compromise on the Radio controversy.

Claiming that independent producers working at the Ralph Like studios are not paying the new basic wage scale, Sound Men's Local 805 was due to pull the crews from two productions at 1 p. m. (Coast time), today (Monday).

## Metro Recalls Juve for Retakes, Jams Sennett

Hollywood, July 18. After having rehearsed almost a week in "Hypnotized" for Mack Sennett, Wallace Ford, who had been borrowed from Metro, was recalled by that company for retakes on "Prosperity."

Sennett had to postpone rehearsals today (Monday) to look for a new juvenile lead.

## TIE DECISIONS IN CHI CENSORSHIP, NEW MIXUP

Chicago, July 18. After cutting down the film censor board to four members for economy reasons, Mayor Cermak and the city finance committee are faced with the dilemma of having either to make a further reduction or putting back one on the job. Too many tie decisions on product reviewed the last two weeks is the cause of the quandary.

String of two-to-two votes has relegated a flock of ready releases to the exchange shelves until the situation, can in some way be solved. Distributors affected prefer retaining their product until the situation is adjusted either way, in the hope that the realignment will be favorable to them and thereby obviate the necessity of letting their film go out on a pink ticket.

Development of this locked stand had been anticipated in exchange and theatre quarters following the letout of Erle (Pinkie) Sigler as head of the board several weeks ago. Two members of the surviving quartet had always been regarded as of liberal tendency, and with the extreme conservative influence of "Pinkie" out of the way, it was expected that this duo would come into their own and function as they were independently, earlier.

Time the board's budget was cut, Miss Frankie James, a comparatively recent appointee and formerly vaude single, was also dropped. Mayor Cermak is said to favor adding a fifth member, with opinion indicating Miss James is slated for reinstatement.

## Jack Markle Joins RKO

New Haven, July 18.

Jack Markle, auditor for Arthur Theatres Corp. and originally with Fox prior to Arthur's acquisition of Fox New England theatres, goes to RKO as travelling auditor under Herschel Trust.

## Speaking of Top Money

When they're reminiscing about the good old days and mentioning the top money that was around, don't let anyone dominate the discussion without mentioning John McCormack. The Irish tenor is still head man on the salary angle, having knocked off eight weeks at the rate of \$22,500 per week.

That totals \$600,000 for one picture "Song O' My Heart" (Fox), which, in toto, cost in the neighborhood of \$1,100,000 to place on the screen.

As the matter of authors and high money for stories also comes up, the last word will rest with him who mentions Thomas Dixon. Dixon collected \$1,250,000 for one year, "The Birth of a Nation," which the producers, of that film, had they known, could have bought for \$25,000. The difference lays in the writer having agreed to 25% of the profits rather than a flat sum for the adaptation of his "Clansman" and "The Leopard's Spots." That was back in '14 or '15.

## UA BUYING UP OUTSIDE FILMS

Minimum production and bolstered outside purchasing activities is the trend at United Artists. Company has decided to buy all available indie product that fits into its plans and has opened negotiations in half a dozen new channels for such film.

Purchase of "White Zombie," from Halperin Brothers, last week is admitted by U. A. as being a step in the new direction. Firm also bought "Good Night, Vienna" from British and Dominion several weeks ago and is now negotiating for the U. S. rights to "Diamond Cut Diamond," made by Eric Hakim as a Metro British quota film. "Diamond" was directed by Fred Niblo and stars Adolphe Menjou.

U. A., by previous purchase, has congress Dances (Ufa) and "Sonadores de la Gloria," Spanish film, which may be added to the domestic output early in the fall.

## Fineman's Indie Series For New Exchanges

Los Angeles, July 18. Al Fineman left for New York (13) to make plans for a series of six to eight features for a new group of indie exchanges. Figures on using four male and four female names in the series at a top cost of \$25,000 each.

Fineman has been here for the past four weeks.

## 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.

## Contract Renewals

New contracts were given to Marion Gering, director at Paramount; Sidney Franklin, Metro; Gloria Stuart, Universal player, and Maurice Murphy, Metro.

## Mother Joins Kahn

Mrs. John Kahn, mother of Ivan Kahn, joined latter's agency to head new story department.

## Resell for Mix

Deal on for Al Roze's return to Universal to direct balance of Tom Mix series. Walked out on "Kid From Spain" at U. after two months' prep.

## Leah Recovering

Edwin Leah recovering at Good Samaritan from sinus operation.

## Murray at Radio

Ken Murray will return to Hollywood for one at Radio.

## Raising Lemons

William C. DeMille, William Sistrum, Beulah Livingston, Bertram Milne, and John C. Wright and Hazel McConnell Wright, named defendants in suit filed by Arizona Syndicate, ditto, failing promotion, to recover \$15,000 on note and interest.

## Lights at Educational

Educational studios reopened with production on an Andy Clyde comedy, after being dark since April.

## America's First

Local cameramen's union has taken a stand and to allow membership to any foreign import who might take a job from an unemployed American.

## Bear Baiting

Charles Rogers will do "The Billion Dollar Scandal," based on the recent Senate investigation of Wall Street.

## Sensitive Academy

Due to kidding of the awards' banquet of the Academy last year, organization has decided to keep this year's banquet confined to members only.

## Morton's Comeback

Charles Morton is making his screen career in "Blonde Venus" at Paramount.

## Meehan & Son

John Meehan, Jr. has joined the Metro writing staff. Father already ready to go.

## Wynyard's Start

Diana Wynyard, ex-actress from London, in "Rasputin" as first under new Metro contract.

## W. W.'s Contract

Ben Werchler will sit in as contact man for World-Wide during Joe Brand's absence in the east.

## Harris, A. P.

Robert Harris, recently at Paramount, is at Fox as an associate producer.

## Goldwyn's Promise

Sam Goldwyn is giving each of 70 girls selected for chorus in "Kid From Spain" individual attention promising contracts for those who click.

Phil Goldstone will produce Wilson Collier's "Crusade."

## Untitled Musical

Paul Tietelbach has taken lease on the Music Box for an untitled musical, opening Aug. 8.

## Huston for Berry

Metro will put Walter Huston in "Harbor Master" with Clark Gable, instead of Wallace Berry as originally planned.

## New President

George Marion, Jr. and Percy Heath assigned to write new treatment for Phantom President. George Cohan, star.

## Metro Wants Hawks

Metro is angling with Howard Hughes for the release of Howard Hawks, director.

## Karloff in 'Hunchback'

Universal will remake "The Hunchback of Notre Dame" with Boris Karloff in the part created by Lon Chaney.

## Radio's Layouts

Radio will establish department at studio to originate ad layouts and Eddie Eccles being brought from New York for job.

## Gribble Squires

Harry Wagstaff Gribble loaned by Paramount to Radio after writer-director brought his attorney, Max Chappick, from New York to settle

tiff over being removed as co-director on "Madame Racketeer."

Compton Opt. Paramount passed its option on Juliette Compton, who asked for release to free lance.

## Processed 'Garden'

Charles Rogers will not send any of the "Madison Square Garden" company to New York for secret. Shots of the Garden will be processed in here.

## Rantz Producing

Louis Rantz succeeds Benjie Ziedman in supervision of "Claws of the Kat" for World-Wide.

## McCarthy With Col.

John McCarthy will stage comeback as director for Columbia of the next Buck Jones western.

## Morgan Coaching

Dickson Morgan engaged by Sam Goldwyn to coach players for tests. New departure in production circles.

## 'ALIVE' INSPIRES ANIMAL INFLUX

Animal pictures now threaten to flood the film market. Straight hunting expeditions, as well as stories having an animalistic background, make up what can easily develop into another cycle. "Bring 'Em Back Alive" is responsible.

On top of a few such pictures scheduled prior to the release of "Alive," industry scouts are looking over almost everything ever taken from Africa to the Arctic.

Radio, besides having "Alive," is interested in around \$5,000 to keep of the Perillous expedition to South America. That company also has Meriam Cooper's "Kong," based in part on "The Lost World" series, which were acquired from First National. This, deals with prehistoric animals as a background for a story.

Paramount is looking into the possibilities of footage brought back from Peru by the Boswell expedition. While only 30,000 feet of film was taken, plans are under way, in which, Far may take part, as a manager, to expedite and obtain more celluloid data on the headhunters.

Paramount this year will deliver "Lives of a Bengal Lancer," a Frank Schoedsack production much of which was taken in India. That company also has "Isle of Lost Souls," dealing with conversion of animals into humans.

Fox is ready to release "Conquering Gorilla," based on the Martin Johnsons latest jaunt. Other pictures with the animal theme are "Igloo" (U. A.), "Eskimo" (Metro), and Columbia's "Blond Captive" now on release.

## Portable Film Troupe Tours Theatreless Towns

Cleveland, July 18. Chain of one night film stands is being organized in Ohio by Casey MacDougall, William Etzel and Harland Fend, now touring the sticks with a portable sound machine.

Opening in Peninsula, O., troupe is putting on three hour performance, with Etzel doing a one-man magic show. Troup will hit only theatreless towns including Hudson, Valley City, La Grange, Aurora and Twinsburg. Using rented halls and old church auditoriums, trio is charging 35¢ to 45¢ seats.

MacDougall, former stage electrician, and Etzel are financing. Fend is exploitation manager.

## N. Y. to L. A.

Islin Auster William Morris, Jr. William Perlberg.

## L. A. to N. Y.

Franklin Underwood. Bette Davis. Warren William.

## ROBERT Z. LEONARD

Director of "Strange Intertide" and other Metro Goldwyn Mayer successes. The only director in motion pictures selected among the six best box office directors for both 1930 and 1931 in "Variety's" national poll. The dean of M. G. M. directors, now completing his tenth year under contract to that organization.

# HOW BAD IS A BAD FILM?

## Exclusive Run' Plan Marking Time In Order to Protect Indie Exhibs

Exhibition of major picture product to the exclusion of subsequent, commonly known as the exclusive run plan, will not much more than scrape the surface during the 1932-33 distribution year, from indications.

None of the big producer-distributors are considering the revolutionary sales policy on a national scale. All major companies took the idea under advisement recently, with promise from first run accounts in favor of it making it appear at one time that majority would adopt the system. Since then, however, distributors have reconsidered.

Paramount, virtually set a while back to give exclusive runs a trial, will, along with other majors, leave it to Metro and United Artists to go ahead, if both those companies do so. There is no definite promise that even these distributors will give exclusive runs important representation this season. Plan by both will probably be applied only to certain situations, with each distributor going slow in forcing it to a test.

### Pros and Cons

It is beginning to appear doubtful that exclusive run exhibition of pictures will ever be applied to the entire country on any company's terms. In lineup of the distributors are holding off now on trying it, due to the poor times, distribution opinion also is that exclusive runs do not seem practical except in certain cases.

Where a distributor is virtually shut out of a town on first run representation, the plan shapes as ideal. Metro may further test it in such situations.

Against numerous complaints from subsequent run exhibs, there have been as many offers to distribute by exclusive run playing time. Warner Bros. were offered one deal by an indie chain which would have virtually meant control of an entire state by the exhib but under terms which would have brought greater revenue from that state for WB than under the present system. The deal, along with others, however, was turned down.

The Metro sales organization has nothing to say one way or another on exclusive runs, nor have any orders gone out, but for the record the company is opposed to anything just now that will hurt the subsequent run theatre.

Under the Al Lichtman plan for UA, Lichtman is hopeful of helping the small exhib under his A and B system by giving the subsequent runs the B pictures which automatically turn them into a first run.

## BIZ MORATORIUMS RUINOUS TO XCHANGES

Business moratoriums declared in many midwest towns are making it difficult for the picture exchanges. Sudden cessation of all commercial activities, joined by the temporary shutdown of all banks in the community, has resulted in the collection of a pile of bounced checks by the film men and wholesale cancellation of playdates.

These business holidays, now common in Illinois, Iowa, Nebraska and adjoining states are usually given quick call when a bank run looks imminent or has already started. Figured that by closing everything down the hysteria will be brought under control, with all concerned likely to calm down after they have had a chance to think it over. Holiday idea runs from one to two weeks.

Meantime the theatres in the localities are closed and the exchanges can't get their money on product already exhibited until the banks reopen.

## Rialto's Tiff. Film

In an effort to avert closing of the Rialto, New York, due to shortage of film, Public has booked 'Man Called Back' (Tiff) to open there July 28.

Through an unusual booking, the same picture will go into the Paramount, Brooklyn, July 29. It's the first time the Brooklyn house has had a date with either the Rialto or Rivoli.

Another Tiff, 'Last Mile', may follow 'Man Called Back' at the Rialto.

## Chains Pledge Twin Bill Cut in N. Y. Sept. 1

Double features cannot be eliminated. They can only be curtailed.

Biggest first and second run theatres in New York City have come to this conclusion after several weeks of conference, with the decision that a curtailment policy will become effective in Manhattan and the Bronx Sept. 1.

Slightly over 200 third, fourth and subsequent run theatres in general, while not included in the zone confabs, are expected by theatre spokesmen to fall in line with the new trend automatically.

Curtilment in the double feature sense is explained as meaning that twinning will be minimized or eliminated in zones where it is practical. There are several New York territories, it is stated, that will remain unchanged even after the introduction of the new policy. These cases are isolated instances, it is declared, where theatre owners of all classes feel that their patronage would be materially lessened were they to cut the policy of quantity.

Slightly over 300 houses in the New York territory, or about 80% of the total lighted area, are reported by theatre organization men now to be doubting.

About 175 theatres were represented in the zone conferences which voted for curtailment. These included such circuits as Radio-Kelth-Orpheum, Loew, Century, Manhattan Playhouse Group, Lee Ochs, Leo Brecher and several more independent.

Pointing out that the usual summer slump will be over in September, New York theatre men figure they are taking less of a gamble by attempting the switch back to singles and normal programs in the Fall.

In many instances, it is declared, theatres in zones that have a twin bill four days a week will, from September on, double only two days weekly.

## Pa. Passes 'Scarface'

Pittsburgh, July 18.

After turning thumbs down, apparently irrevocably, on 'Scarface' for months, Pennsylvania censors have finally put their okay on the Hughes gangster film. It will be released in this state immediately. Action of the board leaves Illinois the only state now barring the picture.

During it couldn't get by the Penn (Loew) hasn't 'Scarface' scheduled for summer showing at all, but switch in bookings will probably be made to spot it.

## QUITNER MUST DEFINE IN SUIT

**Exhib Files 200 Page Bill of Particulars in Action Against MPPDA and Par—Trial Set for Oct.—Also Bears on Block Booking and Circuit Opposish Building While Taking Away Product**

### ASKS RECORD DAMAGES

Question of defining a bad picture, one which may not have merited the rental demanded on block buys before the picture was made and before its value to the theatre could be determined, has been catapulted to the fore as an outstanding issue in the anti-trust suit of Edward Quitner, exhibitor, against the Hays organization (MPPDA), Paramount Public, et al.

It is the first time the names of pictures may go on the court record as either bad or good with reasons therefor.

In an order for an amended bill of particulars, Quitner is placed in the position of having to name bad pictures and give his reasons in contention of his claim that he had to purchase film he didn't want, including some for which he couldn't find enough play dates to cover.

Trial of the suit is set for Oct. 11 in the U. S. District Court, New York.

Outcome is regarded within industry circles and by competent counsel as of intense importance in view of the block booking angles involved. Should judgment be entered for the defendant (Quitner) the victory will virtually be against the practice of block buying.

Of as much interest will be the question of what it is in violation of the anti-trust laws for a producer-distributor circuit to build in opposition to an exhibitor, at the same time taking away from that exhibitor its own film product.

**Asks \$5,120,000 Damages**  
The Quitner suit involves greater damages than any other action ever brought against the Hays office, the distributors, or both, in the history of the industry. It asks for triple damages, amounting to \$5,120,000.

In addition to naming the Hays office, Paramount Public and the Netco Theatre Corp. (holding company).

(Continued on page 37)

## MAJORS WILL USE NEW WIDE RANGE RECORDING

Hollywood, July 18.  
Fox's acceptance of Erpl's new wide range system of sound recording will be followed by all major studios. Claim for the departure is that a higher quality of sound production is afforded by a simple and low-priced attachment on projecting apparatus.

While United Artists is partially equipped for the wide range recording, Fox is the first plant to decide on its acceptance 100%.

First picture to be recorded on the new system is UA's 'Rain'.

### LEWIS' SWING AROUND

Al Lewis, for Fox, will swing around the many summer stocks in New York and New England with an eye to the script possibilities for Fox filmization.

Joe Pinous, the Fox talent scout, is also summer stock-inspecting, but with an eye to new faces for films.

Film story dearth also has the other picture reps o.o.g.ing these stock tryouts for new material.

## Week's Gains Mostly Cancelled In Day's Dull Trading as Traders Suspect Bulge Used for Retreat

### Yesterday's Prices

Sales.	High.	Low.	Last.	Chg.
3,200 East. K. ....	18 1/2	18 1/2	18 1/2	-1/4
700 Fox A. ....	18 1/2	18 1/2	18 1/2	-1/4
900 Low. ....	18 1/2	18 1/2	18 1/2	-1/4
1200 B. ....	18 1/2	18 1/2	18 1/2	-1/4
1,700 Par-P. ....	18 1/2	18 1/2	18 1/2	-1/4
2,200 RKO. ....	18 1/2	18 1/2	18 1/2	-1/4
200 RKO. ....	18 1/2	18 1/2	18 1/2	-1/4
200 RKO. ....	18 1/2	18 1/2	18 1/2	-1/4
800 W. B. ....	18 1/2	18 1/2	18 1/2	-1/4

### CURB

### No Sales

### BONDS

\$2,000 Gen. Thr. ....	1 1/4	1 1/4	1 1/4	-1/4
4,000 Low. ....	1 1/4	1 1/4	1 1/4	-1/4
4,000 Par-P. ....	1 1/4	1 1/4	1 1/4	-1/4
4,000 RKO. ....	1 1/4	1 1/4	1 1/4	-1/4
10,000 W. B. ....	1 1/4	1 1/4	1 1/4	-1/4

## FOX FILM DEAL INTO 33 RKO THEATRES

RKO will be well off for picture product in the metropolitan New York district for the first time as a result of its five-year product deal with Fox Films. The deal was closed Saturday (16), by Phil Reisman for RKO and Jimmy Grainger for Fox, after several operating angles necessary for completion had been closed.

The Fox product goes to RKO for the next five years for 33 of RKO's own theatres in New York, Brooklyn and Westchester, and around nine others. The RKO-Skouras theatre operating deal, affecting five Skouras houses in New York, was the largest factor in bringing about the Fox product buy.

First run on Broadway of the choice Fox pictures goes to the Roxy, New York. RKO takes them next, in addition to non-Rokelyed product on first run, and shares only with the eight Frisch & Rinzler theatres in Brooklyn. Latter are original holders of the Fox franchise in that borough.

Entire theatre in the Bronx, Fox franchise holder there, goes from Sidney Cohen to RKO on a lease, which gives the latter the Bronx exchange.

The 48 Fox pictures at RKO's disposal under the deal next season gives the theatre circuit a total of 176 probable films from which to choose, placing RKO in the best position it has ever occupied in New York as far as films are concerned.

The other New York product available to RKO comprises 50 pictures from Radio, 25 from Columbia, 25 from Universal, and one half, or 26 films, of Paramount's New York distribution.

The Fox-RKO picture buy should increase the Fox rental gross in New York by approximately \$1,000,000 a year.

## Loew Buys WB For Balto on 100% Basis

Warner Bros. has closed a product deal with Loew's to cover the Stanley and Century theatres, Baltimore. It is the second major situation in the Loew chain saved by Warners and covers WB-FN product 100%.

### WITH PLAY IN HAND

San Francisco, July 18.  
When the United Artists closes Thursday (21) Charles Leonard, house p. a., will start for New York, where he will vacation and try to place a play, 'All Angels Don't Fly'. He co-authored the piece with Joe Steele.

### By AL GREASON

Monday session, and a dull one at that, brought on a setback that cancelled a large part of last week's gains in leading stocks. Volume was small around 600,000 shares and final prices generally were around the low of the day.

Apparently floor traders thought they had noted important selling going on Friday and Saturday under cover of a few strong spots. Adjourning of Congress, instead of inspiring a celebration in Wall Street, was noted upon as a good moment to get from under.

Net losses on the day ran from fractions to more than 2 points as a general basis, the railroads conspicuously easy. Amusements were extremely dull and without any trend. Loew was slightly lower at 15 1/2 on manage dealings and the other low price issues remained unchanged. Kodak lost about a point closing at 37, while Dupont was under heavy pressure, reacting to a double bottom for all time at 22 1/2 under heavy dealings. Heavy sales in American T & T were fairly well absorbed just above 72. Amusement bonds did rather well and Loew preferred jumped 6 points at 46 on one trade.

**Bond Speculation**  
Fact that bonds maintained a steady tone at improved levels in the face of a hesitant stock market, gave the street encouragement last week. Evidence of returning confidence in that direction—evidence of being in the form of withdrawal of offerings—was helped by the adjournment of Congress, which adjournment was sufficiently assured before the Saturday close to have an effect.

Given the hard pressed picture company bonds showed improvement in a minor way, but whether the betterment was substantial as in the general industrial bond list probably is debatable. The lead-off obligations began their slow recovery several days ago and have crept up steadily, under cautious purchases, some of the buying problem.

(Continued on page 34)

## FINAL P-P PUBLICITY STAFFS SET BY MAYER

Official setup on advertising and publicity for Paramount-Public has been made final by Arthur Mayer, who heads the combined activities of the two companies. Mayer's chief lieutenants will be Jack Jess on advertising and Charles E. McCarthy on publicity, with each in turn having jurisdiction over their respective staffs.

Earl Wingart is in charge of P-P publicity under McCarthy, while those under Hess on advertising include Bill Danciger on combining manuals—press books and Al Selig, trade and fan mag advertising.

James Clark, in charge of Par and UA's Bob Fisher, editing 'Public Opinion' will be directly under Mayer.

Mayer announces this setup as final, with moving this week of executives to the new quarters on the 14th floor of the Paramount building.

There will be no change in the situation as regards home office contact men, who will continue under orders to Mayer. There has been one switch, Charles Winchell changing places in the field with Don Chambers, as contact for the F. & R. division, Chambers coming in from Minneapolis.

Hollywood, July 18.

Tom Baily, chief assistant to Arch Reece on Paramount publicity, has been appointed assistant to Harold Hurley, supervisor of scenic art.

Paul Snell becomes chief assistant, William Pine and Charles West also join Reece, with Jay Chapman added to the department.

## Mpls. Ga-Ga Over 'Red-Headed'

Minneapolis, July 18.



## Earle and Stanley \$16,000 Each

### Philly Biz Holding Up Fairly All Over—Fox's 'Almost Married,' \$19,000

Philadelphia, July 18. News of the week is announcement of the reopening of the Boyd on July 27 with 'What Price Hollywood.' House was to reopen immediately after Mastbaum closed but Stanley-Warner company decided to let the situation ride with only four first run theatres.

However, little of the Mastbaum had been picked up downtown, most of it evidently going to the neighborhoods. Boyd opening is hoped to prove a general stimulant for more de luxe trade.

Business looks fair for the week with 'Miss Pinkerton' and another eight-act vaudeville show at the Earl. 'Merrily We Go to Hell' at the Stanley, and 'Roar of the Dragon' having good possibilities at the Stanton. Last week's 'Blonde Captive' (RKO) took \$15,000, while the same figure is expected at the Stanley. Fox has been holding up to a fair figure with Mastbaum out and should show consistent business this week with \$19,000 forecast.

**Estimates for This Week**  
Stanley (3,700; 35-55-75)—'Merrily We Go to Hell' (Par.) Sidney and March popularity should draw \$19,000 here. Last week 'As You Desire Me' (M-G) got a fair \$13,000 on second week.

Fox (3,000; 35-40-55)—'Almost Married' (Fox) and stage show. No money names but consistent number of stage shows and lack of Mastbaum competition should draw \$15,000. Last week 'Family Fair' (Allied) good at \$15,000.

Earle (2,500; 35-40-65)—'Miss Pinkerton' (F.N.) No money name, but popular and eight-act show winning response. Looks good for \$15,000, same figure as last week for 'The Rector' (Edco).

Stanton (1,700; 35-40-55)—'Roar of the Dragon' (RKO). Expect \$10,000 on the week. Last week 'Blonde Captive' (RKO) took \$8,500.

Karlton (1,000; 30-40-55)—'No Return Love' (Col.) \$10,000. Last week 'New Normal' for All (M-G) was weak at \$3,200.

Arcadia (600; 30-40-55)—'Sinners in the Sun' (F.N.) No money name, hang around \$2,000 mark, just fair. Last week 'Clare Deane' flopped to a \$1,100 gross.

## SEATTLE AGOG OVER 'BRING 'EM,' \$10,000

Seattle, July 18. The Orph is to the front with 'Bring 'Em Back Alive' (RKO) exploited, with full week vaude to help out further.

The Buck animal opera had big line greeting its opening, with more people the first two days by 3,000 than 'Cimarron,' but to a lower gross. Looks as though it is for one week. Crawford few south to interview acts for Fox stage band presentations to follow. Angling for Tom Mix and his horse, among others.

**Estimates for This Week**  
Fifth Ave. (F.W.C.) (2,300; 25-55-75)—'Mystery Ranch' (F.W.C.) F&M unit. Very slow at \$5,000 for five days only, due to new change day to be Thursday. Last week, 'Red Headed Woman' (F.W.C.) coming along, Jean Harlow's work liked, with critics helping; okay \$11,000.

Orpheum (RKO) (2,700; 25-60)—'Bring 'Em Back Alive' (RKO) and vaude. Big \$10,000. Last week, 'Price of the Night' (F.W.C.) started big, then dipped to \$6,700.

Fox (F.W.C.) (2,100; 25-55)—'Almost Married' (Fox) and stage show. Fair at \$4,300. Last week 'Bachelor's Affairs' (Fox) didn't catch on, \$3,800, bad.

Princess (F.W.C.) (2,000; 25-55)—'Without Honor' (Prin.). Fair \$4,400. Last week 'My Wife's Family' (F.W.C.) and 'Stowaway' for \$5,400.

Musie Box (Hamrick) (900; 25-55)—'Miss Pinkerton' (F.N.) Fair \$3,000. Last week 'Winner Take All' (WB) started big, but dropped to slow \$2,300.

Musie Box (Hamrick) (850; 15-25)—'Hollywood Speaks' (Col.) Fair \$2,100. Last week 'Week End Marriage' (WB) fair at \$2,000.

Coliseum (F.W.C.) (200; 25-55-75)—'Red Headed Woman' (M-G). Hot release from Fifth Ave., doing excellent lecture, no money name, \$5,000. Last week 'Scarface' (UA) held up full week, good at \$2,600.

## BUFFALO BEARISH

Grosses Sliding—Vallee Can't Bolster the Buff—Over \$16,000

Buffalo, July 18. Grosses still sliding. Vallee and the Buffalo with 'Make Me a Star' will have a tough time reaching \$16,000.

**Estimates for This Week**  
Buffalo (Public) (3,600; 20-40-72)—'Make Me a Star' (Par.) and Rudy Vallee in person. Biz very mild; probably only \$16,000. Last week 'Rebecca' (Fox) off at \$15,500.

Hippodrome (Public) (2,400; 25-35)—'Edin from Yesterday' (Par.) Morays \$6,000. Last week 'New Moral' for Old' (M-G), low at \$5,000.

Century (Public) (3,400; 25-35-55)—'Street of Women' (Par) and vaude. Only \$9,000. Last week 'Is a Rake' (WB) poor at \$3,900.

Lafayette (Ind) (3,400; 25)—'No Greater Love' (F.N.) looking at \$3,900. Last week 'Lena Rivers' (Tio), nice at \$6,500.

## Marathon Hoofers Aid Fox, St. L., to Outstanding \$16,000

St. Louis, July 18. Fox stole a march on the other houses this week by booking the winners of the dance marathon which had much publicity. 'Chief' and 'Nip' result, the theatre is enjoying its first capacity audiences in months. Even if attendance fails to hold up all week, program is looking good for several thousand more than usual.

Prior to going on stage, dance marshall's office put in the theatre lobby for 24 hours as part of the stunt.

Otherwise, it's nip and tuck with the other house doing more than normal business. Extreme hot weather, the thermometer climbing to 90 degrees during the day, is forcing some customers inside for the cool comforts.

**Estimates for This Week**  
Ambassador (Par) (3,000; 35-55-72)—'Attorney for the Defense' (Col) and unit. Doing slow biz \$10,000. Last week 'Winner Take All' (WB) \$13,600.

Fox (Fox) (3,000; 35-55-75)—'Week End on the Beach' (Fox) with stage unit, plus dance marathon winners. Big \$16,000 in view. Last week 'Bachelor's Affairs' (Fox) \$11,000.

Loew's State (Loew) (3,000; 25-35-55)—'Washington Masquerade' (Loew) Barrymore name day, but \$11,000, fair. Last week 'Blonde Captive' (RKO) \$14,000.

Missouri (Par) (3,500; 25-35-55)—'Stranger in Town' (WB) and 'Forgotten Commandments' (Par). Fair \$7,500. Last week 'Million Dollar Legs' (Par) \$10,000. Last week 'Rider of Death Valley' (U), mild \$5,800.

## BOSTON IN DOLDRUMS; EVEN VAUDE NO HELP

Boston, July 18. With the exception of the RKO Memorial, which is showing a triple headline vaudeville bill of Rosetta Duncan, Grace Hayes and 'Fatty' Arbuckle, another dull week is expected here.

The Met dropped last week with 'Million Dollar Legs,' and the Paramount did likewise with 'Winner Take All.'

**Estimates for This Week**  
Met (Public) (4,300; 35-55-83)—'Lena Rivers' (Tio) and 'Chief' and 'Nip' in second week on stage. Not likely to beat poor \$17,000. Last week with 'Million Dollar Legs' (Par) \$16,000.

Paramount (Public) (1,800; 30-55-66)—'Miss Pinkerton' (F.N.). Same \$16,000. Last week 'Winner Take All' (WB), poor \$7,000.

Memorial (RKO) (4,000; 35-55-83)—'Lena Rivers' (Tio) and 'Chief' and 'Nip' in second week on stage. Not likely to beat poor \$17,000. Last week with 'Million Dollar Legs' (Par) \$16,000.

What Price Hollywood (RKO) and six acts vaudeville. Paced for mild \$6,000. Last week 'Bring 'Em Back Alive' (RKO) a bad \$2,500.

## Mascat-Allied Deal

Hollywood, July 18. Allied Pictures closed with Mascat exchanges for distribution of 'The Rector' for Portland and Seattle territories.

Mascat Pictures, Inc., headed by Nat Levine, recently established exchange office in the northwest.

## Newark Is Alibi-Proof But Biz Really Not Bad

Newark, July 18. Those who want an alibi have it all right this week. There hasn't been a drop of rain and the heat has been almost without a break. However, some houses are holding up all right, notably Loew's with 'Red Headed Woman.' Proctors' with 'What Price Hollywood' and the Capitol with double features.

**Estimates for This Week**  
Brantford (WB) (2,866; 15-25-30; 40-55-65)—'Purchase Price' (WB). Mixed notices but Miss Stanwyck liked here enough to get \$7,000 without a weather break. Last week 'Miss Pinkerton' (F.N.) bad at \$6,500.

Capitol (WB) (1,200; 15-25-35)—'You Desire Me' (M-G), and 'Bachelor's Affairs' (Fox). First run and strong name for second run sure to do well over \$5,000. Last week 'The Valley' (F.N.) good at \$4,500.

Little (Cinema) (299; 50)—'Le Million' (French). Second French picture ever shown at house and won't do real business because there is no French colony here to draw from. Probably not \$300. Last week 'Ein Burchen aus Heidelberg' (Ufa), good at \$500.

Loew's State (2,780; 15-25-30-40-55-65)—'Red Headed Woman' (M-G). Nice at \$12,000. Last week 'Scarface' (UA) splendid at over \$12,000.

Newark (Adams-Par) (2,243; 15-25-30-40-55-65)—'Million Dollar Legs' (Par). No money name, but getting \$4,500. Last week 'Make Me a Star' (Par) \$3,700, low.

Loew's (WB) (2,300; 15-25-30-40-55-65)—'What Price Hollywood' (RKO). 'Bring 'Em Back Alive' pulled on Thursday by some one's 'Chief' and 'Nip' result, the theatre is enjoying its first capacity audiences in months. Even if attendance fails to hold up all week, program is looking good for several thousand more than usual.

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Otherwise, it's nip and tuck with the other house doing more than normal business. Extreme hot weather, the thermometer climbing to 90 degrees during the day, is forcing some customers inside for the cool comforts.

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Missouri (Par) (3,500; 25-35-55)—'Stranger in Town' (WB) and 'Forgotten Commandments' (Par). Fair \$7,500. Last week 'Million Dollar Legs' (Par) \$10,000. Last week 'Rider of Death Valley' (U), mild \$5,800.

## TAB AND VAUDE BOLSTER UP PORT.

Portland, Ore., July 18. RKO Orpheum's new raised price and week stand policy plus an exploitation hypo is getting results. House made 'What Price Hollywood' click for good results at \$5,200, and 'Scarface' (UA) did \$4,000, answering to improved balcony and connecting well for a big \$3,800.

Orpheum started labor troubles, hence, vaude stays. No local vaude reductions.

New tax making little b.o. impression locally. Paramount boosted to 65 and Orpheum to 60 top. Other houses at 55. Local biz seems ready to answer to exploitation when backed by product.

Fox-Paramount currently plugging F&M's 'Desire Song' (F.N.) and 'Chief' and 'Nip' with connecting for a nifty \$17,000. Picture is Par's 'Million Dollar Legs' and registering nicely.

Gamble's Rialto, local dull spot, is picking up biz with 'Forgotten Commandments' (Par) and 'Chief' and 'Nip' with connecting for a nifty \$17,000. Picture is Par's 'Million Dollar Legs' and registering nicely.

Attorney for the Defense (Col.) in two shows, special exploitation and everything combined should see this one come through at \$22,000. Last week 'Almost Married' (Fox) \$11,000.

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## RKO Palace With Combo 6 Acts And 'Alive,' 2d Run, OK \$18,000; Big Stage Show Adds Cap. \$51,000

The public's dollars for film entertainment seem more absent this week than ever before, with the take considerably down all along the line except at the Capitol, which holds its ground. 'Unashamed' there looks \$5,000.

Mayfair at \$17,500 also bears up pretty well with 'What Price Hollywood' and may be regarded as an exception, also.

On top of what the street has afforded in the way of pop film entertainment, new opposition has begun with the Capitol, a combination pop film, taking film on second run. It's somewhat in the class of the States or the former Hippodrome policy and on its first week will do a big \$13,000 with 'Bring 'Em Back Alive.' At that pace, house may develop into something for the rest of the street to worry about.

Mayfair, the other RKO house, on first run, seems to amount to around \$17,500 with 'What Price Hollywood' (Radio). This will place the house among the top tier books at the conclusion of the current seven-day stretch.

During the past few weeks stimulated by the big thoroughfare will put down the other houses at the conclusion of the current seven-day stretch.

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lated business made it appear the elimination of the RKO was scattering the business among the other houses, but since then because of the operators resolve to believe that has helped noticeably or can be expected to help in future.

Two other houses, Rialto and Rivoli, last week were expected to go to the top of the RKO for the time being, at least. Closing of both, however, has been averted. Rivoli, which was have shut down last Wednesday (13) at the last minute got an order to stay open until 'Igloo' (U) was ready to open tomorrow morning (July 20).

Meanwhile the Rialto has also found a picture, 'Man Called Back' (RKO), which will open either July 27 or 28, probably the former.

The business done Sunday is called the worst the film houses have done in the city as long as can be remembered. In other years the Broadway theatres always could count on out-of-town for Sunday ticket sales, but this year few people come a visiting or a theatre-going.

'Parade' (U) did \$15,000, while all other houses have nothing but low hopes. Rialto looks to garner about \$14,000 on the second week of 'Freaks.'

Rivoli's final week of 'Arc'tic' will be the last. The house will be the Winter Garden must content itself with a small \$6,000 from 'Radio' (U) and 'The Rector' (F.N.).

The Palace, starting Saturday (22) made a first run for a week with 'Radio' (U) and 'The Rector' (F.N.), going in through possible holdover of 'What Price Hollywood' at Mayfair. 'Alive' would be the Cameo (RKO) for an indefinite run in that event.

**Estimates for This Week**  
Astor (1,012; \$3 \$1.10-\$1.65-\$2.25)—'Grand Hotel' (M-G) (14 week), 'The Rector' (F.N.) (Metro) next in line. No opening date yet, but picture's opening on Coast Friday (12) it doubtlessly will be shortly.

Capitol (1,400; 35-72; \$1.10-\$1.65)—'Unashamed' (M-G) and stage show. At \$51,000, this house is doing very well. Last week, stage show, including Jack Benny, George Herbold, Una Merkel, Lew Cody and others, can probably be thanked for the success. Last week, second of 'Red Headed Woman' (M-G), \$43,000, not so forte, slipped to \$40,000.

Mayfair (2,200; 35-72-83)—'What Price Hollywood' (Radio). Connie Bennett is dragging them in fairly well. Last week, 'Scarface' (UA) held over. Last week, fourth of 'Alive' (Radio), \$18,000.

Palace (2,000; 40-65-83)—'Bring 'Em Back Alive' (RKO) and stage show. Needing \$12,000 to break, as against \$14,000, under previous week's eight vaude grinders, but at \$10,000 this week, the Palace will be doing very nicely with six vaude acts, including 'Chief' and 'Nip' overhead, it got \$5,000, which spells a \$5,000 loss.

Paramount (3,654; 40-72-94-\$1.10)—'Lady and Gent' (Par) and stage show. Holdover of Harry Richmond, Bert Wheeler, et al. on stage, or 'Fanny' (U) on screen, keeping this house between the eyes for a poor \$40,000. Bancroft and Wynne are doing very well, notices for next week 'Million Dollar Legs' (Par) and same stage show, \$51,000, okay.

Rialto (2,000; 40-55-72-94-\$1.10)—'Freaks' (U) (24 week) and stage show, \$14,000, a profit for the house, but not very much. 'Man Called Back' (RKO) (14 week) and stage show, \$14,000, a profit for the house, but not very much.

Rivoli (2,000; 40-55-72-94-\$1.10)—'Freaks' (U) (24 week) and stage show, \$14,000, a profit for the house, but not very much. 'Man Called Back' (RKO) (14 week) and stage show, \$14,000, a profit for the house, but not very much.

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# State-Lake Vaude Opens Strong; Masquerade Looks Like \$38,000; 'H' wood, \$16,000; Stage Shows Help

Chicago, July 18. Hoat and a rainstorm spoiled Beaudy's opening day for the Oriental and Chicago. But Saturday it was reasonably again and the two RKOs, notably the State-Lake, which needed it, got a break.

Week, unaltered by the mounting heat of the latter part of the engagement, the Chicago Red-Headed Woman and an all-colored unit, Rhaphody in Black, climbed to \$52,000, substantially above the ratio set at first indicated and the best week the house has had in months.

Efficiency of showmen was to credit the stage show more than the picture. If nothing else, and regardless of versatility, this opinion illustrates how stage-minded many of the former disciples of straight films have become. The picture of the Ethel Waters troupe, Beaudy held over the unit a second week. This is practically without precedent at the Chicago.

Chicago continues to have but two downtown theaters operating. United Artists will hardly open before Aug. 15. It has Joan Crawford above the ratio set for the week. Marx Brothers' Horsefeathers to follow. McKivvers seems not to be part of the actual plan. The picture bears out a report that circuit will either drop or keep shuttled that Metro street film.

"There isn't a single live theatre open, and the sex picture at the Garrick curled up during last week. Only, do not think that the picture comes from a handful of cheap grinds.

**Estimates for This Week**  
Chicago (Publix-B&K) (4,000; 35-55-33). "Washington Masquerade" (M-G) and 24 week of "Rhaphody in Black." Another picture from Metro with Lioneo Barrymore carrying the entire weight. A season of heavy acting with a political background that does seem to be big grosser at this spot. Figured at \$38,000. Last week "Red-Headed Woman" and the negro revue topped \$52,000, great biz. Chicago is addicted to colored entertainment when big and nice show and give equal credit with picture alone.

**Oriental (Publix-B&K)** (3,200; 35-55-33). "Milton-Della" (M-G). "Par" Sophie Tuck, George Jessel, and Jans and Whalen, surrounded by a brigade of Leonidoff girls, at the state of the picture, with picture rated as a slough. Expected around \$24,000, just so-so.

Last week Josephine and Tallmadge ran to \$23,000, impressive. Curbay by between Tucker and Jans and Whalen. "Rhaphody in Black" is plenty dirty with Tucker's songs probably as bawdy as a picture house audience in this town ever saw. Some discussion of what the rent policy of blue material will be to the Oriental. Dir stuff has never been mentioned.

**Palace (RKO)** (2,500; 35-55-33). "What Price Hollywood" (Radio). "Red-Headed Woman" and "Rhaphody in Black" at the head, headed by Alice Joy, of radio, packs less in the entertainment than the picture, the original layout at the State-Lake at cheaper prices. House has been selling pretty low lately.

Week may touch \$16,000. Last week with "Bachelor's Affairs" (Fox) and hot weather gross dwindled to sorowful \$12,500.

**State-Lake (RKO)** (2,700; 25-35-55). "Week Ends Only" (Fox). Picture subordinated in new policy of seven acts, revival of house's original and traditional combo. Pace in "Week Ends Only" was good.

"Em Back" at higher scale was around \$9,000, winding up nice three weeks.

**N.H. JUST MARKING TIME UNTIL THE NEW SEASON**  
New Haven, July 18. Managers are marking time praying for grosses to hang together for next few weeks until the opening of the new season.

Folding of the College reduces the de luxers to three, lowest in area. Harry Arthur is still hanging fire with deal on and off half dozen times.

**Estimates for This Week**  
Paramount (Legs) (2,353; 40-72). "Million Dollar Legs" (Par) and "Blah" (M-G) topped last week. "Make Me a Star" (Par) \$6,300.

**Poli (Arthur)** (3,640; 35-55-33). "Washington Masquerade" (M-G). "Hot weather holding house to a mild \$5,500. Last week "Red Headed Woman" (M-G) picked up to a fair \$5,800.

**Roger Sherman (WB)** (2,200; 35-55-33). "Roar of Dragon" (RKO) and "Zella's House." Feeling miserable

## B'HAM BLAH

Dog-Day Spirit Obtains Once Again After Snappy Fortnight

Birmingham, July 18. After a busy period of two weeks show biz is getting back to the usual summer stride this week. "Em Back Alive" closed at Ritz after two weeks' run, first holdover here in months. "Sunnybrow Farm" closed at Alabama also last week. "Roar of Dragon" and "Lady and Gent" are currently topping the charts with other houses playing moderate pulls.

**Estimates for This Week**  
Alabama (Publix) (2,800; 25-35-55). "Lady and Gent" (Barrow) no big leg in this town, but at that a good week, \$11,000. Last week "Rebecca of Sunnybrow Farm" (Fox) grossed a lot of kids, \$10,000. Ritz (RKO) (1,600; 25-40). "Roar of Dragon" (RKO). Dix and plenty of action, but not much. Last week "Em Back" (RKO) closed two weeks' run with a good \$5,500. "Sunnybrow Farm" (B&K) (800; 20-40). "Man Wanted" (WB). As good a bet as any of the smaller houses this week. Last week "Week Ends Only" (Fox), \$1,700. Empire (B&K) (1,100; 25-40). "The policy affects the independent exhibitors more than the chains since the latter always buy practically everything on percentage anyway.

The policy is regarded as doubtful, with the 1932-33 Metro sales contract yet to be drawn, that the company as last year will reserve the right to designate three pictures of any of its stars for promoting, thus relieving Metro of the necessity to deliver them under the program buy of 48. The company did not take advantage of this reservation last year.

However, it was not this point so much as the compulsory percentage terms and Saturday and Sunday playdates against which the exhibitors are protesting. Refusing to buy anything from Metro at all as a result. Metro held them, and still maintains, that the Saturday and Sunday do not solely belong to the exhibitor, and that if a draw picture comes along Metro is entitled to its share of that draw.

While the Metro sales policy on "Hotel" may be likened to the exhibitor's plan which the exhibitor has been trying in several spots this year, it differs in that the subsequence down to 10-centers will eventually get the picture. The only feature in "company" is that the "Hotel" showings now afford to trim the protection which the exclusive run plan will increase further.

**German Amateur Film Twice Daily Candidate**  
"Maedchen in Uniform," German amateur film, will be given a New York opening at some Broadway house yet to be picked.

John Kramky, who owns the U.S. rights, is arranging exploitation for the film, figuring on playing it twice daily.

drain for light \$4,000. Last week "Winner Take All" (WB), and "Roadhouse Murder" (U) not so bad at College (Arthur) (1,585; 35-55). Dark for balance of season. Last week "Unshamed" (M-G) and "Hell Fire Austin" finished up with a \$11,000.

## \$2 'Mystery' Train Ride

Minneapolis, July 18. Tackling a climb from British railroads, the Great Northern road is advertising a "mystery trip" in the amusement display columns of local newspapers. For the \$2 ride, the passengers will be taken to "Mysteryland" with all expenses paid. "Excitement, adventure and mystery" are promised. It is known in advance where the train is going, even the train crew being under sealed orders.

In addition to the transportation covering a two hour train trip, the \$2 entitles the customers to boating, fishing, golfing, dancing afternoon and evening and dinner.

It may be something else for the theatres to worry about.

## 'BRING 'EM' IS BRINGIN' 'EM; SMASH \$18,000, K.C.

Kansas City, July 18. The hottest sun of the summer beat down upon long lines of customers in front of the Mainstreet Friday morning for the opening of "Bring 'Em Back Alive," and they kept coming over the week end, which indicates one of the best grosses in months. Coupled with the entree opera, the RKO Opportunity Revue with large number of the town's leading amateurs. The show is outstanding and will do its share of the business. The picture is expected to build.

This week's show at the Mainstreet, which has been running in circles on account of the many changes in both bill and policy. As first set, the show included the "Bring 'Em Back Alive" picture and the Opportunity Revue. Then it was decided to add Lita Grey Chaplin and "The act of the picture and the advertising were changed, and then it was announced that the price policy would be changed and that the \$2 balcony would be a 50c change downstairs would apply every night and that the house would be sold at \$1.00 on the 50c price. Then the Chaplin number was pulled and more changes necessitated in the advertising, with the show finally going with two acts of vaudeville and the reduced scale. And are the customers coming!

**Estimates for This Week**  
Liberty (Publix-Dubinsky) (800; 15-25). "Week Ends Only" (Fox). Fair \$3,500. Last week "Dark Horse" (WB) \$3,000.

**Loew's Midland (Loew)** (4,000; 25-35). "Washington Masquerade" (M-G). Affected by the heavy play at the State-Lake, \$18,000 is quite fair. Last week "Unshamed" (M-G) \$11,000, poor.

**Mainstreet (RKO)** (3,200; 25-35-50). "Bring 'Em Back Alive" (RKO) with Opportunity Revue and two acts of vaudeville. Good line in front the opening day and repeated over the week end. Looks like an old time natural for the picture. \$18,000.

**Newman (Publix-Dubinsky)** (800; 25-35-50). "Winner Take All" (WB). Good light summer diet and will get those who like Cagney; a fair \$5,000. Last week "Million Dollar Legs" (Par) \$6,700, good.

**Allied State Theatre Owners Set Up in N. Y.**  
Invasion of New York state by Allied through the organization of Allied Theatre Owners of New York, Inc., with headquarters in Albany, is arousing little concern in Theatre Owners Chamber of Commerce though believed aimed at that organization.

Allied's state organization for New York starts out with about 52 exhibitors, mostly from upstate. It is probable that Allied will attempt to make inroads on the T.O.C.C., one of the most important exhibitors in the United States.

New York will never approach in strength some of the other State organizations of Allied, it is firmly believed, partly due to dominance of the state chains.

John Kramky, Allied chairman, came up from Washington to head last week's organization of the New York state body. Nathan Yamins, Massachusetts, former head of the New England division of Allied, Samuelson, vice president of Allied, were also on hand.

## LOUISVILLE LULLS

Even a River 'Showboat' Joins to Further Dent Biz

Louisville, July 18. New competition now with the show boat, Naples, now anchored at foot of Bullitt street and offering old time melleramancers such as "St. Elmo" and "Lena Rivers." However, the adverse weather is still doing the most harm. Downtown streets are boiling hot.

Rialto's change to two-a-week, \$2.00, is doing much, chiefly due to the weather.

National expects big week with "Once in Lifetime" and "Barbara Stevens" (Fourth Ave.) hitting town at same time, but reports are that the government tax has cost them lot of patronage.

**Estimates for This Week**  
Loew's (3,252; 15-25-35-40). "Washington Masquerade" (M-G). Good at \$7,800. Last week "Blonde Captive" (Col), \$5,100.

**Second (Fourth Ave.)** (1,765; 15-25-40). "Winner Take All" (WB). Fair, \$5,500. Last week "Million Dollar Legs" (Par) and "Mystery of the Night" (RKO), \$4,200.

**Rialto (Fourth Ave.)** (2,710; 35-55). "Hollywood Speaks" (Col), four days, \$2,900. Last week "Strangers of the Evening" (Tif), three days, \$2,800.

**Crowds (Fourth Ave.)** (2,000; 15-25-40). "Dark Horse" (WB). Nice \$3,200. Last week "P.N.T." (Par), \$2,400.

**Alamo (Fourth Ave.)** (1,000; 15-25). "Almost Married" (Fox). Poor \$1,600. Last week "Fast Companions" (U), \$1,700.

**'Bring 'Em' and 'Red' Plenty in the Black As Gems of Columbus**  
Columbus, July 18. Nice biz of the past week is as nothing compared with what the present one holds. Everything is 'way up.

Palace showing of "Bring 'Em Back Alive" may set a new record for that house at present price scale. "Red-Headed Woman," at the Ohio, after plenty of censor trouble, has caused a two weeks' delay in showing, is also doing near capacity at night, and due to hot, long day.

**Estimates for This Week**  
Palace (RKO) (4,074; 25-45). "Bring 'Em Back Alive" (RKO) started off S. R. O. and the whole town's talking. Should hit nice \$12,000. Last week "Night World" (U) \$3,600, mild.

**Ohio (Loew-UA)** (3,600; 25-35-50). "Red-Headed Woman" (WB) above average and heavy publicity build up combined should help this one to doat \$12,000, which is plenty high for low price scale. Last week "Blonde Captive" (Col) and "Beau Hunk" very nice \$8,900.

**Loew's (Loew-UA)** (3,500; 15-25-35). "Make Me a Star" (Par). Too much competition for this one. Will do nice \$4,000, however, which is plenty high for low price scale. Last week "Romance" (Fox) fair enough at \$3,100.

**Grand (Theatre)** (1,100; 20-35). "Night World" (U). Nice enough \$4,000 in sight and would have done better but for competition. Last week "Dark Horse" (WB) fair with \$3,700.

**Majestic (RKO)** (1,100; 15-25-35). "Yankee Fair" (Not so forte for this house). Last week "Night World" (U) \$3,600. Last week "Honor of Press" just touched \$1,200.

**'RED-HEADED' \$22,000, DIX \$8,500—DETROIT**  
Detroit, July 18. Closing of houses, leaving only four first-run spots out of nine, hasn't helped much. Good pictures are doing okay, but the bad ones suffer.

This week has four better than average pictures in town. Jean Harlow in "Red-Headed Woman" at \$22,000 will undoubtedly lead the list at the Michigan.

Following in months Detroit is without some name in person. Publix has stopped their "Parade of the Stars," with but few of them getting any real picture real. Last week Thurston duplicated his feat of ten months previous and did a week end at \$22,000 at the Michigan. "Is My Face Red?" was surprising in getting a nice \$7,500 for the week for the Downtown. Following in months Detroit is without some name in person. Publix has stopped their "Parade of the Stars," with but few of them getting any real picture real. Last week Thurston duplicated his feat of ten months previous and did a week end at \$22,000 at the Michigan. "Is My Face Red?" was surprising in getting a nice \$7,500 for the week for the Downtown. Following in months Detroit is without some name in person. Publix has stopped their "Parade of the Stars," with but few of them getting any real picture real. Last week Thurston duplicated his feat of ten months previous and did a week end at \$22,000 at the Michigan. 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**PARAMOUNT...THE GRAND OLD  
ROCK OF SHOW BUSINESS  
BECOMES A BLAZING  
VOLCANO OF HITS!**

*Paramount*



## *Paramount's* **PARAMOUNT Year**

● Here is a foreword without boasts, shopworn adjectives, or fine promises . . . devoid of bull, bluster, or comedy which is ill-advised in these tough times.

● The exhibitors of this country are in no mood for fine phrases . . . what they want are facts! . . . definite information as to why product is going to bring profits.

● A message which rings true today must carry pertinent proof, and such information can only be indicated by the essential things which make pictures better entertainment and profitable investments. These essentials are: box office names, distinguished stories, money-getting titles, and capable direction.

● In the succeeding pages are facts about the eight pictures of the first group in *Paramount's* **PARAMOUNT Year** program. The copy is conservative and in the main descriptive.

● All that is asked is that you judge them by the yardstick of your own experience and situation. The entire Paramount Publix organization has abounding faith in every one of them. We can afford to be modest, knowing that a careful examination of each picture must bring conviction and assurance to every smart showman in the country.

*Will you*  
PUT YOURSELF  
ON THIS SPOT ?

# HAROLD LLOYD

## in "MOVIE CRAZY"

PRODUCED BY THE  
HAROLD LLOYD  
CORPORATION

CONSTANCE CUMMINGS  
IN THE CAST

*A Paramount Release*



MARLENE

## DIETRICH

in

**"BLONDE  
VENUS"**

with

**HERBERT  
MARSHALL  
CARY GRANT****A JOSEF von STERNBERG  
PRODUCTION**

A gorgeous woman ...  
beautiful ... talented,  
crucifying herself for  
love of a worthless man  
... plumbing the depths  
of despair ... then soar-  
ing to the heights of love!

*A Paramount Picture*

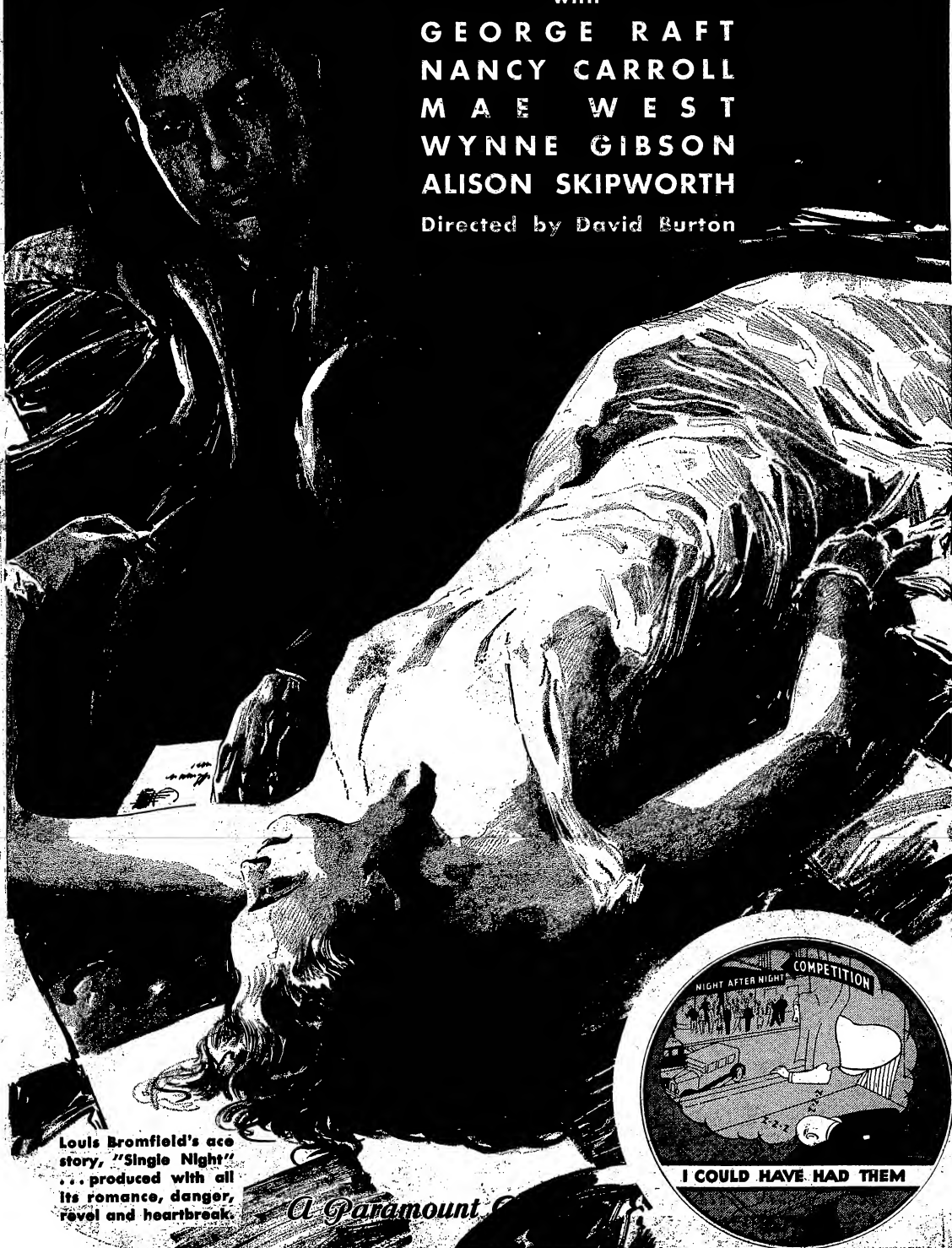


# NIGHT AFTER NIGHT

with

GEORGE RAFT  
NANCY CARROLL  
MAE WEST  
WYNNE GIBSON  
ALISON SKIPWORTH

Directed by David Burton



Louis Bromfield's ace story, "Single Night" ... produced with all its romance, danger, revel and heartbreak.

*A Paramount Picture*



# A FAREWELL TO ARMS

with

**HELEN HAYES**  
**GARY COOPER**

and

**ADOLPHE MENJOU**

From the world-famous novel  
by Ernest Hemingway and the  
dramatization by Laurence  
Stallings.

The most sought-out . . . the  
most competed for story of  
the decade . . . an immortal  
theme of the human heart  
and all that it feels of agony  
and breaking.

Directed by **FRANK BORZAGE**

*A Paramount Picture*



# THE 4 MARX BROTHERS

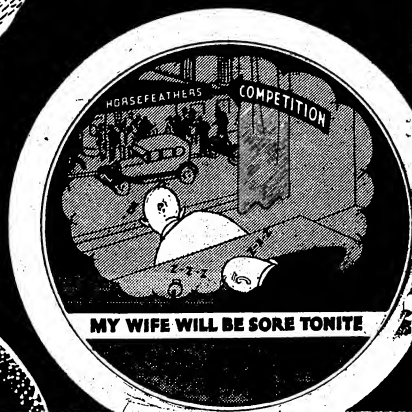
## *in Horsefeathers*

GROUCHO . . . . . A college prexy  
 HARPO . . . . . A thieving dog-catcher  
 ZEPPY . . . . . A bootleg iceman  
 CHICO . . . . . A steward at dear old Darwin

The faculty wins a speak-easy football game when the love-mad dog-catcher crosses the co-eds' signals to the bootlegger's horse . . . all ending in happy dancing as the college burns to the ground! . . .

Directed by Norman McLeod

*A Paramount Picture*





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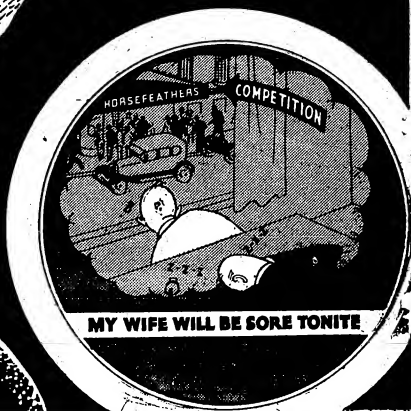
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Directed by Norman McLeod

*A Paramount Picture*



NAMES! . . . NAMES! . . . NAMES! . . . ALL THE LEADING  
STARS OF THE AIR . . . DRAMA . . . ROMANCE . . .  
ENTERTAINMENT . . . TEN SHOWS IN ONE GREAT SHOW!

Directed by  
FRANK TUTTLE

Based on  
WILLIAM MANLEY'S  
ROMANTIC LAUGH-  
HIT "WILD WAVES"

KATE SMITH  
BURNS AND ALLEN

GUY LOMBARD

BOSWELL SISTERS

STUART ERWIN

ARTHUR TRACY

DONALD NOVIS

BING CROSBY

CAB CALLOWAY THE BIG BROADCAST

MILLS BROTHERS

# THE BIG BROADCAST

*A Paramount Picture*





# MIRIAM HOPKINS

AND

# CLARK GABLE

IN

# NO BED OF HER OWN



... from the  
sensationally  
successful story  
by Val Lewton

*A Paramount Picture*



IT DOESN'T SEEM POSSIBLE

# CHEVALIER

in "LOVE ME TONIGHT"

with JEANETTE Mc DONALD

CHARLIE RUGGLES CHAS. BUTTERWORTH MYRNA LOY

A ROUBEN  
MAMOULIAN  
PRODUCTION

A new Chevalier... of  
the romantic people...  
the best love story in  
the world... involving  
a snooty countess and  
thrilling lovely ladies.



A Paramount Picture



## *Paramount's* **PARAMOUNT** Year

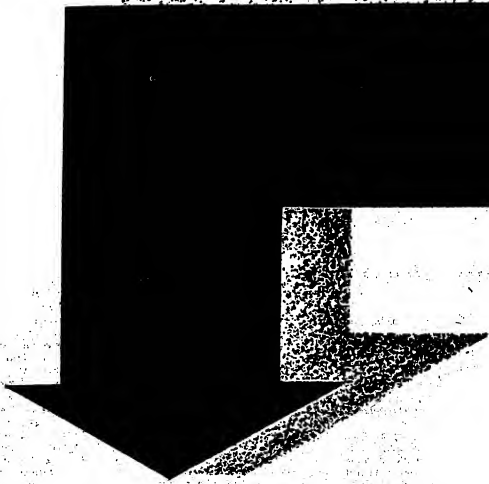
● This announcement represents a first inkling of what may be expected from Paramount this coming season. In the near future, another will be made containing a more powerful blast of box office productions.

● Outstanding stars and directors are affixing their signatures to Paramount contracts. Stories bristling with box office possibilities have been bought and are being prepared for the screen.

● **PARAMOUNT . . . THE GRAND OLD ROCK OF SHOW BUSINESS . . . HAS BECOME A BLAZING VOLCANO OF HITS.**  
**This Is Paramount's *PARAMOUNT* Year.**







# ALL

**of the pictures shown in  
the foregoing announce-  
ment are to be released in**

**AUGUST, SEPTEMBER  
and OCTOBER**

**Eight outstanding pic-  
tures to be released in  
a twelve-week period.**

*Paramount's* **PARAMOUNT** *Year*

## German Observers Hold New Quota Would Paralyze Nation's Own Biz

By MAX MAGNUS

Berlin, July 6.

The new contingent restrictions have caused great sorrow in Germany. The new quota bill, if it goes through as is, would nearly bar production. Reason is the stringent regulation defining the German character of a picture.

A picture will be German, according to the new quota bill, if the following conditions are fulfilled:

1. It must be produced by German citizens or a German company.
2. Studio work must be done within Germany.
3. Out-door shots must be made within Germany if the story will permit.

4. The author must be a German citizen.
5. The composer must be a German citizen.
6. The production manager must be a German citizen.

7. The film director must have German citizenship.
8. Seventy-five per cent of all others employed in the picture, technical staff, extras, etc., must be Germans.

9. The Minister of the Interior may allow exception to Nos. 4-8.

### Third Are Aliens

Nearly a third of all directors, production managers, actors and authors now active are Austrians or Hungarians. Practically all German production would therefore have to stop upon such a law going into effect.

It has not been stated that three organizations are responsible for the new severe restrictions.

Dacho, organization of film workers in Germany, who are afraid of foreign competition.

Ufa, the most ardent backer of the new bill. Through the new contingent Ufa's position will be greatly strengthened. The 36 pictures of Ufa's production of this season will thus be exploited more.

(Continued on page 52)

## Rival Newsreel Chain Seeks 10 Paris Spots

Paris, July 9.

Success of the Ford newsreel house chain is resulting in the promotion of opposition. A Tobbe-equipped newsreel house named Kinetone on the boulevard just opposite Ford's Fox house has expanded for some time.

Maurice Livingstone, formerly of Pathe, with two Frenchmen, Max Singer and Pierre Baquoy, is now fighting an opposition circuit to Ford.

First house, to be opened will be the Eden on the Avenue de Clichy. Palace, a former bare vaude house, will be equipped with Electric, and will open before October. Capacity 600.

Eden will play an exclusive Fox program. Livingstone and his partners are canvassing for more spots, and consider Paris able to support 10 newsreel houses.

## German Fox Income

Berlin, July 8.

The German Fox Film A. G. publishes its balance sheet as of Dec. 31, 1931, according to which receipts amount to about \$400,000, general expenses \$200,000, prints and advertising \$40,000. Western equipment \$55,000, license fees \$175,000, other depreciation \$7,500. The supervisory board will continue to consist of Dr. Coretz and C. Sheehan.

## China Goes for Tunes

Shanghai, June 18.

"This Is the Night" (Par) opened with exceptionally big results here. It is expected to get the best grosses of any American film in some time.

Reason for the jubilation is the fact that it's the first picture in some months from the States that is dominated by music, with the local consumers going heavily for that angle.

### Phases of Soviet Filmed

The Hague, July 7.

Joris Ivens, the Dutch film director, is still in Russia. He has finished several subjects picturing life of youth in the Soviet. Bulk of stuff was taken at Magnitogorsk. The twelve films were shot at Ural places of local tribes.

## CHINA THREATENS PAR.

Peeved, Republic Wants 'Shanghai Express' Chopped

Paramount is in hot water with China over 'Shanghai Express'. Original intention was not to show the film in China, but the Nanjing board of censors got hold of a print of the film, with the result a barring threat.

Chinese government has given Paramount (day) notice in which to scrap the picture throughout the world and burn all existing prints. Otherwise, said the Chinese, no further Paramount films will be allowed to enter the country.

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## SEE FRENCH POLITICS IN FILM QUOTA MESS

France's current political situation and international policy is keeping the American film industry first place in the film matter, previously in the hands of Minister of Beaux Arts J. Mistral, has been moved to the domain of Minister of Public Instruction A. De Monzie.

Mistral was friendly to the American view of things; De Monzie is more of an ardent nationalist.

Also difficulty comes from the recent place of the French government, Edouard Herriot, current Premier of France, is quite sincerely nationalist in viewpoint. He comes to the head of the French government via the Mayoralty, for many years, of Lyons, a manufacturing center. His interests primarily are those of French manufacturers, and producers, not going far enough to look into the broad trade aspect.

Also Herriot is at present involved in attempting a world-wide alliance on the inter-allied debt question, which the dailies have treated extensively. This is believed holding up the film matter, with students of international politics holding to the belief Herriot is keeping film and similar trade matters in advisement until he sees what American reaction on the bigger issues is. The film matter is believed as other international trade matters, is being held up by Herriot as a sort of club on Washington politicians, to work out a way or a solution depending on what the Hoover government reaction is on the inter-allied debt tangle.

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## Fox Buys French-Mades On Guarantee to Maker

Paris, July 9.

Fox boosting its French distribution by contracting for local mades. Two films will be supplied by a new indie corporation, headed by Henri Ullmann, formerly with Paramount.

Fox is giving a guarantee amounting to two-thirds of an approved cost schedule on acceptance of the negative, and balance is done on a percentage arrangement.

If production is satisfactory, more productions will be ordered.

## NATAN GOBBLES HAIK THEATRES

Paris, July 9.

Biggest theatre deal in a long while in Paris was consummated by Natan taking over the whole of the Haik theatre chain, the only exception being the Champe Elysee house, Colisee, which nevertheless will be under Natan booking.

Deal includes Olympia Paris, and the Haik chain, formerly known as The Rex, which Haik is now completing as a 3,200-seater, is not coming under the agreement.

Deal was brought about by Haik owing Natan about \$300,000 for studio rent.

## G. U. T. Would Absorb Spencer Pictures, Ltd.

Sydney, June 24.

Shareholders in Spencer's Pictures, Ltd., a unit of the old Union Theatres, have, according to reports, been advised to go into liquidation with the view of linking up with Greater Union Theatres, Ltd., on a share ratio of one for three.

G. U. T. is willing to absorb the holdings on those trading conditions. G. U. T. practically controls all the assets of the old Union group. It is anticipated that shareholders in Spencer will take up the offer presented by Stuart Doyle on behalf of the G. U. T. agreements.

In 1931 the old company lost roughly \$110,000 in three months, whereas the new G. U. T. has shown a profit this year.

Spencer's Pictures first became known here at a time when motion pictures were regarded as more of a novelty than an entertainment.

Business thrived, but in later years the company was absorbed in the then Union group and continued as a unit of Union until that organization went into liquidation.

Spencer, the founder, only quite recently committed suicide after being sought on a murder charge.

## Protecting Mex Kids

Mexico City, July 18.

Exhibitors have been asked by the government to show only films that will attract the Mexican children of juvenile spectators during their Sunday morning matinees.

Government urges that programs for such shows be made up of educational films, comedies, etc. Sunday matinees, mostly attended by children, have become a definite feature with practically all local nabes.

## Sell Paris on Screen

Paris, July 18.

City Fathers, settling wise to screen value for propaganda, are having a two-reeler made of Paris. Idea is, not only to show sights, but to set right national and international ideas as to a great many details of Paris life misrepresented elsewhere.

Production, titled "One Day in Paris," will be shown in all French schools, and plans are made for distribution abroad.

## ARGENTINE IN SLUMP

Buenos Aires, July 12.

Business locally poor. About worst June in history of trade. Receipts way down, perhaps by 60%.

Plenty poor pictures may be the answer. The good 'uns click, the bad 'uns flop. Few good local dailies about a fifth of last year. Other forms of exploitation also down, hardly any posters except in tube stations, for which cheap rates are quoted.

## 'Give Us Profit Pictures' Slogan Of Canadian Exhibs in Fight on Ottawa Parley's Quota Proposal

### EGYPT'S OK

Toronto, July 18.

Fox May Shoot Local Prod. But Subject to Censorial Approval

Alexandria, July 18.

Ministry of the Interior has given Fox permission to shoot some Egyptian views for a new film depicting local customs and life.

Condition was made that the film company must show the negative to a local censor board before releasing it anywhere in the world.

## PAR'S FOREIGN HEADS IN SUPERVISORY SHIFTS

George Weltner, assistant to J. H. Seldman, head of Paramount's foreign department, returned to New York Saturday (16) after a three month survey of the Far East. He'll be in charge of the h.o. foreign affairs during the next month or two, while Seldman is abroad.

Also returned Saturday to this department was C. C. Margon after a month's visit in Central America.

John Hicks, heading the English speaking territory of the world for Par sells today (19) for London to confer with Seldman and John Cecil Graham, head of the British office. With him is Jerry Sussman.

## 'Atlantide,' Silent and Sound, Paris Rivals

Paris, July 9.

Two productions, one silent and one sound, are showing simultaneously in Paris; both are made from the same script, the story of 'Atlantide.' 'Silent' was made 10 years ago by Jacques Feyder for Gaumont, and sound was made recently by J. W. Pabst for Nera Films.

Latter's distribution is done in France by Sofar, and is currently showing at the Miracles. It was offered to the G. F. P. A. circuit, on the understanding that they would not revive their silent 'Atlantide' except in provincial minor spots.

Negotiations failed, and the film was sold to Natan, producing the silent film at the Gaumont Palace, and benefiting by the publicity given to the Miracles showing by the daily 'Intransigent' connected with it.

## That Emelka Control

Berlin, July 10.

Emelka's control has again changed hands. The new majority owners are Consul Ruegers, son of the late general manager of the Ruetger and Consul General Guetschow, of board of the cigarette concern Reemtsma and owner of Lothar Stark film company.

The shares held by the three interests named were formerly owned by the French Cohan-Pathe group and Emelka's general manager Schach.

Cohan still owes the Commers and Privatbank approximately \$400,000 for Emelka shares. Ruegers, however, is willing to pay not more than \$225,000 for the entire block shares. It is not yet definite whether Schach will remain general manager.

## Kastner, Broke, Suicide

Berlin, July 9.

One of the most favored actors of the past years, Bruno Kastner, committed suicide in his hotel room in Bad Kreuznach, Rhineland, by hanging himself.

The reason was his desperate economic position. His pictures were for a time in the silent period the greatest attraction in Germany.

Kastner was 32 years old and married to the actress Lulu Thirlich. His first wife was Ida Wuest.

### Quits Paris Producing

Paris, July 9.

Paul Oscar may return to Chicago. He has lately been presentation producer at the Gaumont Palace, Paris, but finds it difficult to carry on, due to stringent economy policy, and poor equipment of theatre, which was rebuilt without attention to modern standards.

Despite the patriotic ballyhoo of press, and even pulpit, independent theatre owners of Ontario, Quebec and Manitoba have lined up in opposition to any legislation for a British film quota. English companies are sending representatives to the coming Inter-Emper conference at Ottawa to press this claim. It is understood, but a vigorous opposition will meet such a suggestion, claim of indie exhibs of these three leaving providing they get 'theatre' should be permitted to run pictures that will be most profitable, irrespective of their origin.

Ontario indie 'take the lead in a similar protest against such tests from east and west indicate strong disapproval of any British quota measure. Dave Burpee, pres. of Quebec Allied Theatrical Association, has forwarded a resolution to the premier of Canada denouncing the proposed British film quota, claiming that 'we are strongly in favor of British pictures provided they are satisfactory in their quality, but theatres should be permitted to run pictures that will be most profitable, irrespective of their origin.'

A similar protest has been framed at Winnipeg by the Motion Picture Exhibitors' Association of Manitoba. Many theatre owners offered assurances of patriotic attitude, but Manitoba exhibitors registered a negative vote against any film quota proposal.

Indies scout the appointment of a new federal authority to exercise their duties over which is shown in theatres, claiming that the eight existing censor boards are sufficient to regulate the theatre owner. They claim that theatre owners are not so biased against their own interests as to willingly show pictures that are not wanted by the Canadian public. On the other hand, they claim, Canadian theatres, are privately owned, and like other industries, are organized for profit.

### Exhibs as Merchants

Says Oscar R. Hanson, general manager of Allied Exhibitors of Ontario, an aggregation of approximately 148 indie exhibs. In this province, instead of letting the theatre owners and their patrons decide what pictures shall be shown, there is to be some sort of government control. The assumption is that the exhibs are to be the men who operate Canadian theatres. The essence of successful management and merchandising of goods lies in the freedom of the merchant to cater to the tastes of his customers and to buy the most suitable goods in the best market.

It can be said without fear of denial that British pictures are doing business in the Canadian exhibition. They have been increasing in popularity for the reasons stated and they will, in future, get all the patronage they deserve. It is not necessary for the government to intervene when the quality of the goods has the necessary appeal. It is even conceivable that the adoption of compulsion might make British pictures popular and the final result be the exact opposite to that intended. It is quite proper to have a quota in Great Britain where pictures are a native product, but it is not proper to matter to establish a quota in Canada.

To compel him to use British pictures when he is convinced that (Continued on page 46)

Berlin Offers Voice.  
Picture for Mailing

Leipzig, July 18.

A novelty will be shown at the Leipzig fall fair—an improved record carrying one's own voice, known for some time, which could be sent by mail.

The new elant is an animated picture of the person whose voice is carried on the record. Not only the words and voice of the subject will be reproduced, but also the moving picture.

The shooting of the picture and printing of the voice only take a few minutes. The double record will not cost more than 25 cents.

# Talking Shorts

## Miniature Reviews

**'BINGHI'**  
(The Cockeyed Animal World)  
Travelog with Carvel Wells  
35 Mins.  
Cameo, N. Y.

Principal  
'Binghi' (or its alternate title, as at the Cameo, "The Cockeyed Animal World") is more than a travelog short. It runs 35 minutes. It splits billing with a British-made, first division (import) picture, "Condemned to Death," and, in merit, almost exceeded the accredited principal feature.

Binghi glories in Australia. There's just a bit too much nationalistic plugging for the Antipodean commonwealth to ring the bell with an American audience, but very soon Carvel Wells, the announcer, with the aid of an animated map, proves that the smallest of the continents geographically is larger than a dozen European nations combined and almost just as big as the area of the U. S. in territory.

That established, Wells starts at Sydney and traverses Australia around to Melbourne, Perth, into the interior, to other seaports, then north to the tropics, and, giving the auditor a fairly comprehensive and interesting 35 minutes of the attractions of Australia.

It soon becomes a monotonous towards the end when the animal life is dealt with, but that's almost as much the reason for the length of the footage, although the subject matter itself, at this stage, isn't especially inspiring.

But about the portion of the exhibition, too, one becomes painfully conscious of Wells' penchant for gratuitous plugging of the "charming," "extraordinary" and "remarkable." The 35 minutes is a bit too long. Cut it to 24 reels or possibly down to 20 minutes and it's a honey for anybody's film program. It is all sub stuff, if it musically underscores, which makes for a generally pleasant effect, the symphonic scoring giving way only to the atmospheric tom-tom stuff or other effects appropriate to the subject matter.

P. Greenwood Adams is given collaborative billing with Carvel Wells but the latter is featured prominently. **Adel.**

**'SWITZERLAND'**  
With Lester Allen  
Musical Comedy Novelty  
8 Mins.  
Mayfair, N. Y.

Paramount  
Mostly comedy in an attempt at comedy and some vocalizing and toe tripping that fails to register positively. Starts with a view of the alpine compartment and winds into a paper mache mountain illusion of the Alps. An expansively made but ineffective short, surprising to behold on a first run screen as the Mayfair. It's hardly first rating. Good reception, however, is caught. May have been reproduction fault. Photography nothing to boast.

Par must have had this one around for some time. Looks as if hearkening back to the days of silent production when Par figured on making copies on celluloid of the stax stage and putting them on film. It is one of them. The idea is floppa. Par doesn't even go in for this type of stage stuff today. Hence, how could it be okay on the screen? **Shan.**

**'PISCATORIAL PLEASURES'**  
With Pete Smith  
Fishing Series  
9 Mins.  
State, N. Y.

Metro  
Of the fishing series made by Pete Smith and with Smith doing offscreen dialogue as a builder, both on laughs in explanation of what's what. Ideal filler.

The portion of the series from a big boat on a cruise in waters off the western coast of Mexico, while some are along the shore where elephants are picked up and photographed at close range. A few shots are from a small rowboat carrying fishermen and a young shark among other things and stage a wrestling match with it in their little cove.

Smith's running dialog very well done. It is worded with a view to getting laughs and being funny. Clicks on both scores. **Char.**

**'SOUTH AMERICAN JOURNEY'**  
Travelog  
9 Mins.  
New York, New York  
Cameo, N. Y.

This is a silent with an offscreen lecture voice describing the scenes shown. Called a T.E.M. Newman Travelog, it's interesting enough pictorially, but lacks entertainment punch for screen except in the minor houses.

Country visited is around Rio de Janeiro where scenes are shown of both the interior country and the seaside. Very mild. **Shan.**

**ANDY CLYDE**  
'For the Love of Ludwig'  
Comedy  
15 Mins.  
Educational No. 2805

Practically no excuse for this type of crude comedy at this day and age. It's this sort of thing that helps the double-feature audience grow into a menace because, having no little merit, exhibs are practically automatically excused from putting it on.

Andy Clyde is starred though he appears to be for a few unimpressive moments. It starts in a supposed school with a fat professor sporting a Dutch dialect putting a bunch of chores through their paces. That's for the benefit of a prospective customer. Then a title informs that the professor won the girl's love and they're now on the honeymoon, with the school and the girl's love discarded to be forgotten forever after. Follow some idiotic scenes aboard a yacht with the bridegroom attempting to catch a sword fish and all finally falling overboard into the ocean.

Looks like a patch-work job of odds and ends left over from previous Mack Sennett comedies. **Kauf.**

**RUTH ETING**  
'Artistic Temper'  
Musical Sketch  
15 Mins.  
Strand, N. Y.

Vitaphone Nos. 1403-4  
Seemingly having Miss Eting under a contract for a series of musical sketches, the Brooklyn Vitaphone studios are seeing to it that the popular congressista is well featured. These plotlets to set off her recognized singing ability serve as excellent media for this purpose.

While the general texture is intended chiefly as a plausible excuse for her singing accomplishments, an element of punch is injected by the humor and not the Otis sketches in which Roy Mack directs the singing star.

'Artistic Temper' is thus capitalized as a good excuse for the acting profession which gives so generously of its talents for any charity. It is plausibly woven into the general theme and contributes to the ultimate purpose of showing off Miss Eting's talents to best advantage, but maintains a thread of plot interest at the same time. **Adel.**

**'COLOR SCALES'**  
8 Mins.  
Grauman's Chinese, Hollywood

Metro-Goldwyn-Mayer  
Another good example of such pictorial dissertations in color. Away from the depths of the seas into St. Paul's aquarium, San Francisco, where scenes of the Pacific and South Sea waters are on view.

Most interesting assemblage of some 76 species of odd fish in their natural habitat. Smith had little trouble in gagging his subject and came through with amusing chatter that adds a score of real laughs. It is the most interesting of the Metro fish releases. **Eng.**

**TED HUSING**  
'Sport Stunts'  
10 Mins.  
Strand, N. Y.

This one of the CBS word-allinger Sport Stunts series covers two subjects: Jai-alai in Havana and deep sea fishing off Miami. It is well edited and highly interesting both as to the splicing and the editing of the clips, although more splicing time could have been devoted to the jai-alai stuff.

The fast Cuban sport, a combination of lacrosse and handball, is more interesting than the deep-sea stuff, which is a generally familiar pattern. It rate it rate well with the rest of the Vitaphone series. **Adel.**

**'BELIEVE IT OR NOT'**  
Robert L. Ripley  
10 Mins.  
Strand, N. Y.

Vitaphone No. 1364  
This B.O.N. Ripley show is distinguished by Leo Donnelly being introduced as the announcer by the cartoonist. Donnelly does a good job of the splicing, stringing the various oddities together in nice style.

The opening flashes show Ripley in nimbrod had superimposed against a steamer as he explains he's off to the hunt for Believe It Or Not and that Donnelly will sub for him in his absence.

A new caption to the series mentions that 122 countries have been combed by Ripley for his collection of oddities. **Adel.**

**'What Price Hollywood'**  
(Radio). Good feature with Constance Bennett. Implying an insight on the picture colony with enough in it to sustain the comedy.

**'Lady and Gent'** (Par). First rate sentimental story about a prizefighter and his night club hostess girl friend whose supposedly hard heart is softened by an orphaned waif to whom, to their own surprise and half-protest, they devote their lives.

Barcroft has had in many a day. Wynne Gibson does a great bit of work as a slangy, sharp-tongued Broadway night club hostess.

**'The Purchase Price'** (WB). Slow, bucolic Stanwyck drama wherein both the star and George Brent, the featured male player, are mislead. Of the two, the latter is the better. Stanwyck's preceding 'So Big,' 'Unashamed' (Metro). Courtroom drama that trips up on its own plot and fails to convince.

**'Radio Patrol'** (U). Crudely made melodrama glorifying the police from rookie to full fledged cop with much tediousness of copper ethics, and a world of forced relief. 'Copper' doesn't mean anything and neither does the production. Marks the return of Lila Lee.

**'The Stoker'** (Allied). Better than average. The thing for nice showing in the top groove of double-features. From society to horses with Monte Blue in his come-back.

**'Honor of the Press'** (Mayfair). Belated member of the newspaper cycle. 'Not in the front rank, but good enough to sustain the interest in the 'Night Rider' (Artclass).

Harry Carey in a bit part but with fair action. Good enough as a horse show, but not ambitious.

**'Condemned to Death'** (First Div.). British-made importation with no cast names for America, of stilted, formula mystery pattern. Sluggish and generally inept. It's a double-bill.

**'Black King'** (Southland). Cheaply made all colored talker intended for Negro movie theatres. May make a little money on strength of title and novelty, among colored fans, of seeing an all-colored cast, but sometimes fails. For general release, no chance.

**'Brand in der Oper'** (Froelich). Good b. o. prospect because of the exploitation pose of the musical comedy. Pointing because of lack of pace.

## PETITION AGAINST SUPREME

Hollywood, July 18.  
Supreme Features, Ltd. has had an involuntary bankruptcy petition filed against it by three former employees.

Fred Newmeyer, director, claims \$780; Harry P. Crist, assistant director, \$721 and Holbrook Todd, \$345. All wage claims.

## What Price Hollywood

RKO-Pathé production and Radio release. Starring Constance Bennett. Features Lowell Sherman, Neil Hamilton, Gregory Ratoff, Charles Bickford, George E. Stone, Charles Rogers, St. John, Borewer play, Gene Kelly, Charles Hamilton, James Hamilton, and Ben Markson; photography, Charles Bickford; music, Phil M. Witte; director, Keith Kitchen. At the Mayfair, N. Y., week July 15. Running time, 97 mins.

A deluxe house picture with the Constance Bennett name on it which ought to do all right without threatening records. It's a fan magazine interpretation of Hollywood plus a couple of twists invariably known as the working girls' delight. A waitress becomes a picture star, marries a wealthy playboy, loses him and gets him back when her screen career founders on the suicide of the director who gave her a star.

Kurt tells it interestingly. Not so much for show people, perhaps, but for the average fan like it as amusement even if it fails to convince them, too. Story has its exaggerations, but they can sneak under the line as theatrical license. In any case, there's Miss Bennett floating around smartly turned for street or boulevard. Her role is more pleasant than usual as the juvenile; Gregory Ratoff, in the role of a director, is a portrayal that the average audience will realize, and Lowell Sherman is again to the front with a fine interpretation of a director.

For the space of a few feet it looks as if there's going to be a new kind of picture. The picture threatens to break loose on the transition of the waitress (Miss Bennett) to stardom. The ascent is quickly symbolized by a series of things peek at the picture's lead is on a polo field where she is on the make two or three times. The picture is a different personality for Miss Bennett and has her character, with the cryo world, supposedly picked up in show business and in direct contrast to her usual suave and sophisticated behavior. It's a good touch promising a change of pace for Miss Bennett. It doesn't last. The Comble of the following scene is again very familiar.

Ratoff's performance is merely a romp for him, being simply a repeat of what he did last season in 'The Harris play,' 'Wonder Boy.' Hamilton isn't much to do. However, he will ride through here on his own terms, impression, while the deft handles, the sharp cressore upon his first meeting with the waitress-star. Miss Bennett's character, throughout, being given comedy to play, as a carefree director almost always in his cups most of the way, and developing into a comedy moment leading up to his suicide after his fall from studio and financial grace. The picture is a comedy, for the close parallel which can be drawn between Sherman and Lionel Barrymore on gestures as well as mannerisms. Both men are working very much alike according to the evidence submitted here.

Elizabeth is not a comedy, as it includes an eccentric roughhouse between Miss Bennett and Hamilton for a strictly scenario made dinner over. The boy invades the girl's hotel rooms to pull her from bed and carry her to the dining room. He has her, she's not requested, with dinner and music, as she ordered, only to finally stand him up. Also sufficient celluloid on studio operation, with Miss Bennett getting a chance to chant a brief ditty in French. The divorce, baby, and newspaper harassment upon Sherman's death, follow in order, trailed by the final reconciliation in France. Film has been well produced and

is intriguing enough to justify the 35 minutes it uses for those who will generously support it. The majority will be so inclined. Dialog, as a whole, has been well handled outside of a couple of odd 'rides,' one of which is Hamilton's. The picture, with that dull pud which will draw, and did, a snicker from the sophists. **Adel.**

## LADY AND GENT

Paramount production and release, starring Wynne Gibson, Charles Bickford, Charles Starrett and James Gleason. Features Charles Bickford, Charles Starrett, Charles Rogers, St. John, Borewer play, Gene Kelly, Charles Hamilton, James Hamilton, and Ben Markson; photography, Charles Bickford; music, Phil M. Witte; director, Keith Kitchen. At the Mayfair, N. Y., week July 15. Running time, 94 mins.

A prize hooked-up sentimental story, but Ratoff is a tough-and-tumble prettying dumber with a heart of gold and a night club hostess, a forced tongue and a similar carding character. The picture is bound to make new friends for Barcroft and Wynne Gibson, being the best of the two. The playwright star has had this long time.

Character has a sympathetic grip, but Ratoff is a tough-and-tumble prettying dumber with a heart of gold and a night club hostess, a forced tongue and a similar carding character. The picture is bound to make new friends for Barcroft and Wynne Gibson, being the best of the two. The playwright star has had this long time.

Picture engages attention promptly with its vigorous handling of the club and prize ring locale. Character is a bold, slick, cunning, the very outset, and the whole thing planted with real skill for economy of footage.

These people from the very start grip one's interest, for they're human. Miss Bennett is a tough, cocky, confident, but going slack. Puff Rogers, his girl friend, operator of a night club, is the type to life. Hard, but with a feeling and fast talking with all her human sympathies cautiously put on the line, but with a sense of humor for the hunking cauliflower mugs, about whom, by the way, she has no opinions. The sort of Min as a pair.

Picture has a series of rough-and-tumble battles to provide comedy punch and action, but it is the human element that really controls its fate. The picture is a comedy, for the close parallel which can be drawn between Sherman and Lionel Barrymore on gestures as well as mannerisms. Both men are working very much alike according to the evidence submitted here.

Elizabeth is not a comedy, as it includes an eccentric roughhouse between Miss Bennett and Hamilton for a strictly scenario made dinner over. The boy invades the girl's hotel rooms to pull her from bed and carry her to the dining room. He has her, she's not requested, with dinner and music, as she ordered, only to finally stand him up. Also sufficient celluloid on studio operation, with Miss Bennett getting a chance to chant a brief ditty in French. The divorce, baby, and newspaper harassment upon Sherman's death, follow in order, trailed by the final reconciliation in France. Film has been well produced and

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## The Woman's Angle

'What Price Hollywood?' (RKO-Pathé). Connie Bennett, modeling gowns, speaking French, having a baby, marrying a millionaire, crash-crash misunderstanding of a famous picture actress, Persimmon, and a deluxe ingredients put heavily for an episodic film that would rather be nippant than wracked with box-office sobas.

'Lady and Gent' (Par). A hard-boiled night club hostess and her slugging prizefighter hero, trapped into caring for an orphaned waif. Major situation—rich with humor, appealing comedy—weakened by a lengthy preamble and digressive finale. A good entrant gone wrong.

'Radio Patrol' (WB). Derring-do of the Motor Police. Hopes to appeal to the ladies through the boyish pranks and heartiness of graduates of the Rookie College, and falls, in spite of Russell Hopton's winning performance.

'Unashamed' (MGM). The peculiar complexities of its characters, artificial miming of its cast and deficiency of regulation love interest, motivate against hearty feminine support. But the ladies find enough court-room suspense and emotion to interest them in a film that aims to be the inside story of a recent, sexy murder case.

'The Purchase Price' (WB). How love came to North Dakota in seven squall reels. Principal parts not strong enough to brighten a sombre background or validate extravagant situations and mechanical character development.

## RKO-Fiegel Billing Deal

Bears on Radio City  
RKO has signed a new five-year contract with Alfred E. Fiegel Quorum Advertising. The former Fiegel agreement was recently under controversy. It originally ran for three years and still had two years to go.

The new contract, made with H. B. Franklin, is for a five-year term and makes the Fiegel firm the sole outdoor medium.

RKO is reportedly planning an extensive outdoor campaign for its Radio City theatres.





# ON BROADWAY...

## *The Lovely Stars*



KAY FRANCIS  
Warner Brothers



BEATRICE LILLIE



MARION DAVIES  
M. G. M.



TALA BIRELL  
Universal



BARBARA STANWYCK  
Warner Brothers



JEAN HARLOW  
M. G. M.



LILYAN TASHMAN  
Paramount



LILLIAN BOND



LORETTA YOUNG  
Warner Brothers



SYLVIA SYDNEY  
Paramount



BLANCHE YURKA



DOROTHY MACKAIL



ESTELLE TAYLOR



EVELYN BRENT



MARY ASTOR  
R. K. O. M.



LUPE VELEZ



MAE CLARKE



LOIS MORAN



EDWINA BOOTH



ALLA NAZIMOVA

# LUX Toilet Soap

# IN HOLLYWOOD...

## *know* NO FEAR of BIRTHDAYS

They know the  
secret of keeping  
Youthful Charm

**B**IRTHDAYS haven't a thing to do with charm!" stage and screen stars declare. "You can keep youthful allure right through the years—if you know how."

Naturally you want to know the screen stars' secret. They are all so radiantly beautiful—in their twenties, of course, but in their thirties, their forties, too!

"Above everything else you *must* guard complexion beauty," the stars will tell you. And 98% of the famous actresses will add, "Use Lux Toilet Soap—regularly—as we do!"

### *Hollywood's Favorite Beauty Care*

Of Hollywood's 694 important actresses, including all stars, actually 686 use fragrant Lux Toilet Soap. It has been made the official soap for dressing rooms in *all* the big film studios. It is so gentle, so beautifully white.

Surely your skin should have this safe sure care! Buy several cakes of this fine soap and begin today to guard complexion beauty as the famous stars do! You're sure to be delighted with the results.



MADGE KENNEDY

CLAUDETTE COLBERT  
ParamountCAROLE LOMBARD  
ParamountNANCY CARROLL  
ParamountMIRIAM HOPKINS  
Paramount

SALLY BLANE

JOAN CRAWFORD  
M. G. M.BEBE DANIELS  
Warner Brothers

FRANCES WILLIAMS



HELEN CHANDLER

*9 out of 10  
Screen Stars  
use it*



# EXPERIMENTAL

By Epes W. Sargent

## Beats A Wheel

Manager who tilted the wheel of fortune for a free ticket idea, but who was afraid of the gambling angle, worked out a gag that has made a hit and was purely a game of skill with a very small payoff.

He affixed a large button to a length of elastic cord about two feet long. This cord reached to the center of a target without rings and a single arrow above the center was a white spot about the size of a silver dollar, the remainder of the space being lettered with sales copy for the picture. There was a barrier five feet from the board.

Let it fly back, hitting the small circle. If this was done a prize was handed out. Each contestant was given three tries, the first two to get the hang of it. It could be done, but not often.

When there was a hit the space was painted over with a dab of whitening in alcohol, the latter to insure quick drying. A hit would knock some powder off and score the spot.

It proved so popular that the exhibit is figuring on it again. Meanwhile, it is a craze among the boys who have rigged up home made devices. That helps, too.

## 10 Stage Weddings

Willies-Barre.

Working with the Evening News, Al Cox, manager of the Capitol, pulled what is called the "10 Stage Wedding," tying in with Public's anniversary week. The News started off with an appeal for six couples to be married on the stage of the Capitol, local merchants being induced to make the usual offers for the occasion. Cox announced that the first six to apply would get the preference. The offer was made to the public in it was decided to build it up. Monday and Tuesday there was only one wedding each day, but on Wednesday, four days there were double bills, two couples being married each night.

Reached the theatre the first two nights, and they could do no more the remaining four days. A clean sweep.

## Miniature Jungles

If the local toy store has a lot of animal figures, it will be no trick at all to build a jungle set for "Bring 'Em Back Alive," or "The Circus," or heavy wrapping paper soaked in paste, and modeled while the set is wet, will create a perspective which will give the appearance of depth. Dress this with real or artificial foliage, latter promoted from the military department, and set the animals in so that they fit the scene, placing the smaller toys to the rear to give the effect of remoteness.

Put green lights over the window lamps and at the rear use one or two reds, if possible. You can have them standing and the crowd itself will be an advertisement for the picture.

Do not attempt a lobby display of the toys unless you can protect the items against theft.

## Cold Cookery

Although cooking schools, generally done in collaboration with the gas company, have made plenty of money each year, the idea of looking for a matinee buildup, no one appears to have tied up the mechanical refrigeration with summer cookery, in spite of the fact that the women's pages of the daily papers and the home magazines fairly bristle with such suggestions.

Idea is merely to take these recipes for ices, salads, and other delicacies, and demonstrate the ease with which they may be concocted. Most of the recipes require very little cooking, or freezing, but it is no trick at all to demonstrate the ease of preparation and then serve similar dishes at ready hand.

A lot of managers appear to be overlooking a good bet.

## True to Title

One good seller for "Is My Face Red?" was the manager who paraded the town with his face and neck made up in the brightest red theatrical make-up shop could provide.

Tough on the perambulator but he kept on the straight and level, down and the manager was surprised at the attention paid the simple stunt.

Beauty of the gag is that it cost only the price of a couple of sticks of grease paint, for the sign was home made and one of the ushers made the tour.

## Telling the Nation

Something big is promised from the Radio campaign over at least 80 NBC stations in the United States. Crestwood, "Idea is to broadcast a serial of the story in five installments, with the climax withheld and cash prizes offered to those sending in the best ending after the final broadcast.

Decisions will be announced

Thanksgiving Day and checks will be presented, where possible, in the theatres playing the picture. The contest will be advertised in 18 full page ads in the fan mags and 111 newspapers. It is one of the biggest things since the same company's splash for "Check and Double Check."

## Three-Legged Girls

To get 'em down some night to sell a particular show, advertise a three-legged girl as a lobby attraction and then arrange to have the police help you handle the crowd. It's a bit tough on one of the legs so announce limited showing times, about half an hour before the show starts.

Prepare a raised platform masked in with drapes, old bed spreads can be used in a pinch. The floor should be kept in all sides but the front. That has a drop curtain.

Girl sits on a box bench just high enough to permit her feet to touch the floor. Under the bench, which is a local, don't figure that it sounds silly. Try it. It works.

## With Dinner Checks

Cleveland, July 18. Giving away theatre tickets to holders of dinner checks has proved a success for Harry Hansen, for the RKO Palace, has made a permanent weekly tie-up with a string of popular restaurants.

Restaurant gives away five tickets daily for \$5 and 5 p.m. For Rural Houses

With so many county fair associations deciding not to have an event this year, and with those who are cutting down on prize lists, it looks like a natural for rural exhibitors to hold a private county fair.

Prizes, and even cash, can be promoted from merchants if a prize is announced as "The John Smith Co., prize for the best pumpkin" or whatever is decided upon.

The county agent can probably be lured to do the judging, and he can be whooped into a big lobby or foyer display. In a smaller town, it can be worked into a municipal event of size, with the theatre as the center of the happenings. Entire cost can be laid off to the merchants.

Whether worked as a one-man show, or as a community event, it will make money for both the house and the merchants.

## Painting George

Rivolt theatre here is working a gag, painting the statues of the Gang statue. Opening Saturday matinee all children received a number in the George Washington Art Club. A set of paints, a brush and a color chart went with the membership.

Following week's statues of Washington are being given out which are to be painted in accordance with the color chart. There are a number to the set, which is supposed to keep interest alive for several weeks. Kids are going for it in a big way.

## Mezzanine Bar

With Ted Auterson, oldtime bartender serving free schooners of beer and lemonade, State pub of de luxe mezzanine bally for "Wet Parade." Jay Duscerne, house manager, promoted an expensive mahogany bar and back bar from the Los Angeles Brewing Co., and installed the equipment on the second floor promenade where it was liberally patronized.

Bar is 38 feet long, and bottles on back bar stand, practically every well known label of pre-volted liquors. Barroom was a radical departure from the ordinary bars used in lobbies for ballyhoos purposes. Expensive fixtures fitted in perfectly with the elaborate furniture and the mezzanine floor of the house.

## Lets George Do It

Manager who has not much of a huster decided to drop his house program for the summer. It was working well, but the order came to use the stage.

Next week a dry goods store offered to run the program in its own show window. It permitted use of necessary cuts, so the manager gave his approval to the scheme. Store gets out a weekly announcement. But it didn't interest the manager to sell off the back page to the store for enough to show a profit, or he might as well stand with his division boss.

## 'Movie Bridge'

Los Angeles, July 18.

Movie Bridge, card game based on the principal of keno or bingo, was given its initial test this week at the Leimert, neighborhood house operated by Dave Berelson. Game is played by means of "key" cards of unusual size being placed on a rack on stage, with patrons holding pasteboards, each carrying a series of card faces. As "key" cards are shown, patron who has corresponding card punches his hole, and when completing a hand, calls "Slam." Game is the invention of Harry Woodin, former Fox-West Coast manager. Prizes are awarded winning patrons, and on the first night interest was so great the game was continued for 18 mins.

## Treating Posters

Posters used week after week in the same window or location are just posters dressed up, the same posters can sell. Get an empty store, paint the windows with whitening or purple dye, across the way for the poster and set in a couple. Such a display will get more attention than do posters used in the customary locations.

Mount one on a stretcher, oil it, but a dressed up, the same posters. It will do better work single handed than a score of similar posters just stuck around anywhere.

Don't do the same thing week after week. Do something different each week. It's easier than it sounds. Do some stunts and patrons will start suggesting new ideas.

## Midget Barkers

At the Rialto, N. Y., "Peaks" is being heralded by a novel stunt in which two midget barkers work from a small platform under the marquee.

Probably a giant might attract attention, but the midgets get many times the attraction value, and they are placed where they can reach the crowds which pour into the subway.

## BEHIND the KEYS

Cameo, nab at Avondale, reopening the second time with new sound equipment. The College, another neighborhood, located at East Lake, has also reopened.

Liberty theatre has turned grind. Finkelshtein & Rosenberg, Seattle, are coming to the theatre. The run features make up the daily program changes.

Al Hansen, Southern California division manager for F-W, has secured a coming to the theatre, both neighborhood houses, to W. J. Zimmerman.

H. C. Blanchett opened the Pilot, 38-seater in North Hollywood.

Orville, O. Lester Everett, of Houston, Tex., has assumed management of the Grand here, succeeding R. J. Wheeler. Latter to Michigan City, Ind., to become manager of the Lake.

New Haven. Harry Cohen shifts from manager of the College theatre to the operation of real estate held by Arthur Theatres Corp.

San Francisco. Jack Dillon moves from the local Fox exchange to Los Angeles, where he succeeds the late Ben Gould as manager.

George Ballentine follows Dillon here, coming from the local Fox. Herman Edmond moving from Baltimore to Seattle.

Taylorville, Ill. Dominic Frialini, who completed negotiations for repurchase of the Capitol, has closed from Fox-West Coast, has closed the house for a month to redecorate. Purchase of the Capitol from the Century Theatre Corp. will be completed before the end of the month.

Geneva, Ill. Polka Bros., operators of the Chicago theatre, and the operators who have been in various litigations culminating in a bombing three weeks ago, have reached a truce. Theatre will employ three union operators at \$50 a week.

In late afternoon and boll out again at show time. They catch them coming and going.

Franks of any sort will help, but the midgets are small enough to be set above the heads of the crowd and be seen by everyone.

## Useful Trick

Philadelphia. Frank MacNamee, of RKO, is keeping the local Pathe News sound truck busy with it. It is not out popping news events. He is planning to send it around to film local managers telling about their RKO bookings for the coming season, each manager to get a print for his house exploitation.

For "Bring 'Em Back Alive" he got a picture of the head of the local zoo ordering some animals for the zoo. He is planning to demonstrate that Buck really delivers the goods. This will be shot into the theatre a week ahead of the animal symposium and give a local touch to the campaign.

## Pleading With Parents

Minneapolis. The State sprang a new one in connection with "Headed Woman."

Instead of bawling children, or recommending that they remain away, the theatre in its trailers and newspaper ad pleaded with parents to keep their kids away from the picture. The ad pointed out the film's unattractiveness for youngsters.

"We plead with parents not to send or bring their children," the ad read.

## 10c Garage Parking

Los Angeles. In an effort to attract new patronage from the outlying districts, Fox's theatre has tied up with the city company store garage. Patrons are permitted parking privileges for a dime, which is the lowest indoor parking in the section of the downtown district. Garage is three blocks from theatre.

RKO and Hillstreet tried out free parking for a time, but stopped after a brief trial.

## Merchant's Free Shows

Buffalo Center, Ia. New Iowa theatre has one packed house every week.

On Wednesday nights, when merchants sponsor a free show for residents.

## Vacation Contest

Denver. With vacation time at a premium, Brodie, doing exploitation for the Huffman theatres, has tied up with the Rocky Mountain Transportation Co., operators of buses and motor trains resort hotels, and after a ticket selling campaign, sent 25 young women on a vacation tour.

Girls did not have to sell any tickets unless they desired—just asked their friends to vote for them. Verbal contact with movie theatres was counted as 1,000 votes.

Girls were sent to Estes Park and Grand Lake, company furnishing the accommodations, etc. In this case 10 were sent from the Aladdin theatre, five from the Rialto and Rialto, three from the Biscuit and two from the Biscuit.

## Technical End

Robert Collier, in Fox-W. C. ad manual, urges his managers to make friends in all branches of the newspaper instead of merely getting on good terms with the picture editor and ad manager. He stresses importance of contact with the composing room foreman and the compositor who actually sets the ads.

Collier says these men can make or mar the theatre displays. It is vital to best results that the mechanical staff be friendly with the theatre staff.

Get out of the habit of doing the best they can with the copy turned in, but they are not paid to tell managers how to do their stuff. If they are consulted, they will be glad to give invaluable tips, and suggest new faces added to the cases or magazines, point out effects to be gained and produce a set of copy for the manager.

If they merely received the copy from a man they never met. Get out of the habit of dealing with these men and you'll get twice as much for your money at the cost of an additional cigar and a still more frequent pass.

## Highway Dancing

Chicago. To open the Melody Mill, a dance hall on the outskirts, Publi-Manager Jonas Periberg arranged for 15 couples to dance three times a week on the highway. An automobile bearing a phonograph preceded each couple.

Get out of the necessary sanction and tie-ups provided machines, cars and dancers.

## Dancing Bathers

Storia, Ore. Just before he left the Liberty, Edgar Hart pulled a bathing beauty, supplied the girls, and took a page ad to take the customers about the show.

Each of the ad was a special panel for each of the eight girls, giving her name and telling the style along concrete highway. It gave a touch of personality to the display.

## Free Haircuts

Looking ahead for pop idea for his kid club, a manager has "sharing day" when all members, with maternal consent go to the clippers. The manager will provide the haircuts free on the argument that the youngsters would need another haircut pretty soon, and would remember.

Barber liked it so well he has offered to come back for more trips and give 10 little girls a bob each trip.

## Milk Maids

Seattle. Fifth Avenue (F-W) had milk come on the stage one night. Rebecca of Sunnybrook Farm, and two milkmaids. Latter milked a bucketful of for \$25 cash prize and a Carnation Farms furnished cows and maids, also some advertising.

Aluminum milk cans, and a stage floor for emergency protection.

## Embarrassing

Lincoln. Stuart theatre found that advertising is apt to get results in more ways than one. Recently, on some extensive hoop for "Red Headed Woman" handbills, printed in red ink, were thrown into park.

Latter, there were squawks from those who had unknowingly sat on the undried inkling.

## Official Welcome

San Francisco. Roadshowing of "Grand Hotel," Vallee gave Jack, the F-W manager there, an excuse to do a little political wire-pulling.

Vallee got a bunch of council draw up an official proclamation welcoming the M-G-M picture and plastered it on the front of one of the dailies there.

# WORLD WIDE WINNERS

## from the WORLD'S BEST SELLERS



EUGENE O'NEILL  
author of  
"Strange Interlude"



ZANE GREY  
author of  
"Riders of the Purple Sage"



DONALD HENDERSON CLARKE  
author of  
"Millie" and  
"Impatient Virgin"



MADELON ST. DENNIS  
author of  
"The Spider Orchid Mystery"



WILSON MIZNER  
author of  
"Romance of the Underworld"



MARTHA STANLEY  
whose play  
"My Son"  
was made famous  
by Alla Nazimova



REX BEACH  
author of  
"The Spoilers"



VINA DELMAR  
author of  
"Bad Girl"

**HYPNOTIZED**...with MORAN and MACK and a great all star cast. MACK SENNETT'S most ambitious feature comedy production.

### KBS Productions

Produced at California TIFFANY Studios

**GAMBLING IN SOULS**...from the play "Recklessness" by EUGENE O'NEILL.

**SUMMER RESORT**...from "Not a Day Over Twenty-one," by EDNA FERBER.

**THE WAY OF ALL WOMEN**...from "Rosalie's Career," by FAITH BALDWIN.

**A STUDY IN SCARLET**...a Sherlock Holmes Adventure, by SIR ARTHUR CONAN DOYLE.

**UPTOWN NEW YORK**...from "Uptown Woman," by VINA DELMAR.

**GUILTY CONSCIENCE**...a moving challenge to capital punishment. From "Quicksand," by REX BEACH.

**BABY FACE**...from the magazine serial story by DONALD HENDERSON CLARKE.

**FALSE FACES**...a doctor's career turned into a racket. From "Ugly People," by KUBEC GLASMON.

**TEMPEST AND SUNSHINE**...a novel musical romance adapted from the famous story by MARY J. HOLMES.

**THE DEATH KISS**...a fantastic night club murder mystery, by MADELON ST. DENNIS.

**KEN MAYNARD WESTERNS**...Eight rip roaring action pictures, packed with hard ridin' and harder fightin'.

A sure foundation of entertainment for any theatre. Twenty-one feature pictures. Each from a story by a famous writer known to millions of picture fans and fiction readers. And a series of eight great western action pictures. The authors are best sellers in the book stores and magazines. The pictures will be best sellers at your box-office.



FAITH BALDWIN  
author of  
"Week-End Marriage"



EDNA FERBER  
author of  
"Cimarron,"  
"Showboat,"  
"So Big"



TIFFANY THAYER  
author of  
"Thirteen Men" and  
"Thirteen Women"



URSULA PARROTT  
author of  
"Ex-Wife,"  
"Strangers May Kiss"



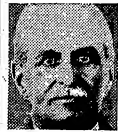
RUPERT HUGHES  
author of  
"Ladies Men"



SADA COWAN  
author of  
"Straight From Paris"



KUBEC GLASMON  
author of  
"Public Enemy,"  
"Smart Money,"  
"Larceny Lane"



ROBERT HICHENS  
author of  
"The Garden of Allah"

**THE CROOKED CIRCLE**...a melodramatic mystery comedy, by RALPH SPENCE. A William Sistrom Production.

**TWO KINDS OF LOVE**...from "Thirtieth Birthday," by URSULA PARROTT.

**ALIMONY RACKET**...the searchlight of reason on a sore spot in modern life. By GOUVERNEUR MORRIS. A Ben Zeidman Production.

**HOLLYWOOD BALLYHOO**...A comedy romance of the land of super-ballyhoo, by WILSON MIZNER. A Bryan Foy Production.

**WEST OF THE PECOS**...from the story just serialized in the American Magazine, by ZANE GREY. A William Sistrom Production.

**SNAKE BITE**...a vivid drama of the Sahara, by ROBERT HICHENS. An Edwin Carewe Production.

**TARNISHED YOUTH**...from the play "My Son," by MARTHA STANLEY, made famous on stage and screen by Alla Nazimova. An Edwin Carewe Production.

**FOOL'S PARADISE**...the Paradise of the Pacific turned into a fool's paradise by an exotic adventures. By SADA COWAN. An Edwin Carewe Production.

**BREACH OF PROMISE**...from "Obscurity" by RUPERT HUGHES. An Edwin Carewe Production Benjamin Verschiser, Co-producer.

**WHERE LONELY LADIES WALK**...the curious adventures of two women of far different moral standards. By TIFFANY THAYER.

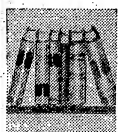
*Titles of Pictures and Assignments to Producers Subject to Change*



RALPH SPENCE  
author of  
"The Gorilla"



Sherlock Holmes  
Detective Stories  
SIR ARTHUR CONAN DOYLE



MARY J. HOLMES  
author of  
"Lena Rivers"



GOUVERNEUR MORRIS  
author of  
"Anybody's Woman"

## WORLD WIDE PICTURES, Inc.

E. W. HAMMONS, Chairman, Executive Committee

JOE BRANDT, President

# BARNUM and BAILEY HOO IT TO THE SKIES!

3 Col. Ad



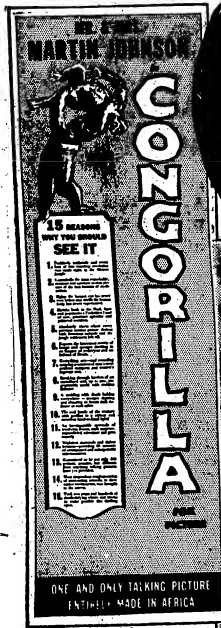
Press Book Cover

• The one and only talking picture made entirely in Africa • With Mr. and Mrs. Martin Johnson (*supreme box office names*) in their best picture • The first genuine gorilla fight ever screened (*sensational!*) • A thousand other thrills wrenched from darkest Africa's heart • A mammoth 12-page, 2-color campaign book (*demand it!*) • The livest, flashiest paper ever made • **BOYS YOU'RE SET FOR A MOP-UP!**

**FOX PICTURE**

# CONGORILLA

with  
**Mr. & Mrs.  
MARTIN JOHNSON**



Herald



M. Sheet



# P-P Starts Selling, Leaving MG Lone Distrib to Tee Off

While the other majors are already working out national deals with chains, Metro is laying out its plans around Aug. 1 when it will start out to sell its new product. With a number of pictures yet to be delivered on the current schedule, Metro, at the same time, schedules psychology in deferring contract time to August.

Among contentions within M-G sales forces is that the time is not propitious to contact accounts, asking for definite commitments in advance of the average exhibitor's decision as to what he will do the coming season.

Other majors, including Paramount which has been holding back up to now, have gotten under way during the past week following stray deals here and there of minor importance.

Warner and Paramount started to lay the groundwork for their exchange deals with the Public by schedule to be worked out. This will be the first deal with any distributor that the Public is going to have. Meanwhile, Paramount is working on deals with other chains, but none have progressed past the preliminary stage. Fox is also busy on its program with the wires out in many directions.

Too Early to Tell  
Aside from the franchises, including Metro, United Artists and Warner Bros. for Public, Paramount and Universal for RKO and others, no one can tell how the product of any company is definitely going so far. Most important deal written is the WB-Fox contract covering Loew's Greater New York houses.

There has been a general tendency to delay this season, with Paramount having threatened to withdraw from the chain, but falling in line suddenly. Metro is now left as the lone distributor to tee off with the theatre.

M-G feels that the industry should go back to its old policy of starting to sell film on the new season in September. During late years the selling season has gradually moved back until last year distributors were writing business as early as April. In Metro's opinion, the distributors were beginning to meet themselves.

The Hays office made no effective move toward holding back the exhibitors who figured that by getting out to sell early they could grab a lot of business competitors weren't ready to write, causing this situation.

## Zoning Verdict

(Continued from page 5)  
paid because of an arrogant attitude credited to some of the companies.

New Attitude  
Fear that exhibitor groups will seek the same process of law to enforce home rule was admitted at the same time to be playing the biggest influence in shaping distribution of new attitude toward protection differences.

Instead of yearly, distributor representatives now feel that territories should be sold by the exhibitor every month. Changes brought about by the depression, such as hurried closings and voluntary switches in run classifications, are held up as unmediating factors in Cleveland and more frequent revisions of the industry's booking map.

In the Cleveland action, which is credited with bringing the zoning issue to a national level, the suit was filed about eight months ago in the Cleveland district of the Federal Court by the Motion Picture Theatre Owners of Cleveland and were represented by Sam Horowitz. Testimony of leading picture executives, including Adolph Zukor, Sam Katz and Will Hays, was taken by deposition in New York. At that time picture spokesmen virtually sneered at the exhibitor action, alluding to it as 'another one of those

The decree is conceded to be one of the most novel and effective solutions in the industry's long court annals. Distributors acceded to many of the exhibitor demands and the compromise was handed up to the court which, in turn, filed it as an official decree.

## Not by Scale

Plumbing contractor built a theatre on spec, failed to sell it and fired the manager because the house was losing money. He took over the management himself and after two profitable weeks announced it was a cinch.

He has continued to manage the theatre with the result it has eaten up all the profits of his plumbing business and he has had to install his wife as cashier and do all the janitor work himself.

Meanwhile, he is paying a large booking fee, apparently unaware that the same booker, for a smaller fee, is also booking his opposition. The plumber pays more for subsequent runs than his competitor who has seven days protection on him.

## Doorman's Radio

### Contest Idea Into 24 G-S Theatres

Chicago, July 18.

A suggestion made by a doorman in Bloomington, Ill., has been adopted and is being used as a business stimulator in 24 Public-Great States towns throughout Illinois. It's a twist to amateur night involving the construction in each town of a soundproof glass-fronted broadcasting booth to be used on the stage for 'radio impersonation' contests.

Made of beaver board and cheap materials the booths cost about \$25 each. Unlike most amateur contests, however, winners accepted, elimination rehearsals are held in the morning and the three best are selected by the house managers. After five local contests the winner goes to a neighboring town where the WB-Fox contest will be held.

Southern division run-off will be held in Peoria. Northern group will climax in Joliet. Dick Bergen, for Great States, is handling the stunt.

## ACADEMY CAMPAIGN ON PACT-AFFECTED TALENT

Hollywood, July 18.

Now that the Academy version of the producers' agreement is set, former is moving to bring into line ranks those unaffiliated who will be affected by the pact.

Only about half of those involved 'people holding contracts for the year or more' are members of the Academy and bids are being sent about 150 of these immediately and others later.

## Radio's Busy Period

Los Angeles, July 18.

With 18 pictures now in various stages of production, Radio is in the throes of another busy period.

Of this film group are now in work, two are being cut and eight are in the last stages of preparation ready to start before the month is over. Ready for the cameras are: 'Animal Kingdom', 'Rock-a-Bye', 'Phantom of Crestwood', 'Secrets of the French Police', 'Sport Page', 'The Conquerors', untitled Cooper-Schodack and an untitled Kennedy-Street comedy.

## RKO Retaining Keith

### Name on Only 1 in Boston

Boston, July 18.

Keith name has been ordered off the Keith-Boston immediately by the home office. In future the house will be known as the RKO Boston. The new Keith's Memorial, however, retains that appellation, the called in the future the RKO Keith.

Other changes include cutting the admission from 66c top to 56c top.

## San Diego Orph. Sale

San Diego, July 18.

Orpheum Realty Company, holding city subsidiary, San Diego, holding company, purchased the Common-wealth building, housing Orpheum theatre in San Diego for \$1,000,000. RKO took a 50-year lease on the house, over from Pantheons three years ago and turned the property over to Fox a year later. Fox still has three years to operate.

## FALSE ECONOMY

Orph. L. A. Realizes That On Improper Ad Setting

Los Angeles, July 18.

After a two day trial the Orpheum has abandoned setting of house ads by local newspapers in favor of by outside typographers. Disregard of the instructions and failure to get proofs back on time necessitated a return to the former practice, with the house figuring it lost more than the few dollars saved by the switch.

## VOLUNTARY CUT TAKEN BY OPERATORS IN PITT.

Pittsburgh, July 18.

Taking cognizance of local conditions, local operators' union took a cut last week without any solicitation on the part of the theatre managers. Asking for a conference with the film house executives, projectionists accepted a reduction amounting to 25% which is to run for 10 weeks, or until Sept. 17.

At that time operators will take a 5% slash from the agreed scale until end of the present contract with the theatre, which has until September, 1933, to run. In no case is man power affected.

## Judge Reduces Sentence On Will Horwitz to Year

Galveston, July 18.

Federal judge, here reduced the sentence of Will Horwitz, Houston theatre manager, to 18 months to one year, but let the \$5,000 fine stick. Horwitz, convicted some months ago of violating the lottery law in connection with operation of the State Eldorado, at Brownsville, Mexico, will appeal. No change in the six months suspended sentence given Mrs. Horwitz.

Salvation army officer fled a menacing petition with the court bearing 20,000 signatures.

## Studio Placements

David Manners, 'Bill of Divorcement', Radio.

John Cromwell to direct 'Three Came Unarmed', Radio.

Vince Barnett, 'Night Mayor', Col.

Tom Jackson, 'All the Evidence', Backus.

Alec Francis, Alan Roscoe, Kit Guard, '13th Man'.

Thomas Meighan, Zasu Pitts, 'Madison Square Garden', Chas. Rogers.

James Gleason, 'Crooked Circle', World.

Harry J. Edwards directing first Andy Clyde short, Ed.

Neil O'Connor, 'Fox', Fox.

Clive Brook, 'Cavalcade', and 'Sherlock Holmes'.

John David Horsley, lead in 'Boy', World.

Adaptation assignments at WB: Howard Hughes, 'The Great Dictator', Wilson Mizner and Brown Holmes, '20,000 Years in Sing-Sing'; Earl Baldwin, 'Central Park'.

Jane Murfin to adapt untitled Ann Harding film, Radio.

Alexander Kirkland, 'Toss of Storm Country', Fox.

Jerry Tucker, 'Blonde Venus', Par.

Walter Connolly, 'Pitter Tea', Col.

Cornelius Keefe, Robert Frazer, James Gleason, 'Crooked Circle', Wide World.

Walter Lewis to direct 'No More Orchids', Ed.

Jacques Deyder to direct 'Red Dust', Radio.

Dustin Fagan, Gilbert and Jean Harlow featured.

Charles Farrell, 'Central Park', WB.

Wallis Clark, 'Night Mayor', Col. Gertrude Purcell to adapt 'Vandy Street', Col.

## Radio Preparing Ads

### At Coast Studio, Too

Hollywood, July 18.

Radio studio is following the Paramount-Metro hunch of originating its ad layouts out here. Reported to be at the urging of B. P. Kahn, film firm's pressy.

Eddie Eckles, editor of RKO's 'Now' house organ, leaves New York late this week for the Coast. He goes to assume new duties at the Radio studio as advertising aid to the home office, and a department. He will split work with Don Eddy, in charge at the studio. His successor on the house organ hasn't been named.

# New N. Y. Fire Tax Plan May Tap 1,000 N. Y. Cinemas \$500 Each Yearly

## Complete Research

Hollywood, July 18.

Production of a motion picture from the time the story is selected until the film is in the can is the subject selected by Ralph Staub for one of his Screen Snapshot (Col) series. Effort is now in production and will reveal all the major workings of a picture studio.

## Battle Royal Looms

### Between N. Y. Indies And 306 in Sept.

A fierce battle is in prospect between independent New York exhibitors and Sam Kaplan's operator local, No. 306, when they go to bat some time next month over the question of a new contract, to date from Sept. 1. The indie are alone in their offensive against the union, since the major chains, on a 1932 cut last May, agreed to automatic extension of the present contract for two years.

The independents are making no bones about what they want from 306. Already glaring for strife, they are discussing demands for tremendous cuts in booth scales. One indie spokesman claims that the Gotham exhibitor must get back to the 1928 or pre-prosperity scales.

Last spring, when 306 handed the chains a 10% cut, and the indie was made the independents. Most of them rejected it rather than sign until Aug. 31, 1934. Since then there has been some discussion concerning a 10% cut on an additional 10% to the indie.

One of the bigger Manhattan indie circuits is said to be demanding a 33 1/3% cut if okaying the present contract for two more years.

## Music Back in Cohan's

### Film, Now It's Satire

Hollywood, July 18.

Switching George M. Cohan's 'Phantom President' back to a satire from its original comedy at Paramount brings the original spoof concocted by Rodgers and Hart back into the picture.

Team has written about 12 numbers, including much rhymed dialogue.

## Brown Out

(Continued from page 5)

trite and Westinghouse will supply RKO with what money may be needed on no immediate need for financial aid.

The company, however, may soon issue a call for the balance of the \$11,000,000 of \$5 debenture subscription from stockholders. It has not yet been decided where such a call may be made. This was left to the discretion of the company heads by the board.

Pooling deal with Skouras calls for RKO to book and buy pictures and vaude for certain spots in New York operated by both parties with an out-and-out operating pool arranged for in Spokane and Tacoma out west.

In Spokane Skouras takes over the operation of RKO's Orpheum, pooled with FWC spots in that town, while RKO takes the FWC house in Tacoma for operation. Skouras will buy the film product for these towns and all coast RKO houses.

The New York and calls for the pooling of policies between the RKO Jefferson and the Skouras Academy, downtown, and the Skouras Audion and RKO Coliseum uptown. Each firm retains its operating jurisdiction but RKO buys and books both films and vaude for any of the houses named.

Under this plan the Academy sticks to vaude film policy, and the Skouras continues straight films. In the uptown theatre the Audion shifts to straight pictures, while the Coliseum retains its combo policy.

Additionally, RKO gets the privilege of buying and booking vaude and pictures into three other Skouras spots in the Bronx, namely the Crotona, Park Plaza and the Valentine. Operation stays with Skouras, however.

According to N. Y. Fire Commissioner John J. Dorman's fire tax plan, and the announced proportionate estimated revenue to be derived, there are around 1,218 theatres in New York City which may be affected by the various fire taxes proposed. About 1,000 of these are film houses. The commissioner expects to raise upwards of \$600,000 of his estimated new \$2,000,000 revenue, from the theatres. Remaining comes from other structures. That's approximately \$500 per theatre annually.

Of this amount \$500,000 is expected to be raised from 218 theatres where unaffiliated theatres are now stationed. That's based on the fireman's salaries of \$3,000 annually. The other \$100,000 annually is expected from a \$10 monthly charge of inspection from an estimated 1,000 straight film spots.

Whether the picture houses take any concerted action is still to be made known. So far only an unofficial investigation has been undertaken by the law firm of Sutton & Linet. Dorman's plan is now before Mayor Walker.

## Great Burden

Considering the current burdens facing the theatre, what new stations at the h-o, the new Federal admission taxes, considerable opposition from theatre owners to any additional tax burden such as proposed by Fire Commissioner Dorman, and the charges \$10 annually for each certificate issued.

Commissioner Dorman has planned his proposal with only a slight out for the theatre owners. If the film theatre owners object to the tax they may place their own watchman on the job. Under such conditions Dorman hopes to subject each watchman to strict examination and charges \$10 annually for each certificate issued.

Owners employing such watchmen may have no objection, but the city charter provides for watchmen only in 'non-fireproof' structures. Thus, a theatre presumed to be fireproof and okay-before-being permitted to operate, may not need such watchmen.

The proposed tax is to be devoted to the fireman's pension fund, thus offering a curious angle whereby property and theatre owners are compelled to keep up the fund as against the firemen themselves or the city itself.

With the object of getting insurance companies to reduce premiums of fire policies on New York theatres from 40-50% to the TOCC (10) basis, the TOCC, a group of engineers to survey every theatre in the city. This action follows the revision of the city's fire code.

Charles O'Reilly, head of the TOCC, which includes most of the major circuits as well as independent theatres, declares that with the greater latitude which the amended laws provide, the insurance companies should make concessions in rates.

The survey, which will take the next two weeks to complete, will show if the insurance companies have paid out less money to the picture industry than any other industry in New York during the past five years, according to O'Reilly.

New Haven, July 18.

Local theatre owners are burning as result of proposed ordinance of the city.

Ordinance is the outcome of action by the local Arthur theatres in reducing stage crews in houses showing only pictures. Ordinance originally demanded use of two men over 21 years of age backstage in any auditorium of 1,600 or more seats provided equipment of building included a stage to get around the auditorium in moving enough seats to come within regulations. Fire marshal forestalled this action by altering ordinance to read 300-seat capacity.

Situation brought comment from secretary of the M.P.T.O.A., that the fire marshal was proposing to add unemployment conditions among local union men.

# THE GREAT AMERICAN AMERICAN MAD

**WALTER HUSTON**—Pat O'Brien—Kay Johnson—Constance

Story and dialogue

"Powerful screen play with an endless amount of audience appeal plus innumerable selling angles. Here is money in your pocket if you are willing to back it up with a campaign just a wee bit as powerful as the story itself. Take it and make the most of it."

—Motion Picture Herald

"Box-office smash . . . A film that will have everybody talking. It is in from the jump-off. You can't go wrong."

—Film Daily

"A smashing hit—moves fast and builds to a smash climax."—Billboard

"Excellent! A thrilling melodrama . . . Will prove a good attraction at any time."

—Harrison's Reports

Critic  
ACCL

It  
Prosper  
with  
Colum

AN PICTURE *of* TODAY!

# AMERICAN MADNESS

Cummings—Gavin Gordon—A **FRANK CAPRA** Production

by Robert Riskin

ICS  
AIM

!bia

"Don't miss AMERICAN MADNESS—you can't help but enjoy it."

—Atlanta Georgian

"Swell entertainment. The climax carries a thrilling punch. Heartiest congratulations to Columbia and Columbia's ace director—Frank Capra." — John C. Moffett, Kansas City Star

"Looks very good . . . from any and all angles."

—Motion Picture Daily

"Put down a hit after the name of this Frank Capra production. It is a cinch to go big in any theatre in every community. Put everything behind it."

—Hollywood Reporter

"Thrilling and dramatic . . . definitely superior entertainment."

—Atlanta, Georgia Journal

Should have great audience appeal."

—Hollywood Filmograph



## Revamp Liberty Road as Cash-in On Florida Case

Hollywood, July 18.

'Liberty Road,' Rialto's prison road gang story, was sent back into production to include new scenes embodying the sweat box death case in a Florida camp, which is the basis of a current Hearst campaign.

John Cromwell, at Radio, after ending his Paramount contract, is directing the new sequence which will replace considerable of the formerly filmed stuff.

Picture was finished with Rowland Brown directing, just as the Hearst expose broke. Writers were immediately pressed into service for a revamping to make the picture current, and with phases for exploitation.

Brown, in the meantime, had completed negotiations and will go to Metro as a heavy boost in salary to work on 'Ritz Bar,' which he will direct with Jean Harlow, topping after she finishes with John Gilbert in 'Red Tied.'

## Small Towns Trying Bands on Stage and Lobby and 1-Clicks

Chicago, July 18.

Theatres in smaller towns are presenting all sorts of attractions to draw patronage. The Rialto, in Joliet, booked 'Half Pint' Jackson, colored orchestra, for one day. Band did four shows and after final performance, ending around 10 p. m. went into the foyer and played two hours for dancing.

Marked the first time the house had a capacity audience in months. Audiences composed mostly of the high school element stayed to the finish.

Band got \$300 for the engagement. It plays regularly over the air.

## FRISCO PROJECTIONISTS MAKE NEW CONCESSIONS

Hollywood, July 18.

San Francisco projectionists have conceded several points in their negotiations with Mort Slinger, representing RKO, Warners and Public. They've agreed to rebate 12 1/2% to major theaters, with that arrangement to expire August 1, 1932, instead of 1934. Ops also consented to eliminate assignee's clause, which held theatre owners liable for salaries of the projectionists even though they leased p. m. the houses.

## Skouras' Coast Pow-Wow

Los Angeles, July 18.

Charles Skouras, chief of the F-WC division manager for a four-hour pow-wow (13) on the 10-weeks fall drive for business. Division heads present were Will Stege, Montana; Elmer Rhoden, Idaho; A. M. Bowles, northern California; Rick Rickerson, Rocky Mountain; Tom Soriero, Arizona; Frank Newman, northwest; and Al Hanson, southern California.

After the confab they were taken to numerous studios to look at new product. Then shooed home to 'get busy.'

## COL'S DENVER SETTLEMENT

Denver, July 18.

Columbia has settled the J. T. Sheffield suit for \$5,000. Sheffield, exchange man, was suing for \$3,000 as final settlement of contract made when Columbia ended the local field with its own exchange after Sheffield had been handling Col. product for some time.

Columbia also dismissed two suits against Audio Theatres, Inc., for unplayed pictures at the Gothic theatre, Denver. Sheffield was the principal stockholder in the latter company's suit against Columbia had been filed in the U. S. district court.

## Didn't Fit

Los Angeles, July 18.

Applying for a job as usher at the Rialto, Broadway grind house, youth was carefully measured, and then turned down.

'I'm sorry, said the manager. But you don't fit our 'em' uniform.'

From 'Variety's' Hollywood Bulletin.

## Predict Active Return of Harris Interests in Pa.

Pittsburgh, July 18.

Return to theatre operation by the former Harris interests is seen with the announcement last week of the organization of a new chain by State Senator Frank Harris, brother of the late Senator John P. Harris, founder of the nickelodeon. With Harris in the new group are Eugene L. Connolly and George Hartzler, both of whom were connected for years with the original Harris chain.

First house acquired is the Drake in Oil City, Pa., obtained from the Beach 'latter, there, and others are slated to follow. The Drake reverts to the new management this week.

Original Harris interests here were sold to Warner Brothers more than two years ago, and although no agreement was entered into between buyer and seller, Senator Harris, of his own accord, has stated that he'll get into no city in which Warner has a holding.

John H. Harris, son of the late Senator Harris, who succeeded his father at the head of the Harris Amusement Company here, is now some manager for WB in the Pittsburgh division.

## Strand's Big Front

Harry Charnas will go in for his biggest 'ballyhoo' after having pioneered elaborate house fronts. On top of the \$10,000 display for 'Congorilla' opening at the Winter Garden, New York, Thursday (21), he has ordered for the Strand, the biggest front that house has ever seen. It goes on for 'Doctor X,' probably opening Aug. 12.

Entire front of the Strand building will be covered from the marquee to the roof. Permission has been obtained and height of the front will be nearly 100 feet.

A 36-foot tableau will be on top of the marquee worked on a turntable to provide action. A wax figure, painted with curtains drawn at given periods in side-show style, has been declared out.

## Publix Closing More Of Its N. W. Houses

Minneapolis, July 18.

Determined to eliminate as many losing spots as possible, Publix is closing a number of its northwest circuit houses. Four more P-P theatres, in addition to the Minnesota and Century, go dark this month. One loop house, the 35c Aster, is included. Others are neighborhoods—the Arion, Empress and Rialto.

Belief in local show circles is that Publix is taking this action in cases where neighborhood rental readjustments cannot be worked.

Out-of-town Publix houses going dark include the elaborate Chateau Pledge, Rochester's leading deluxe place; the Garlick, Duluth; Palace, Superior; and the State, Sioux Falls, S. D. The Metropolitan, Mitchell, S. D., also has been closed for remodeling.

## A.T.&T. Loses Patents' Points in Buffalo Suit

Suit brought here against Sol Wallenstein of the Broadway theatre by A. T. & T. concluded today (Monday) in the U. S. Circuit court, the bench ruling only one of five patents valid. The patents, Warner Brothers defended for Wallenstein with the action involving alleged infringements of five amplification patents owned by A. T. & T.

Four patents were held invalid by this court. The patents cited concerned vacuum tubes with the design expected by Warners to have a bearing on its claim against American Tel. & Tel.

## Home-Car Giveaway Forces Extra House Rentals for Overflow

Pittsburgh, July 18.

Talk of the trade around here is the sensational one-day business in the WB houses the night of the biggest give-away in local theatre history. Price was a new \$15,000 home, completely furnished, accompanied by a fully equipped garage with a Ford.

Coupons with every admission had been given away for months. As a result, on the big night every house in the district was jammed to the walls. In the Stanley's case empty theatre was rented for a couple of hours to handle the overflow. Loud speakers carried the news to those on the streets and in the rented seats. Those unable to get into the theatre to see the show were permitted to use their tickets any day during the week.

Home and car were won by a 16-year-old boy. Youth looked so young he had to produce his birth certificate, one of the stipulations being that the winner must be 16 or over.

## Huffman Forms Corp. In Denver Realignment

Denver, July 18.

Harry Huffman has formed the Colorado Consolidated Theatre Corp. and taken over the management of the Orpheum in a pooling arrangement in which his Aladdin, Tabor and Rialto are included. His Bluebird and Eldorado, neighborhoods, are not in the pool.

Orpheum is an RKO house and will continue vaudeville. The Aladdin, first run, becomes a second run in another month. The Tabor will go to a first grade and the Rialto will remain first run.

Huffman will be managing director and Gerald Whitney, formerly at the Tabor, will manage the Orpheum. C. E. Porter, Tabor assistant, gets the management there. Joe Gundry remains as Huffman's assistant and manager of the Aladdin. Ralph Lee stays as Rialto manager.

Changing the Aladdin to second run leaves four first runs here—the Denver and Paramount (Public), and the Orpheum and Rialto.

## Raynor as Div. Chief For RKO in Boston

Bill Raynor, operating the Fox Detroit, has been named as chief in New York for that he will take the divisional direction of RKO's New England sector, with headquarters in Boston. Raynor will succeed J. H. McGraw, there, with the latter, according to report, being transferred to Chicago as city manager under Asher Levy.

Raynor's successor at the Fox Detroit has not been named.

## Stuart's Southern Look

Herschel Stuart leaves New York Friday (22) to look over RKO's southern houses. Stuart will make the trip all the way by plane, first stopping at Dayton. He intends visiting New Orleans, Houston and Dallas, making his return to New York on July 23.

This is Stuart's first trip south to look over that territory for RKO which has assumed management of the circuit under Harold Franklin.

## Incorporations

NEW YORK Albany, July 18.

United Booking Office, Inc., New York, Ltd., theatrical company, has no par. Edward J. Mackay, president, is Manhattan, managing producer, the theatrical representations, 200 shares no par.

Frederic Film Associates, Inc., Manhattan, Pic. picture, motion and talking pictures, \$10,000.

## CALIFORNIA

Davidson Radio & Television Corp., Los Angeles, Capital stock \$125,000, no par. J. H. Davidson, president, J. H. Davidson, president, J. H. Davidson, president.

John J. Z. Corp., Brooks Company, 14,553. F. Z. Corp., Brooks Company, 14,553. F. Z. Corp., Brooks Company, 14,553.

Genevieve Theatre Corp. and Peter Bondi, Theatre Owners' Trading Corporation, 33,000. Genevieve Theatre Corp. and Peter Bondi, Theatre Owners' Trading Corporation, 33,000.

Allan Dinehart, L. Dinehart, costs, \$125.

## Stock Market

(Continued from page 7)

ably by a bank group organized a month or two ago.

The amusement liens were late in getting into the movement, which suggests a line reasoning against the solidity of their advance somewhat as follows: Thus, it is usually stated that most imperceptibly and it is not until a recovery has for some time been in progress that the rank and file of traders get into the going on. By the time most of the really choice bargains have had the edge taken off the slow climb having put them gradually at considerably higher levels. Shrewd traders probably would buy the bonds that have already been advanced, on the theory that if the movement is to go further it will be these that will benefit most since they have the support of the best informed early birds.

The belated buyers usually comb the list of issues that still look as though they are on the bargain counter and they go for the cheapest rather than for the best. The bulk of the second recovery and the buying often brings on a spurt in the backward issues. If you accept this line of reasoning, it is likely that the bulk of the recovery will be half-hearted, bringing on a relapse.

## Paramount Favored

Studied the movement bonds over the last ten days tends to confirm the suspicion that they were enjoying that kind of buying. The two continuous volume moves last week were the Paramount issues which gained 3 points net for the day and the second recovery of the Public 5 1/2, closing prices being 16 and 14, respectively.

At the same time the Loew bonds attracted no attention and quietly within a narrow margin, net gain on the week being only a fraction of a point.

Orpheum and Rialto, on the face of it that bargain price and not quality of investment standing against buyers of Paramounts and Loew's is going on further into their relative merits than the price they command in this critical market situation.

All this is not to say that the Par. bonds were not entitled to a better price. The argument ignores the intrinsic value of the bonds, which is a possible market situation at the moment.

The Par. bonds showed a spectacular jump on minor transactions, shooting up more than 7 points on a single operation. Perhaps representing a single operator who made money or campaign one may only speculate. The Warner liens did rather well, touching a net gain on the recovery at 17 and holding a minor net gain over the week. Warner bond gains have been inconsiderable compared to other obligations, but they have been pushed up slowly and with determination, keeping speculation in the market.

Liquidated on the way up. Bonds found the first barrier around 15, where they were met by a wall. The level appears now to have been cleared up and it looks as though the market may head a bit further before they run into another sales area.

One small lot of the new RKO debentures was exchanged for 50% while General Theatres slipped further to 14, being now within a small fraction of their bottom at 12.

## Stocks Neglected

Among common stocks nothing

Summary for week ending Saturday, July 16:

## STOCK EXCHANGE

High.	Low.	Sales.	Issue and rate.	High.	Low.	Last.	Chg.
5 1/2	5	100	Admission Seat.	14 1/2	14	14 1/2	1/2
5 1/2	5	100	Columbia P. vic.	14 1/2	14	14 1/2	1/2
5 1/2	5	100	Comet. Film.	14 1/2	14	14 1/2	1/2
5 1/2	5	100	Eastman Kodak (6)	14 1/2	14	14 1/2	1/2
5 1/2	5	100	Gen. Elec. (400)	14 1/2	14	14 1/2	1/2
5 1/2	5	100	Kellogg (100)	14 1/2	14	14 1/2	1/2
5 1/2	5	100	Loew (100)	14 1/2	14	14 1/2	1/2
5 1/2	5	100	Met-Cor. prof. (1.89)	14 1/2	14	14 1/2	1/2
5 1/2	5	100	Orpheum (100)	14 1/2	14	14 1/2	1/2
5 1/2	5	100	Paramount	14 1/2	14	14 1/2	1/2
5 1/2	5	100	Rialto	14 1/2	14	14 1/2	1/2
5 1/2	5	100	RKO	14 1/2	14	14 1/2	1/2
5 1/2	5	100	Universal	14 1/2	14	14 1/2	1/2
5 1/2	5	100	Warner Bros.	14 1/2	14	14 1/2	1/2
5 1/2	5	100	Westinghouse	14 1/2	14	14 1/2	1/2

## CURB

High.	Low.	Last.	Chg.
1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	1 1/2	0
1 1/2	1 1/2	1 1/2	0

## BONDS

High.	Low.	Last.	Chg.
100	100	100	0
100	100	100	0
100	100	100	0
100	100	100	0
100	100	100	0
100	100	100	0
100	100	100	0
100	100	100	0
100	100	100	0
100	100	100	0

## Over the Counter, N. Y.

Note—Suspended from trading.

much happened worth recording. Volume remained low and movements back and forth were in response to technical considerations—covering and minor recessions were scalping operations mostly by floor professionals.

The action of the bond market was the real background for bullish sentiment. The stock market, however, had nothing with which to sustain a movement, lacking any wing and, therefore, to hold at even a distant improvement in the business situation. Not one strictly amusement issue enjoyed sales in five figures unless RCA be admitted to that classification. In six sessions, for instance, Warner Bros. turned over 4,100 shares, representing less than \$5,000 in business. Loew sold scarcely 1,000 shares a day and there were several sessions when the stock did not appear on the tape at all.

Eastman Kodak which has become a speculative favorite, was conspicuously brilliant on the upside. At one time it practically doubled its bottom of the previous week and all in all, on Wednesday, it sold at nearly 50 shares held between the narrow limits of 39 high and 35 low. Closing at 43, between a 38 and 33, dividend meeting impending, the gain is persistent in the street that a further reduction of its 5% rate is probable. It used to pay 5% and an extra.

The really star performer of the week was Columbia certificates, the previous early move of which on Wednesday was followed by a announcement that it had made a 100% sale of its product to RKO and W. P. Co. deal which was a considerable revenue and promptly enough to be of immediate interest. The stock was marked up to a high for the movement and for the year at 14. When the news was announced, the stock was at 12. Turnover was 5,000 shares, almost twice the volume of the previous week and probably the biggest week since listings on the Big Board.

Understood Columbia sales deal calls for percentage bookings in the bulk of the week, which opens up a built of the deal, becoming an active mover. Box office of new releases ought to give it plenty of impetus. The deal of the stock—minority interest under the voting trust—did not appear on the Curb.

One of the first constructive plots of news affecting a listed film stock and it created quite a commotion marketwise. Indeed it was the only piece of news of the week having to do with an amusement company. Loew's got into the newspapers on the announcement of a deal with RKO, becoming an active mover. Directors and other employees of Metro-Goldwyn, starting at \$150 a week and more. All the changes in the action of the stock—ending at 35% on salaries of \$150 a week and more. All the changes in the action of the stock—ending at 35% on salaries of \$150 a week and more.

Previous cut for the company affected only Loew and Metro executives. The deal was a real blow away under the impulse of the statement sent out by Nicholas Schenck, president of both Loew and M-G-M. Although it ended the week with the largest net gain in the amusement group, 1% up at 16 but quiet.

# The World, the Flesh and the Movies!

...Hollywood's own story told in the best picture Miss Bennett ever made!... about its people, its ways, its days, its nights, the towering ambitions and great temptations of those chained to the public's whim.

Van Beuren Corp.  
production

...and FRANK BUCK'S "BRING 'EM BACK ALIVE"  
is Bringing 'em Back to the Box-Offices of all America!

## Constance BENNETT

### in "WHAT PRICE HOLLYWOOD"

with LOWELL SHERMAN  
NEIL HAMILTON & GREGORY RATOFF

Directed by George Cukor  
(RKO-PATHE Picture) [David O. Selznick, Executive Producer]

"Has authority, punch, drama, pathos,  
comedy, sex and glamor... brilliantly acted"

N. Y. Daily Mirror

"Smashing climax... fascinating picture"

N. Y. Daily News

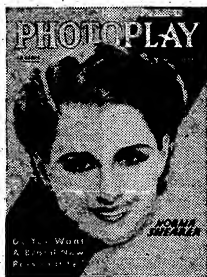
"Grand entertainment" N. Y. Journal



In the Middle of Summer...when you need it...RKO gives you one of the best pictures of the year! Another definite box-office attraction with the Magic of a Great Star, a Great Story and a Great Subject that is fascinating to every theatre goer!



# WONDER WHAT A MAGAZINE COVER THINKS ABOUT!



"No sooner do I get comfortably settled on this news-stand than somebody buys me. When they put Norma Shearer on a magazine cover it's a quick sale!"



"I'm proud. Honestly I'm proud to display Marie Dressler. The folks come along and say: 'Ah, Marie Dressler. I'll take this one!'"



"Is my face red! I've been stuck here all month and nobody even gives me a tumble. What chance has a magazine cover without an M-G-M star!"



"Greta Garbo gets on more magazine covers than any other star. Gosh, she's popular. I like her in that blonde wig from 'As You Desire Me'."



"Beautiful Marion Davies. She really adorns a magazine cover. They can't help picking me up to look me over. Thanks Marion!"



"I remember when they used to stick Joan Crawford's photo in a little corner inside. She's a real Front Cover Star now. Popularity that's deserved!"



"I get plenty of attention this month with Helen Hayes. And I hear the folks say: 'I loved her in Madelon Claudet. I hope she's in a new talkie soon.'"



"All dressed up! That's how a magazine cover feels displaying Jean Harlow. I over hear them raving about her 'Red Headed Woman' hit!"



"Gee, the news dealer is happy this month. A lot of M-G-M Stars on the magazine covers. That guy is gonna buy me. I hope I'm going to a nice home!"





## KEEPING UP WITH F. & M.

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

### Big Names

The Coast flappers all agitated over F&M's signing of Monte Blue and anxiously await his State, Los Angeles, opening. "Big Names" are the order of the day at Coast F&M spots, what with Al Jolson, Ted Lewis, Will Mahoney, Jack Dempsey, Lina Basquette, and now Monte Blue coming through as Fanchon and Marco headliners. Sylvia Clark, musical comedy favorite, readying in new F&M Idea.

### Grad Notes

F&M grad Lucille Page opened Friday in Paris with "Dinosaur act" under Earl Carroll's management, then plays Berlin, Hamburg and back into next Carroll Broadway show about mid-September. Grad Lydia Robert featured by Paramount with Jack Oakie, W. C. Fields, Ben Turpin, Susan Fleming, Andy Clyde and George Barbier in "Million Dollar Legs."

### O.K., Leroy!

"O.K. United States!", will be Leroy Printz' next F&M Idea. Satire on current happenings. "Ballot" Idea now being readied by Larry Ceballos. Athens and the Colliettes signed "rest of cast to be chosen." Fanchon's "Sweet and Lovely" Idea has Blanche Sweet in leading role, an appropriate pick. Fan club campaign similar to Betty Compson stunt in work.

### Globe Unbends

Show reviewer of staid Boston Globe rates F&M's Zeida Santley as "clever impersonator," seen in Boston in some time," quoting Globe's exact words. "Miss Santley's impersonations place her in the ranks of Elsie Janis and her work deserves every praise." And Bill Stiegler, Cincinnati Times-Star, quotes Arthur Lake with F&M: "This is a great show and a great troupe!"

### Radio Finds

"Gus Edwards' Radio Stars" Idea with F&M discoveries got off to big start at Fox, San Francisco, with John Tio, the wonder parrot, intriguing public and press. Asked name of greatest American dancer, answered "Jack Lall!" Eddie Bruce big as Chandu-like radio announcer. Four Albee Sisters, Bill Aronson, Leota Lane, Kay Fayre and Tony Pagliacci all liked.

### Boosters Depart

Many famous metropolitan writers who have been giving F&M folk national publicity are vacation-bound, fringestance Leo Townshead of Film Fun, Jack Lall of Hearst syndicate, Mark Barron of A.P., Webb Arts of U.P., Emil Corwin of NEA, and gentle Rebekah Miller of Red Book magazine. Jimmy Aswell of Central Press called to Washington by mother's illness.

### Archie's Moosic

Composer Archie Gottler doing the songs for Blanche Sweet's "Sweet and Lovely" Idea. Fanchon has signed Stroud Twins, out of "Vanities"; Chamberlin and Hines, Luc Lorraine and Throe Cachalots for this Idea. Sylvia Shore recently with F&M's "Stars of Yesterdays" Idea, now with F&M's "Desert Song," taking Betty Willie's role of Susan, Betty switching to new Idea.

### Sachs' Appeal

Prize for hot weather exploitation accorded "Reflections" Sunkists with summer bathing angles in behalf Paramount Theatre, New Haven. Manager Walter G. Sachs also handled Betty Compson advance publicity Toronto with Imperial Theatre's Howard Knevels and Miss Scott. Special interviews Toronto Star and Telegram and aswell radio interview over CFCA.

### Mouse-ical Hit

Seattle kids jam special mat shows "Mickey and Minnie" Idea, staged by Leonard, billed as Fanchon and Marco Mouse-ical Revue, by special arrangement with Walt Disney. Pluto, the pup, welcomed by kiddies, even as Mickey and Minnie (in person) and big hand given Roy Rogers, Sanna and Loomis, Foster and Van, Monty and Carmo, and world-famous Toots Mavelle, the joyful jumping jack.



# AS EASY AS PLAYING A PICTURE!

*You just sit back and count the receipts*

When you play a stage show the Fanchon & Marco way, there are no headaches.

The trained Company Manager with each unit takes all the details off your hands.

He settles all questions of temperament, spotlight-hogging, cancelled dates, etc.

Only from F. & M. can you get this marvelous trouble-free stage show system.

*No wonder more theatres  
are turning to....*

# FANCHON & MARCO

INC.

Offices

HOLLYWOOD • SAN FRANCISCO • SEATTLE • MILWAUKEE • NEW YORK

# 26 RKO AGENCIES DROPPED

## PHIL BLOOM OFF BIG MIDWEST RKO BOOK

Phil Bloom, George Godfrey's appointee in the RKO booking office, was removed Saturday (10), from the important middle western book and assigned to the houses from Minneapolis to the Coast only.

The larger midwestern houses have been returned to Bill Howard, while all the eastern time reverts to Arthur Will.

Dolf Lettier has been reinstated as a regular booker with seven houses after serving in an assistant booking capacity for a while. Godfrey remains off the books altogether.

The new set-up of bookers and houses is:

Arthur Will—Palace, New York; Albus Brooklyn; Boston (New Keith's), Cincinnati, Chicago (Palace), Cleveland (Palace), Kansas City, St. Louis.

Bill Howard—Providence, Boston (Boston), Albany, Buffalo, Toronto, Syracuse, Rochester, Cleveland (10th St.), Akron, Youngstown, Dayton, Toledo, Columbus, Ft. Wayne.

Phil Bloom—Chicago (State-Lake), Minneapolis, St. Paul, Seattle, Portland, Oakland, San Francisco, Los Angeles, Salt Lake, Denver, Omaha, Little Rock, Dallas, San Antonio, New Orleans, Atlanta, Birmingham.

Dolf Lettier—Prospect, Brooklyn; Trenton, Paterson, Troy, Schenectady, Westwood, N. J.; Lynbrook, L. I.

## Schultz Wanted to Raise Buck's \$750 And Gets Raised Out

An alleged telegram to Frank Buck regarding the wild game hunter's salary on his current appearance in the RKO theatre has resulted in the ejection from the booking office of John Schultz, agent. He was suspended for three months.

Schultz, a one time Keith executive and now the RKO agency partner of George Weeden, is charged with having wired Buck that as his stage salary is only \$750, he appears to need an agent.

Buck was booked direct for the RKO dates by A. J. Van Beuren in conjunction with the Buck-RKO-Van Beuren picture, "Bring 'Em Back Alive."

## ELLINGTON'S \$8,500 FOR 2-IN-1 BOOKINGS

Duke Ellington has been pencilled into the Wisconsin, Milwaukee, for a week's combination date starting Sept. 2. Means he will play for the dancehall in the building with the theatre after the final stage show each night, both spots being operated by the same management, Fox.

Salary for the dual Milwaukee engagement calls for \$8,500 net.

## SUING SCHENCK ESTATE

Argument on an unpaid bill for a boat incurred by the late Joe Schenck (Van and Schenck) comes up in the surrogate's court, Queens County, Tuesday.

Attorneys for the Marine Sales and Service, Inc., are demanding that the widow, Lillian Broderick Schenck, pay \$470.85 claimed due from the estate.

## VERA GORDON'S UNIT

Hollywood, July 19.  
Vera Gordon breaks in a Fanchon & Marco tour at the Manchester, Aug. 12.

Unit will have a Ghetto background.

## No. 1 Agents

Following are on the preferred or 'in' list of RKO franchise holders and remain agents with full floor privileges:

I. R. Samuels  
Harry Romm  
Max Hart  
Billy Jackson  
Weeden & Schultz  
M. S. Benham  
Henry Bellitt  
Blondell and Mack  
George Choo  
Curtis & Allen  
Gus Edwards  
Harry Fitzgerald  
Leo Fitzgerald  
Phil Tyrell  
Tom Fitzpatrick  
Marty Perkins  
Alex Gerber  
Weber-Simon  
Jennie Jacobs  
Edward Keller  
Hugo Morris  
Joe Sullivan  
Maurice Rose  
Chas. Maddock  
Chas. Morrison  
James Plunkett  
Lee Stewart  
Max Gordon.

## ANOTHER MID-W. VAUDE TRY ON WAY

Chicago, July 18.  
Another vaudeville experiment started out locally Saturday (16) when a 16-piece stage show unit left to play seven towns in Wisconsin for Fox. As with the State-Lake opening, friends of vaudeville who have been hoping that this fall would at last see a real pick-up in data through the midwest were fearful that launching experiments under the handicap of a heat wave in mid-July might give an unwarranted black eye to vaudeville.

Tommy Sacco is booking the Wisconsin road shows which, as now routed, play 12 days in 14 divided among seven towns, Kenosha, Milwaukee, Stevens Point, Marinette, Green Bay, Oshkosh and Appleton, in that order.

H. J. Fitzgerald of the Fox Midwestern office in Milwaukee okayed the experiment for six weeks. One unit will leave Chicago each Saturday by train for Marinette and her Platoon Blonde, girl band is the starter. Second week will be a 24-piece colored revue, "Hittin' High." After that a group of radio entertainers headed by Rube Trueman of WLS will make the tour of 500 miles. Everything, including baggage, goes by bus.

Shows are budgeted around \$1,200.

## \$1,000-\$1,500 UNITS FOR INDIE FILM HOUSES

Billy Diamond and Max Richards have entered into a partnership for independent producing of stage units for indie picture houses. They intend to scale their shows from \$1,000 to \$1,500.

A staff of former producers and staggers for the picture house circuits will be interested in the office as partners. Set so far are Frank Cambria, Will Harris and Harry Goufain.

Diamond was a former RKO booker and agent. Richards is the RKO agency partner of Harry Lenetska.

## F. & M.'S SHOW WRITER

Hollywood, July 18.  
Archie Gottle, songwriter, hired by Fanchon & Marco to provide material for their units.

Job, first of its kind with the organization, came after Gottle wrote routines for Blanche Sweet and Monte Blue.

## OK'D 28 REMAIN; SQUAWKS GALORE

Drastic Move to Alleviate Booking Floor Congestion—Means Extinction for Droppees—Special Disposition Only If New Partnerships Formed—Move Placed in Agents' Laps by Beck and Godfrey

## 78 OUT OR ALMOST

Attempted alleviation of an allegedly crowded condition on the RKO vaudeville booking floor transpired over the weekend. It resulted in 28 franchised agencies being declared out as against 28 who remain.

In addition, 27 non-franchised agents, associated with the 28 in No. 1 offices, are denied the privilege of the sixth floor under a ruling limiting booking office attendance to the franchised holders themselves. It practically means extinction of the associates unless they can connect with a franchise holder as a partner.

As things now stand, a franchised office can retain as many associates as it cares to, but none is permitted to book acts.

Another group of associate agents, those with the 28 out offices, are in the same predicament but worse off since their chances of connecting elsewhere are considerably less. They number about 25 agents, making a total of at least 78 who are out in one way or another. Although most of the cutting appeared to be over by yesterday (Monday) evening, the big doings seem yet to come. The squawks started simultaneously with release of the first list of outs on Friday (15) and by Monday many grievances had reached preliminary legal

## No. 2 Agents

Following have the privilege of doubling up with the franchise holders who remain. If doubling they'll be classed as partners of the preferred agents and permitted on the floor. If failing to connect with a No. 1 office, they will be considered out:

Norman Jeffries  
Lew Cantor  
Chas. Baerbauer  
Louis Spielman  
Nat Sobel  
Chas. Wishnik  
Richardson & Lenetska  
Weiner & Kalchelm  
Morris & Oz  
Harry Rogers  
Roger Murrell  
Sam Fishman  
Wayne Christie  
Franklin Graham  
Max Hayes  
Sol Lewis  
Sam Shannon  
Ben David  
Harry Simon  
Harry Norwood  
Aaron Kessler  
Nick Agneta  
Pete Mack  
Sam Baerwitz  
Milt Lewis  
Bart McHugh

stages. Several of the out agents turned their complaints over to lawyers for advice, representation and possible damage suits.

How and Why?

The big mystery, to everybody, excepting the booking office and the agency committee which performed the cutting, was in regard to how the cutters arrived at their conclusions. The committee refused to give a reason for any of the outs, nor would it reveal how it differed.

(Continued on page 62)

## Loew's Deluxers Quitting Big Presentations in Favor of Vaude, Leaves F&M Alone with Unit Revues

## Associates Out

Following are those associates affiliated with the No. 1 agencies, but restrained from going on the booking floor under the one-man rule, unless connecting with their own or another agency as a partner:

Harry Ward  
Miles Ingalls  
Ben Burke  
John Hick  
Leonard Romm  
Russell Decker  
Phil Offin  
Paul Durand  
Henry Lang  
Jeff Davis  
Larry Puck  
Jess Freeman  
Will Weeden  
Tony Ferry  
N. E. Manwaring  
Danny Collins  
Bill McCaffery  
Max Tishman  
Tom Curran  
Paddy Schwartz  
Bill O'Day  
Jimmy Doyle  
Clady Brown  
Fred DeBondy  
Jack Klotz  
Ed Reilly  
Chas Furey

After six years as a leader in the field, Loew's is quitting the picture house unit business. It has decided on regular vaudeville bills next season for all its deluxe houses, excepting the Capitol, New York. Latter also will soft-pedal the production end of its stage shows and feature specialty talent mainly, as it has been doing for several months.

Loew's departure from unit producing leaves that field without major competition for Fanchon & Marco, with the latter to be probably the only unit producer of importance during '32-'33.

It is Loew's present belief that the chorus line and production enhancement for stage shows in the picture houses have lost their effectiveness through sameness during the six years that presentations have prevailed. The cost of a line and scenery can be devoted to salary for an extra feature act on all bills for better results, with the act, if containing merit, likely to mean more to audiences than a familiar line of girls in front of the same old flash scenery, Loew figures.

## F. & M.'s Budgets

F. & M.'s problem is different. The Loew unit's payroll for specialty acts runs to at least \$3,000, while F. & M.'s talent costs are considerably less. Girls and production are generally regarded in vaudeville as helpful to fair acts, although good acts are better off without them. For theatres that cannot afford large salaries and the grade of act that goes with them, the F. & M. type show is considered superior to a bare program of the same turns without production support.

Regulation vaudeville, without the trimmings, has replaced units in Loew's Paradise, New York; Valencia, Jamaica, and Jersey City. Results in the new policy's first two weeks brought in the decision to refrain from unit producing in the future. The Loew out-of-town picture houses that played the Loew units last season and are now in straight picture houses for the summer are expected to follow the metropolitan trio into vaudeville in September.

## \$18,000 AND PROFIT FOR 1ST PALACE COMBO BILL

RKO Palace, New York, in its current (first) week of a combination policy, may make money with an indicated \$18,000 gross. House needs \$15,000 to break on its six acts and second run pictures.

Former 'break' figure was \$14,000 for the grind, four-a-day nine acts of straight vaudeville.

The \$15,000 includes film, with the latter nominally quoted in that its product is a direct spill-over from a nearby Broadway house. This week "Bring 'Em Back Alive" from the across 47th-street-Mayfair, gives it a fifth week on Broadway, whereas it would have had four and out.

Next week U. S. "Radio Patrol" will enjoy an unexpected extra week at the Palace following a fortnight at the Winter Garden. Palace rental is \$500. Week after, "What Price Hollywood?" (RKO), after a fortnight at the Mayfair, will spill over into the Palace to a \$750 rental.

Palace is saving about \$200 on shorts which formerly broke up the grand 4-a-day vaudeville.

Palace's new scale week days is 30-40-65; Saturdays, 40-60-83; Sundays and holidays, 55-83. Final week of its straight vaude policy, which showed an \$8,000, total, for a loss of \$6,000.

## ONLY 2½ RKO VAUDE WEEKS IN N. Y.

Only two and a half weeks of RKO vaudeville time will prevail in the entire Greater New York area for the balance of the summer after the Coliseum, Madison and Fordham theatres go straight pictures July 23.

Palace, New York, and Albee, Brooklyn, both five-act vaudifilm full weeks, will be the sole survivors in the regular vaudeville field. Remaining half week is the Prospect, Brooklyn, which started a policy of 'showing' bill Saturday (16).

The three houses dropping out are announced by RKO as doing so for summer economy reasons only, but there are the usual chances that none may return to vaudeville in the fall if less expensive straight pictures make money.

## MARY EATON FOR F&M MUSICAL COMEDY UNIT

Los Angeles, July 18.

Mary Eaton has been taken by Fanchon & Marco. A musical comedy unit will be built around her.

Miss Eaton just got back from London.

## Attach Tracy's Salary

Upon Ed Wolf's court victory against Arthur Tracy (The Street Singer), the latter's salary at Loew's Boulevard, New York, was tied up last week, resulting in Tracy not paying off his pianist or electrician. Heretofore only one-third of Tracy's money was held back in escrow, pending adjudication of Wolf's suit for a third cut on a managerial contract filed.

When the courts ruled for Wolf, ordering the appointment of a receiver, Loew's Boulevard held back the salary. Tracy meantime is legally appealing.



## Act Jumps 1,700 Miles from Chi, Cancelled on Coast, Then Gets Break

Seattle, July 18.

Shuron De Freis Revue, two men and seven girls, ran up against the 'change in policy' at the Orpheum here, last week, when the two-day vaude plan went out of here and into Portland, with Tacoma closed on vaude. They were booked out of Chicago on a four-week contract calling for a half week in each of these towns; half week in Oakland, full week in San Francisco, at Golden Gate or Orpheum, and full week in Los Angeles, at RKO or Orpheum.

The act, however, has now been rebokked by arrangement with Cliff Work for three weeks in Oakland and southern California. Troupe left here Friday (15) by bus for California.

They made trip from Chi in bus, and when 1,700 miles out were notified their contract was cancelled. However, they played four days

### Not So Simon Pure

Entrant in a chain-theatre amateur contest held at a New York theatre, called the house manager and explained that he was not going through his whole routine that evening. Asked why, he replied 'Next week this house goes into vaude policy, and I'm one of the acts.'

here at windup of the split-week policy; stranded after the expensive jump here, they were told that their contract had been legally cancelled. They claim contract holds at least for L. A. and S. F. and want to play dates there, or a settlement.

Up against it, the girls have been living in the bus in an alley lot near the theatre.

### BRANDELL & CANTOR AGENCY PARDS AGAIN

Several years ago partners in production of vaudeville acts, William Brandell and Lew Cantor have teamed up again. With Cantor on the Coast to produce plays for screen possibilities, Brandell will hold down the eastern end.

Under the association formed, Brandell-Cantor in the east will operate as a general agency, handling talent and material for pictures, stage, radio, etc. There may be some vaude producing. Since Cantor returned to New York from the Coast over a year ago he has been confining his efforts to that. Cantor is now in Hollywood.

### NEW ACTORS' CLUB, WILL OAKLAND AS PREZ

New New York actors' club, titled the Greenroom N. Y. Club, has Will Oakland as president and Philadelphia Jack O'Brien vice-president. Organization has no connection with the old Green Room Club. Quarters are in the Broadway Central building at Broadway and 51st street.

Members pay \$1 a month, with the club also maintaining a sort of employment service gratis for members. No agents' cut if placements are made. Non-professionals are allowed to become members for \$15 a year.

One of the ideas figured on by the new group, which claims a membership of about 150 thus far, is to give a show once a month in the clubroom, gratis to members, but with paid admission for outsiders. Rumpus will be staged by Will Oakland, at least the first couple of times. Hope is that agents and managers will attend.

Actor members are allowed free use of rehearsal space in the club. Jesse J. Endot, proprietor of the building, promoted the stunt and won't charge off any rental, his idea being that the influx of club-members and visitors will help his building.

### RKO Takes Over B. & K. Fashion Show and Grief

Chicago, July 18.

Fur Fashion Show for many years a standard annual attraction at B&K's Chicago and outlying deluxers will play the RKO Palace this year. It will be counted as one act during the week of July 23.

Bill Robinson's all-star unit, which previously played the Palace, will be sidetracked into the State-Lake that week.

With the fur show, which is provided gratis by the Chicago Furriers Association, RKO will book a male single to double as m.c. Instead of the 45 minute session of the Beaudakay pageants RKO will limit the display to 20 minutes. Beaudakay passed up the stunt as being too much grief.

### Kahn at \$2,250

Roger Wolfe Kahn's act at the RKO Palace, New York, commencing Saturday (23), precedes his revue engagement with 'Ballyho.'

Otto Kahn's son is staging a comeback as a bandleader and will be in the pit of the musical. A nite club idea atop the 44th St. theatre where 'Ballyho' opens is also being spoken of, to have Kahn as the dance attraction. The Palace salary is \$2,250 for 22 men.

### Marie Eline's Injuries Serious; Grace's New Act

Injuries received by Marie Eline of the Eline Sisters on the stage of the Tivoli, Brooklyn, two weeks ago, at first regarded as slight have taken on serious complications. Three doctors have been called in and a day and night nurse are in attendance.

Opinion of the physicians is that the Tivoli fall did not directly cause the illness, but only aggravated a condition caused by years of taking many falls by Miss Eline constantly during her act. She will have to take a complete rest after she recovers.

In the meanwhile, Grace Eline will team up with Richard Lane for a new comedy turn until her sister recovers. The sisters' current Bermuda boat booking had to be cancelled.

### DAVIS' ACT AS UNIT

Benny Davis is to take his vaude revue intact to the Coast for a Fanchon & Marco tour. Revue will require little F. & M. production, and will carry the songwriter-entertainer's name above the idea billing.

### Clayton's Idea

When he sails for California tomorrow (Wednesday) on the S. S. Virginia, Lou Clayton's baggage will include 1,000 old golf balls.

Clayton, who plays golf when he isn't sleeping or eating, has it all figured out. He's going to perfect his swing by driving the balls off the deck and letting the fish have 'em.

### NERTS TO ETHER FOR SOME SUMMER CASH

The same acts who had declared a professional moratorium late in the spring for the summer, hoping to get a break on the air, are now saying nerts to the radio thing and going after some bookings for immediate cash.

They're not forsaking the ether program, but with auditions few and commercials even less, for the time being, the acts are out to grab off a few weeks' until that radio commercial break comes along.

### COLUMBO AND GIBBONS SET WITH RKO BY NBC

Russ Columbo is set to follow up his current stand at the Palace with four more RKO weeks. First jump takes him into Boston (23), with the subsequent week bringing him back here for the Albee, Brooklyn Palace, Cleveland, Aug. 13 and Palace Chicago (20) are the other two dates slated for the crooner through the NBC Artists' Service.

Network's talent bureau has Floyd Gibbons also pencilled for the latter two houses. It's Cleveland the 23rd and Chicago the following stanza, with the possibility of a week's postponement here.

### Foreclose Roy Cummings' House in L. A. on Note

Los Angeles, July 18.

Under foreclosure proceedings a house and adjoining lot owned by Roy Cummings (vaudeville), whose right name is Crooks, will go on the block July 28. Decision followed suit by Robert Belden, a stage hand, who traveled with the Cummings act for several seasons.

Belden's claim on a note is about \$1,800. House is mortgaged for \$4,500.

### WARNER SHORTS

Brooklyn Vitaphone Studio Underway With Prod.

Warners shorts producing at the Flatbush studio got under way last week with a pair by Jack Haley and the final of the S. S. Van Dine series of 12.

Jack Denny's orchestra and Joe Penny are on the current week's schedule.

### Healy's No. 2 Stooges

The No. 2 set of three stooges who were with Ted Healy are doing an act on their own with Jack Walsh, handled by Blondell & Mack. They are Jack Wolf, Dick Haines and Paul Garner.

Howard, Fine and Howard, Healy's original stooge trio, are going with him into 'Greenwich Village Follies,' the revised version of 'Hey Nonny, Nonny.'

### BURBIG FUNNYBONERS SET

RKO is picking up Henry Burbig and the Funnyboners, CBS network turn, for additional time following its opening four weeks. Act is CBS-booked.

## CAP'S RECORD \$19,000 SHOW

Loew's Capitol, New York, will shell out more than \$19,000 for salaries next week (22) when it plays the most expensive stage show ever spotted in a picture house.

Lou Holtz is in for \$6,000 straight and a percentage against the gross. The other top salaries are Phil Baker at \$5,000 and Abe Lyman's band at \$3,500. Latter holds over from this week.

Hannah Williams, Boswell Sisters and Norman Prescott are the remaining turns.

### Minervitch to Loew's

Borrah Minervitch and his Harmonica Rascals open for Loew's July 29 around the New York houses.

### RKO VAUDEVILLE INTACT 23 (Week July 16), Kansas City ROSETTE and LUTTMAN In "Dance Stories"

With ORAL and MAX THIMMAN, FLUNKETT OFFICE

### DE VITO and DENNY with DOT STEVENS in "Lady Harrower's Reception"

(Direction of Chas. Wishkin)

### LITA GREY CHAPLIN "The Charming Chantres"

Personal Mgt. Nicholas Gory

(Booked by Weber-Simon)

### RKO VAUDEVILLE INTACT 24 (Week July 17), Omaha The Dark Cloud of Joy BILL ROBINSON IN "HOT FROM HARLEM"

WITH  
JOHN MASON  
PUTNEY DANRIDGE  
MYRA JOHNSON  
NAOMI PRICE  
FERDIE LEWIS  
JACKIE YOUNG  
and  
"THE BROWN BUDDIES"

Chorus of Eighteen  
(Direction of Marty Furlong)

### RKO VAUDEVILLE INTACT 25 (Week July 18), Denver THE GENIAL ROTUND LARRY RICH with CHERI "Tina Part of Paris"

South Atlantic Cities' Dancer  
TOMMY LONG  
"The Elongated Express of Comedy"

"Okla. Nom'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)



**SAMMY KREVOFF**  
Broadway's Sensational Son of Dances  
With His Comedy of Four at  
**LOEW'S STATE, NEW YORK**  
Next Week (July 22)  
Successfully Toured 18 Weeks in  
Shubert's "Marching By," also 19  
Weeks in Billy Rose's "Sweet and Low"

**BARNEY GRANT and Co.**  
"Just a Feller from Missouri"  
THIS WEEK (July 16)  
STATE LAKE, Chicago  
RKO Dir., JOE SULLIVAN  
Independent, MEYER NORTH

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

**BROADWAY APT. HOTEL  
CINCINNATI, O.  
Special Rates to the  
Profession**  
Housekeeping and Bachelor Apts.  
Complete Hotel Service  
3 Minutes' Walk to RKO Albee  
4th and Broadway

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160 WEST 46TH ST.  
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**J. H. LUBIN**  
GENERAL MANAGER

**MARVIN H. SCHENCK**  
BOOKING MANAGER

## BUCK and BUBBLES

STATE, NEW YORK, NOW (Week July 16)

Thanks to MR. MARVIN SCHENCK and MR. LOUIS K. SIDNEY

Management, NAT NAZARRO

## EX-PUG, NOW CROONER, WITH BAND FOR VAUDE

Cleveland, July 18.  
Manny Landers' local band was booked into the RKO 105th St. by Doc Elliott for its vaude debut July 23, on the heels of the theatre's local opportunity revue contest. Band, just back from Florida includes Billy Wallace, crooning ex-pugilist, who dropped his gloves for the megaphone since discovered by Paul Whiteman in radio audition.

## St. Paul and Indpls. Off RKO Vaude Till Sept. 3

Chicago, July 18.  
St. Paul goes off the summer July 23. Indianapolis will fold July 29 for the month of August. Both are slated to resume vaudeville September 3.  
Hoffman is now booking Des Moines, Wednesday-Thursday-Friday; Louisville, Sunday-Monday-Tuesday; Memphis, Thursday-Friday-Saturday; Nashville and Ritz, Chicago, splits, and Leavenworth, Kansas.

## Lewis Route Switched

Los Angeles, July 18.  
Ted Lewis unit jumped to Denver from Oakland for Fanchon & Marco and will be routed as far east as time is available.  
Fred McClelland jumped out of here Wednesday night (13) to join the unit at Denver as company manager.

Jean White's New Act  
George White's sister, Jean, is breaking in a new act, single.  
Miss White opens the current last half at RKO's Prospect, Brooklyn.



**FREDDY  
MACK**  
Fox, B'klyn  
Indefinitely

## OLIVE OLSEN

in "A PERSONAL APPEARANCE"  
By MACK BROWN and HARRY REVEL  
**NOW—RKO State-Lake, Chicago—NOW**  
(Week July 16)  
At the Piano, DICK JONES—Per. Dir., M. S. BENTHAM

## Took a Cut

Los Angeles, July 18.  
What started out to be a musical comedy titled 'Hell's Holiday' has finally emerged as 'Hi-Diddle-Dee-Dee', a cab revue that broke in at the Fox Florence, July 15 and 16.  
Produced by Clinton Lewis, author, and Al Lane, Jack McGuire wrote the music. Cast includes Jack Egan, Myrtle Crinley, Don James, Ellen Childs, Charles McAvoy, Penny Alden, Rex Van, Ferris Taylor, Carroll Slaters and line of 12 dancers.

## All Talent, No Girls In Joyce's F&M Unit

Los Angeles, July 18.  
Teddy Joyce's assignment with Fanchon and Marco will be to head an all-talent unit, minus lineup. Producers have feelers out for a number of former screen luminaries, and will likely title the unit 'Joys of Hollywood'.  
Leroy Prinz is whipping the unit into shape for its break-in at the Manchester here.

## N. W. Vaude

Seattle, July 18.  
Kelghley & Roscoe, Fanchon & Marco bookers here, now placing vaude into Fox, Seattle; and Fox houses in Bremerton, Olympia and Bellingham.  
Looks like more to come.

## M. C.'s Par's Plans

New Haven, July 18.  
Kearney Walton, former m. c. at the local Paramount for 18 months, is in town to hop to Paris where he will free-lance.  
Walton failed to agree with the St. Louis Ambassador, after leaving here recently, and will attempt to connect across the pond.

## YOUNGSTOWN DISPUTE

Youngstown, July 18.  
Palace may be closed by RKO July 22 owing to labor conditions. Notice already served to take effect on that date.  
Argument is over operators' salaries with circuits agreeing in union for a \$25 out per man. Union is willing to compromise on a \$15 cut, rejected by RKO.

Arthur Shapiro on Mend  
Arthur Shapiro, company mgr. of F. & M. 'Vels', is now shedding his crutches after cracking a knee in an accident in the Boston r.r. station.

## 7 Acts and Films at 55c Brings Vaude Back To State-Lake, Chicago

Chicago, July 18.  
Inaugural bill at the State-Lake which opened Saturday (16) is topped by Lee Sims and Ilomay Bailey, local radio act, and George Beatty. Other acts include: Olive Olson, Sunshine Sammy, Gloria Lee and Harris Twins, Barney Grant and Larimer and Hudson. All except the last act were booked out of New York. Dick Hoffman in Chicago placed Larimer and Hudson.

Vaudeville is resumed after nearly two years. House went straight pictures in November, 1930, after having lighted the so-called 'State-Lake policy' in 1919 and continuing as an ace money-maker for years.

House will sell seven acts and a feature for 55c. against its own former 75-85 top for straight films. Palace will continue to get the 'name' acts and the cream pictures. If the State-Lake clicks with its present revival it will unquestionably affect the prospects for a vaudeville pick-up through the middle west this fall. Policy is being launched in the midst of the intense summer heat with that deemed a terrific lodestone at the start.

One orchestra of 10 men will handle the four shows under the direction of Art Frasier, formerly at the Palace. John Fohlio will be stage manager. There will be two crews of four men each. With the return of vaudeville, Coney Holmes, former Keith booker, comes in to manage the house replacing Harry Brown, a picture operator without vaude experience.

## Man. Playhouse Chain's Solo Indie Vaude House

The Manhattan Playhouse chain, operating around 26 houses in Greater New York, is using vaude only at the Mt. Morris.  
Harem opera house has gone straight pictures for the balance of the summer, along with a couple of other stands that used vaude, such as the Clinton.

## ROY ROGERS' FAST FLIGHT

New Haven, July 18.  
Roy Rogers, comic with F. & M. established some kind of record when he jumped from the Coast for his opening here with a unit.  
Rogers closed in Seattle on Wed. (6), reported at Hollywood for his next unit and was rushed to a plane. After 30 continuous hours in the air, comedian arrived here in time for the opening show on Friday (8).

## JOE MANN CRITICAL

Chicago, July 18.  
Joe Mann is in a serious condition at the Municipal t. b. sanitarium here.  
He was pianist for Ethel Parker and Talbot Kenny in vaudeville.

## COMM'L. OR SHOW

Jack Pearl may go into Phil Baker's revue.  
The comedian is flirting with an air commercial, which alone may prevent it.

## Stooge as Trailer

First live-trailer is at the Capitol, N. Y., this week. It's Lou Holtz' stooge who comes on for half a minute with Jack Benny, current, to mention next week's Holtz show.  
Understood Holtz is paying the lad for the advance plug.

## Coast Gets Three F&M 'Eastern Shows' in a Row

Los Angeles, July 18.  
Next three stage units at Loew's State here will be so-called 'eastern shows', two of them having been produced in St. Louis, and routed through the eastern territory before being brought to the coast, while third premiered at Pantages, Hollywood, and then moved eastward, passing up the ace downtown spot until the windup of the tour.  
First of these units to come in is 'Cherry Blossoms', which got under way at the Pan house last year, and is due in town next Saturday (23). This unit will be spotted in Loew's State, as well as in San Diego.  
'Town and Country' idea hits the coast time July 30, and will be followed a week later by 'On the Riviera', featuring Conchita Montenegro. Both these shows were produced in St. Louis, to take care of additional time during the early spring.

## RKO, S. F. Club Dept. Continues; Levey Out

San Francisco, July 18.  
RKO closes its local vaude booking office this week, leaving Ellis Levey out. Club department, handled by Elinore Hertz, continues.  
Slashed caused by abandonment of acts in some coast RKO houses.

## LAKES' ACT, SHORTS LATER

Arthur Lake from pictures and his sister, Florence, opened Saturday in Rochester for RKO, doing an act together. They follow at the Albion, Brooklyn.  
Later on Florence Lake will appear in comedy shorts for Radio.

## GLORY E. LEE and HARRIS TWINS

TWO JACKS AND A QUEEN OF PEP  
This Week (July 16), STATE LAKE, Chicago  
Direction: SAM SHANNON

## GEORGE BEATTY

ON THE OPENING BILL  
This Week (July 16), STATE LAKE, Chicago  
Dr. PHIL OFFIN—WEBER & SIMON AGENCY

## ART FRASIK

MUSICAL DIRECTOR  
RKO STATE LAKE, CHICAGO

## RKO'S AMATEUR RADIO REVUES

RKO will stage another amateur contest in its vaudeville and picture theatres, this time for radio acts, as part of its quest for new talent. The contest will run for a month from Aug. 12 to Sept. 12. It's in addition to the vaudeville circuit's canvass of all affiliated NBC network stations for likely stage material from the ether ranks.

Around 133 RKO theatres will participate, in conjunction with NBC and newspaper tie-ups in each city. Winners selected from local contests for a national contest will receive a six months' contract at \$100 a week. Copping the local prize will mean a week's work at \$50.

Judges of the national winners will be H. B. Franklin, Martin Beck and Herschel Stuart of RKO, and George Engles and John Royal of NBC. Local city winner will be picked by the division and the house managers, the radio editor of the local newspaper in on the tie-up, and a member of the local NBC radio station staff.

RKO's current amateur contests for stage aspirants have not been productive of business or talent.

**BOOKED  
SOLID!**

**R. K. O.**  
**CARL FREED**  
THE  
CROWN PRINCE OF MELODY  
Material by  
EUGENE CONRAD  
Direction  
CURTIS & ALLEN  
WEEK JULY 16  
RKO, ST. PAUL

# LEE SIMS and ILOMAY BAILEY

HEADLINING OPENING BILL—WEEK JULY 16—RKO STATE LAKE, CHICAGO

Vaudeville Management: WM. MORRIS OFFICE, NBC and Brunswick Recording Artists

# SUNSHINE SAMMY

THIS WEEK (July 16), RKO STATE LAKE, CHICAGO

Direction, AARON KESSLER and SAM ROBERTS

TOURING RKO CIRCUIT OF THEATRES

# NEW ACTS

## Bernice STONE and Matt GIBBONS

(4)  
Dance Flash  
15 Mins.; Full  
Palace

Bernice Stone has headed several girls and now is teamed with Matt Gibbons, husky blond youngster, the pair being supported by two specialists in the four dancing. Marvela, a versatile quartet of girls who bear the imprint of thorough training and probable presentation experience.

Opening the Palace show this week, the act is what is called a straight dance frame-up can hold. It's solid material all the way and is capable of specialty as the type of act.

Principal pair open with a trifling of sides out in "one, two, three" and immediately revealing the four girls, square type and stepping demons in toe-taps and acro dance.

Stone and Gibbons on promptly for a class routine, a waits arrangement involving some fine control bits by the girl and nice semi-adagio to parade the boy's easy handling.

The girls are then in the control of a split second for slightly bit of taps on the toes and beautifully done for style and finesse. Foran takes up the running with acrobatic stuff, astonishingly good for of his left—he must be above average.

Girls return, wearing costumes to represent woolly dogs and are put through acrobatic routine by boy as trainer. Tumbling is excellent, but the trained dog idea doesn't add anything. Miss Stone takes part in the last flash routine.

She is back again quickly for a session of acrobatic legmanism in the department of the split second, and then into a general acrobatic melee for all hands that makes an interesting finish.

People are young and engaging in manner and looks, work hard and seem to enjoy it. Dressing is pretentious and they are distinguished class. Stimulating item for anybody's bill. *Rush.*

**STAN KAVANAUGH (1)**  
Comedy Juggling, Patter  
11 Mins.; One  
Orpheum, N. Y.

With the passing of the years—and it's about eight changes of the calendar since this lad from the Andes first created these parts—Stan Kavanaugh has made some pretty progress in the art of wisecracking as well as perfecting his juggling routine. He seems to be devoting more and more time to uncoiling the laughs with a witicism or gag than trying to get a hilarious reaction from clowning with the balls or dumbbells.

One dance, started off with a stooge and a sloppy set of torgery, but relegated both to the ashheap of time ago. The rest of the show this single has carved out a well-deserved niche for himself, consistently and cleverly.

Over much of the style of W. C. Fields. Notably that mustache and leer toward the audience between the tossed-out bits of subtle entendre or subtle nonsense.

One of those performers whose quick easy manner becomes lost in a large picture emporium, but set to hold on for as long as variety results as a standard successful fare. *Odd.*

**JOHN PREBBLE**  
Songs  
11 Mins.; One  
Audubon

John Prebble grew into local favor around the Audubon through recent amateur contests. Always a top up this was open to the Audubon for some time, appearing recently in stage band presentation as a part number.

Prebble is a singer of pop and semi-classical songs. He looks a little like Rudy Vallee in that he possesses a voice with qualities that are reminiscent. The voice has considerable foundation and, when required, can reach top notes with fair ease.

Sure to come through and be heard from. The act is a bit more might be ideal for the air. A likeable personality is among his assets. *Star.*

**DANCING MODERNS (9)**  
Flash  
10 Mins.; Full  
Orpheum, N. Y.

Sort of tepid, this revuette comes entirely of girls. A bit more work may bring the desired warmth. But for that, some rerouting is needed.

Three girls open in one singing an intro chorus, curtains part for six girls in full doing a neat if not very original routine.

One girl comes back for a number and fade for the sextet and again the trio and again the quartet. They get together for a final chorus.

Girls work hard and seem to know their steps, but couldn't get the union idea when caught. *Kauf.*

## RUSS COLUMBO and BAND (14)

Songs and Dance  
16 Mins.; Full  
Palace

Columbo played the Palace about three months ago, that time accompanied by Con Conrad at the piano. Present turn with 13 musicians is not especially an improvement. No attempt at moulding a novelty. There are just 13 musicians, most of them aggressively young, and Columbus singing his sentimental ballads into the mike and waving a baton.

Opens with his signature, "You Call It Madness," and goes thence into "Paradise." Announcement precedes a group of four numbers. Columbus singing his sentimental ballads into the mike and waving a baton.

Columbo is on for \$3,000. *Rush.*

## HART AND KINGSTON

Comedy, Singing  
15 Mins.; One  
Grand O. H.

Opens with a cross-fire girls who scorn the idea of pulling their punches when it comes to dishing out comedy. The girls are then in the control of a split second for slightly bit of taps on the toes and beautifully done for style and finesse. Foran takes up the running with acrobatic stuff, astonishingly good for of his left—he must be above average.

Girls return, wearing costumes to represent woolly dogs and are put through acrobatic routine by boy as trainer. Tumbling is excellent, but the trained dog idea doesn't add anything. Miss Stone takes part in the last flash routine.

She is back again quickly for a session of acrobatic legmanism in the department of the split second, and then into a general acrobatic melee for all hands that makes an interesting finish.

People are young and engaging in manner and looks, work hard and seem to enjoy it. Dressing is pretentious and they are distinguished class. Stimulating item for anybody's bill. *Rush.*

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## ALEX HYDE and MUSICAL

CHARMERS (12)  
Songs and Dance  
12 Mins.; Full  
Orpheum, N. Y.

Always the showman, Alex Hyde has surrounded himself with a bevy of highly capable and ingratiating entertainers and whipped up for himself something punchy and up-to-the-minute. That up-to-the-minute qualification includes the use of a mike and a couple of loudspeakers. The girls are only brought into play when the occasion calls, such as the vocal specializing of Ruth Burns.

Hyde's latest candidate for the music hall may seem to have a slow spot here and there, but these less sprightly moments are more than made up for when the pace and quality of production idea picks up about midway in the routine and goes sailing on to a compelling finale. That hillbilly fantasy that opens the act has been introduced as a better elsewhere, but it sticks up as fairly interesting, at least for the purpose of establishing a sharp contrast when the booked musicians appear in full stage garb in bright yellow organdy.

Hyde is a smart talent in this instrumental. For instance, there is a tall, ready gal who strums a guitar with the best of them. In the act, there is a girl who is not so force in her comedy effort. Another lass well worth the special attention is the one who is ambidextrous at the keys and at shuffling a mess of nimble tapping.

Miss Burns, upon whom falls the burden of the act, is a girl who is being headed somewhere. Hyde introduced her as having had Mike Edwards as her husband. The girl, who is being headed somewhere, is being headed somewhere. Hyde introduced her as having had Mike Edwards as her husband. The girl, who is being headed somewhere, is being headed somewhere.

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## PALACE

This is going to be a great test week for the Palace under its new combination "vaudeville" and -film policy. At least it starts off on the right track, with a happy blended show of high laugh content and a feature in "Bring 'Em Back Alive" (Hobart Bosworth) which is the combination will demonstrate that if this layout doesn't command the interest of the audience, the element that interferes with the index, or after, is that the picture comes in at four weeks at the adjoins. Mr. Bosworth is a man who has been pretty well milked for Broadway.

It is to be noted also that the Palace's problem isn't just giving satisfactory shows. Its headache is the manifold opposition of the State at a lower scale, and a flock of deluxe presentation picture houses, including the Capitol and Paramount first runs, and spending money on names like nobody's business. RKO new film line-up is the best that interest ever had for New York with exclusive Fox and Radio, with Columbia and U on the side, while the Palace has the choice of Metro and Par second runs. Situation, with the Palace stage show presented in its favor, is interesting anyhow.

As observed, the starting bill delivers first-rate array of entertainers with a comedy flavoring and the radio name of Russ Columbo probably worth something.

Hobart Bosworth, who is the spot may be open to debate, and his contribution is the weak spot in the show. The picture is a new one, planted No. 4 on a six-act layout. Bill is lacking in class in the old days, but it is a new purpose it does well, and at the 50-cent scale for Saturday afternoon is a bargain, running three hours and interspersed with a comedy act.

Bernice Stone and Matt Gibbons, with the Four Dancing Marvels, New York, are a team that doesn't suffer in comparison with most of the openers in the show.

Show starting with a straight flash turn, No. 2 called for a laugh to break the ice, an assignment for the Palace. The act is a new one, planted No. 4 on a six-act layout. Bill is lacking in class in the old days, but it is a new purpose it does well, and at the 50-cent scale for Saturday afternoon is a bargain, running three hours and interspersed with a comedy act.

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## STATE-LAKE, CHI

Chicago, July 16.  
Even the weather benignly provided a cool Saturday for the State-Lake's return to its first love, vaudeville. The show, which had been had seen 96 degrees as the culmination of a four-day heat wave. With a good pop bill and a holdout after the show, the performance of the comedians were uniformly favorable.

But what, it will be immediately asked, will all this do to the Palace? The answer is, it will be immediately answered offhand, but most certainly has already furrowed RKO brow. To offset the State-Lake's seven acts and a performance of 55 cents, the Palace's 83 cents, all the choice pictures available to RKO, will be shunted to Randolph and Wells.

State-Lake's ideal layout for vaudeville was brought forcibly home by viewing the bill from the next to the last row in a 1,700-seat house. Perfect acoustics and a comparatively intimate feeling despite the vastness of the hall.

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Siegler an organ solo that is only  
average but pleases. Picture 'Miss  
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## Picture Theatres

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men and commercial business enterprises which occupied the fire blocks. In many ways the fire, to some extent, resembles the Island, was a boom, thousands rushing to see the free. Wednesday, Thursday, Friday, Saturday and Sunday four recording-breaking crowds at the resort, but the people broke away to the subways, busses, trolley cars, taxi, soft-drink and eating concessions and those offering parking space for cars, rides and other concessions. The business was by no means as what was called "walking customers" who take a peak, buy a drink, get a ride, and then a quick look could have been charged. A view of the fire ruins by the hundreds of thousands who were drawn to the scene by the pages of newspaper, published by the day, had been out of the red in one week.

Luna Love

Luna Park opened this season

May 28, the latest start in its history. Business has been very brisk at Luna, it being plenty in the region with the Chase National Bank holding

cannon'll one of the feature attractions at Luna, made his last shot out of the cannon on July 1 the clean-out date. The only new attractions at this resort this season are "To Hell and Back" Langdon McCormick (of "Fore Fire," legitimate fame), and "The Jungle," a wild animal show. Business at Luna is reported 70% from last year.

Steeplechase Park, while reporting a drop of about 22% compared to last year, is holding its own. Plenty for your money. 31 attractions.

[illegible]

More for the money is offered  
Coney Island in the line of of fo

anywhere in America. Beer and liquor are cut plenty in price and plenty in quality. Soft drinks in the form of orangeade, lemonade and grape-juice, hit a new low, being offered to the customers at 2 cents a glass. In the line of food, 5 cents will buy about anything—wheat germ, potatoe poisoning thrown in free. Perry-go-rounds offer one ride for 3 cents or two for a nickel. Even Child's dinner, a feature that has been heavily advertised at \$1 in New York is offered for 75 cents at the yoke at Coney Island.

Side shows take a nickel to view

same goes for the Wax Work where the Florida Prisoner Sweat Box Torture Chamber (they work fast here) and the Murder of Van

The Man from India, a crystal gazer who advised how to be successful and make money during the depression, confidentially advised the 'Variety' reporter that the unbelievable gross of 40 cents was for a day's take. To obtain the marvelous information, it cost the 'Variety' mug \$1, as the man from India flashed a disposses note and made a touch.

Chums are taken fast and furious, out they are, any interest in the joints and business is so brief that the shells and boosters are trying to take and out-glimp each other. Even Jack Hupler's Mar-

Each year the famous landmarks are gradually disappearing, the last remaining three musketeers being Tillyou's, Feltman's and Lane's Ice House. About two more rainy Sunday's will be the coroner's alibi for many showmen and concessionaires taking the gas pipe.

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# Diary of a Stoooge

By Claude Binyon

Hollywoodland, Tuesday.  
I don't care what happens to anybody.

Mr. Bowery came home tonight with a hat and wouldn't say a word to Napoleon or me.

After dinner I sat in the living room with him waiting for him to sign some checks I wrote out, but instead of that he poured himself a highball. He happened to look at me and saw my eyes, so he asked me if I wanted one, too.

"Yes," I said to him.

He poured another highball and handed it to me and we drank a while with nothing but the noise of us drinking. When we finished those he poured us each another one, and we sat drinking.

Finally he looked at me like he didn't want to see me and said: "Do you know Tillie is still nuts about you?"

"Who cares," I said.

"I do," he said to me. "She won't marry me because you keep getting on her mind." He stated at me.

"What is there about you?" he asked.

"How should I know?" I said to him, because I had two highballs.

"Worse than that," Mr. Bowery said, "she hears that you're going to the dogs and thinks I'm doing it to you for meanness."

"Women are crazy," I said, taking another swallow.

"I can't convince her I'm trying to help you," Mr. Bowery said. "The only thing I can do is to go to the dogs with you."

"Give me another drink?"

"Yes, sir," I said. So we had another one together.

"Women," said Mr. Bowery, making a face.

"That's what I found out," I said. And then I went to sleep.

I woke up at midnight in my bedroom and had another drink from my secret bottle. It didn't make me feel like writing so I'm writing.

Poor Mr. Bowery is probably downstairs drunk alone.

Hollywoodland, Thursday.

What a life! I keep missing days in my diary on account of how I'm going to the dogs so fast.

Last night me and Mr. Bowery went to the RKO where they made so much noise booing the acts that they threw us out. Then Napoleon drove us to the Brown Derby and on the way there we had a few more drinks.

There were quite a few people inside that Mr. Bowery knew and he yelled hello at them, and pretty soon there were lots of girls and men in our booth. Mr. Bowery kept introducing me as his stoooge on account of how he forgot I was his secretary, and pretty soon everybody was calling me Stoooge.

I told some riddles from my book of riddles, conundrums and recipes and a man said I was the funniest stoooge he ever saw.

A lot of the people came home with Mr. Bowery and me and we laughed and danced and had highballs until I felt like I was drunk.

I didn't wake up until tonight and I wouldn't have believed it was

(Continued on page 55)

## Parole for Kid McCoy

Los Angeles, July 18.

Norman Selby (Kid McCoy), now 19 years old, will be paroled from the State Penitentiary at San Quentin, 250 miles north of here, Wednesday (20) or as soon after as State Parole Officer Whyte can investigate several jobs in the east that have been offered the one-time champ.

McCoy was sent up from Los Angeles upon conviction of slaying his 34-year-old sweetheart, Theresa Moers.

For many years Selby was chief of the prison fire department.

## Nudies Trouble Cops

Night bathing has been forbidden by the cops on Long Island, no matter how modest the suit.

Cops had too much trouble, they claim, from nude bathers, and had to forbid all swimming.

## POOCHES' WK. AND OUT

London, O., July 18.

The West Jefferson dog racing track has been closed for lack of patronage, after a week's meet.

The races were to have continued for 13 weeks.

## Browns in the Black On Big Inheritance

Syracuse, July 18.

Julian S. Brown, whose spectacular theatrical and night club career ended with receiverships, and his brother, Charles S. Brown, will receive the income and interest of the portion of the \$7,000,000 estate of their father, the late Alexander T. Brown, Syracuse capitalist and inventor, which was inherited at his death in 1923 by his widow, Mrs. Mary Séannans Brown, under the terms of her will made public Saturday.

Municipal Court Judge Burton B. Parsons, who is administrator of the estate and trustee of the funds established in the will for the benefit of the sons, gave the exact value of the estate as unknown, but unofficially placed the value in excess of \$2,500,000.

Under the terms of the will, the income and interest of the estate is to be paid in equal amounts to the two sons until they reach the age of 30, when the trustee is directed to pay them the principal remaining in his care.

Both sons inherited several millions upon their father's demise. Julian invested heavily in real estate, opened several restaurants, acquired the Empire theatre, changing its name to the Dewitt, and finally erected a night club, the Cafe Des Moines, that cost approximately \$300,000.

The theatre and the night club proved costly flops, and receiverships for all Brown interests and Brown personally resulted. In addition Brown has been involved in matrimonial actions—he has been married twice—and in two heart balm suits.

Several bankrupt actions are pending in the Buffalo courts.

## Would Annel Colored Jazzist's Marriage to Blonde Artist Model

Manchester, Conn., July 18.

The secret elopement and marriage of Marshall Thompson, negro, pardoned white murderer, and now trombone player in a colored orchestra, to Gertrude E. Fohlman of this city, blonde model at a Hartford art school, has the bride's parents, residents of Manchester, planning to attempt to have the marriage annulled.

Thompson was released from Connecticut state prison May 4, last, after serving 17 years of a life sentence for the murder of his wife.

The model, in the marriage license, gave her color as black. The Fohlman family is white.

## 'I'm Telling You'

By Jack Osterman

WHAT, NO PICTURE?

**The Heat Got Me**  
After all that raving last week about my picture at the head of this column I was informed that it was too late Friday to make a cut. I thought in these days it was never too late to make a cut. However, I'm sorry to hear the best, and next week my dream might come true.

**Quite True**  
Paul Yawitz describes Washington as the place where Hoover gave himself a 20% cut in salary at the time when Democrats would have appreciated a 20% cut in his term of office.

**Theme Songs**  
Rockefeller's "Am I Wasting My Time?" and the mucker's "You're Fed, You Rascal You."

**The Right Price**  
Al, of the crying Goldmans, informs that a guest complained to him the other night when charged \$1.25 for a cheeseburger, but was consoled when Al told him the holes were hand made.

**The Baer Facts**  
Bugs' Baer upon meeting Sid Skusey for the first time was surprised at his size. He remarked:

## Broadway, Just a Roadway Now; It Just Ain't the Old Street Any More

Caps at 25c and 15c

Becomes Big Business

Sale of linen caps at 25c and 15c, each, month on great corners of Broadway leading out of New York, has become a big business within a few weeks.

In less than a month hundreds of men and boys have been put to work merchandising these caps. Same system of selling is to be introduced out of town. It's a bonanza for the cap makers, who of recent years have found their market sadly minimized.

The linen caps are sold wholesale at \$1.40 a dozen, 15c each; the profit is exactly 5-2-3c per visor.

## NICKEL-IN-SLOT POKER LOOMS FOR COAST TRIAL

Los Angeles, July 18.

Pin-banking, a game of popularity here, are being taken out of non-paying spots to be shipped to Honolulu, that has yet to be introduced to the new device.

Means promoters have a new stunt to be introduced in a few weeks as a nickel enticer. It's a slot machine arrangement that shuffles and deals five cards in six different positions. Idea is for the players to bet which will be the best poker hand.

## High Fresh Campaign by Wets in Bone Dry Wash.

Tacoma, Wash., July 18.

With this state always having been bone dry and sentiment against the Volstead batters pronounced, the wet organizations now have in the field several hundred high-powered salemen, circus barkers and bankrupt business men circulating petitions in all the cities, towns and byways asking for repeal of the measure through a referendum at the next legislature.

The circulators make regular openings and quick appeals to the passerby, in some instances blocking traffic, but they are getting the names of the voters to the petitions. They are paid a certain amount for the signature of each registered voter, some of them making as much as \$4 a day.

The circulators also out with the petitions, but the wet voters are steering clear of the fair sex-fearing their petitions might be for prohibition.

Broadway is anything but Broadway these summer dog days. Broadway, the center of Broadway, is being milled over as a dirge for the most colorful Main Street in the world.

Much has been written about the changing character of Broadway, but never does it hit one as does the stark shadow of today's Broadway compared to the grandeur and the glory that used to be.

Delancy street with its push-carts obstructing the traffic has come to Broadway. Grand street with its cut-rate fly-by-night shops, selling everything from cut-rate books to cut-rate feminine apparel, is now Broadway.

Its conglomeration of Bowery bums and Bronx boobs and Brooklyn bohunks who clog the sidewalks have chased the regular Broadway promenaders over to the more effete east side.

Conay, Island's midway effect is spread from 42nd street into the very heart of Times Square. The elite Gaiety, long a choice legit stand, succumbed to the cinema only for de luxe two-day film exhibitions, but from its weekly change grind policy it has now gone Minaky burlesque.

The Central theatre now houses the Palace, and the revenue on a grind from 25c to 75c.

Legits

But seven legits are left including two revivals. There is no legit show on 42nd street. The Palace, from its seated movie-hall position, has forsaken grind four-day vaude, for second run films and six acts.

The Rivoli and Hiale were saved from darkness at the 11th hour; the Criterion is a signboard for coming attractions; the Roxy is closed; the Hippodrome likewise. The big de luxe cinema alone are Paramount and the Capitol. The Roxy's nightly tungsten display, far into the night, advertising that the house will reopen July 29, has been given up to theatrical wretchedness, such seems futile for the moment, in view of the financial complications.

Cabarets are gray ghosts of their former selves. The Hollywood restaurant's mass turn-over with \$150-week.

(Continued on page 53)

## Roosevelt Favorite in Coast Air Straw Ballot

Hollywood, July 18.

It's Roosevelt on the coast, if a straw vote conducted by KNX, local ether station, is any indication. State asked for preferences, getting more than 10,000 answers which ran better than three to one, for the New York governor.

Answers came from all over western states. California, doubtful state, showed better than two and a half to one for Roosevelt; Washington and Nevada, seven to one; Arizona, six to five, and Montana, two to one.

President Hoover is favored in Idaho, eight to seven; Utah, 10 to seven; Colorado and Wyoming, two to one.

## Coast Speak Circuit

Hollywood, July 18.

Scouting call from visitors for the Olympics, broadcasters are establishing the circuit idea of operation for speakeases.

Dealing exclusively in beer, speaks are being spotted all over. The suits are brewed in wholesale quantities, to retail at a minimum of 35 cents a glass.

Meanwhile the government is reported sending \$9 additional Federal men to the territory to help dry the town during the games.

## WALTER SPEAKS THROUGH

Buffalo, July 18.

Walter Winchell did a Garbo while visiting Niagara Falls with Mrs. Winchell, Monday (11). Dressed by her in a white hair dress, Mrs. Winchell's white-haired boy insisted that he had nothing to say.

The Winchells arrived at the Falls Sunday and investigation tried to reveal the manner of arrival, departure or their destination.

## News From the Dailies

Gilpin, it was revealed that James N. Crofton, president of the Aguacaliente Amusement Co., and Mona Rico, Mexican film actress, who were passengers, had been secretly married recently. Crofton suffered a broken leg and Miss Rico cuts about the face.

Barbara Bennett, recovering from operation at Harbor Sanitarium.

Broadway theatre, formerly the Colony, passed from the B. S. Moss Premier Corp. into the hands of the Amalgamated Properties, subsidiary

Los Angeles Appellate court ruled that Esther Muir Enos, divorced wife of Busby Berkeley, dance director, was liable for debts incurred

Largest gain in employment and payroll in Los Angeles for May over April was in the film industry, with 14.5% increase in employees and 14% up in payroll, according to a

Robert M. Creighton, sailor, arrested recently in New York and returned to Los Angeles, arraigned on grand theft charge in L. A. Municipal court, accused of taking a \$1,000 watch belonging to Howard Hughes during a cruise on the Hughes yacht four months ago.

Largest gain in employment and payroll in Los Angeles for May over April was in the film industry, with 14.5% increase in employees and 14% up in payroll, according to a



London

Bert Howell over from Paris.  
Marcelles off to Paris, back in August.  
Swarthy riding round in the Gray Zeppelin.  
Condos Brothers practicing five hours daily.  
Pat O'Connor and Bobby Blythe remaining.  
Tom Burke discharged from bankruptcy.  
Stanley Wathon busy hanging two circuses.  
End Stamp Station on stringent slimming diet.  
When in doubt stage a troupe of Cap-Cun girls.  
London Pavilion usherettes all former choruses.  
Percy Athos again producing for Ufa in September.  
Great Carmo trying to stage vaudeville comeback.  
Warwick Ward watching a suburban vaudeville show.  
Shafesbury theatre closed for five weeks for redecoration.  
Moss Empires booking vaudeville right up to end of year.  
Frances Day kiddingly admiring the land of her adoption.  
Giovanni threatening he will go to America in September.  
All night wait for opening of the Mrs. Barker murder trial.  
Hugh Anderson suffering from slight nervous breakdown.  
Argentina's two recitals at the Savoy theatre pulled capacity.  
Henry Sullivan on new opera, and too busy to take vacation.  
Biggest queues ever known at Wimbledon for the tennis finals.  
Dolly Walker only American around here shining night life.  
Joe Penants annoyed with 'Variety' says it always roasts him.  
Delysia, Francis Lederer and now Noel Coward all studying Spanish.  
Marie Burke's only rest nowadays is in her car outside her apartment.  
Business bad, and George Foster holiday making in south of France.  
Louise Benson back from Riviera to produce new farce in Manchester.  
John Bayer Maltese dog act, first of its kind booked for Savoy cabaret.  
Sherman Fisherologizing George Black, although working for opposition.  
Sir Landon Ronald conferring with friends outside the Polytechnic.  
Lucien Sammett only producer in West End working seven days weekly.  
Freddie Astaire left the Carlton for the Dorchester, due to too many callers.  
Lowe, Bernoff and Wensley playing returns at Savoy hotel and Palladium.  
J. J. Gillespie, chairman of Moss Empires, on fishing vacation in Norway.  
Latest project for Piccadilly theatre on the tapis is a news reel program.  
Carl Brisson, Jr., now assistant business manager and press rep for Brisson, Sr.  
Paramount Circuit cut out all orchestras to keep overhead down for summer.  
Eugene Corri, famous boxing referee, living in retirement after illness on \$10 a week.  
Beatrice Lillie here spending  
(Continued on page 62)

CHATTER

Hollywood

Max Fisher back.  
Hardie Albright yellowstoning it. Fire destroyed John Robertson's ranch at Rancho Santa Fe.  
Dr. Milton Bender here from N. Y. to double-coo Larry Hart.  
Gene Fox refers to a hangover as 'looking through a scrim'.  
Bill Riley set to manager F&M's 'O. K. U. S. A.' unit, opening July 30.  
Morris Kinler - former Fox, Brooklyn, Pa. here by auto with his wife.  
Pop band concerts at Hollywood Gardens postponed from July 26 to the 24th.  
Department stores selling small versions of nickel marble games at \$1.45.  
Hubert Volght staying on at Columbia, handling photographic material.  
George Hickman, one of the Three Loco Screws, favoring a twisted ankle.  
Lew Cantor arrived here Friday (15), to try out his Hollywood showcase ideas.  
Bruce Cabot, Radio player, was formerly Jacques De Bujac, who functioned as a host at the Embassy club.  
Chick Sale's publishing office still getting calls for the National Astor Library, after lending them the use of its phone for an afternoon.  
Italian Olympic committee of Los Angeles, after lending them the use of its phone for an afternoon.  
Italian Olympic committee of Los Angeles, after lending them the use of its phone for an afternoon.  
Barbara at the Wilshire-Ebell July 21 in honor of the visiting Italian athletes.  
Jerry Goldberg, son of Joe Goldberg, learning the picture producing ropes as a third assistant director on the William Slatrom picture.  
Jerry Brandt, son of Joe Brandt, doing same at Tiffany.

Berlin

By Max Magnus

Harry Piel taking a holiday on his yacht.  
Stan Laurel and Oliver Hardy expected.  
Christoph Muellenstein in Scandinavia.  
Christa Winsloe taking it over with Ufa.  
Hans Mierendorff, actor, just turned 60.  
Karin Brannzell again signed by the German State Opera.  
Margarete Melzer will play in Meschrapon pictures at Moscow.  
Richard Welchert now manager of the Munich Schauspielhaus theatre.  
Paul Hartmann to play again at Deutsches theatre after a longer absence.  
Edmund Eysler's collection of art was sold at auction. Financial difficulties.  
Charlotte Sosa went home to say goodbye to her mother before going Hollywood.  
Robert Forster-Larriagne, author and stage director, succumbed to pneumonia.  
Anna May Wong to play the lead in 'Turando' at Theatre am Schiffbauerdamm.

Paul Kohner engaged James P. Wharton for manuscript work on the U's 'The Rebel'.  
Dr. Martin Zickel, theatre manager, at the Urban hospital with serious kidney trouble.  
Nazi enforce casting of national plays with actors supported by them by writing threatening letters.  
Seymour Nebenzahl has acquired 'Molnar's Lillies' for Hans Albers, and film's direction to be by Robert Siodmak.  
G. W. Pabst, director, to make a picture in Rome with China, for which Luigi Pirandello will write the script.  
Hans Stosch-Sarrasin, proprietor of Circus Sarrasin, here for negotiations with the authorities re precarious position and future of his show.  
Ewald Kretschmar, general manager of the Edison hotel, giving up his position after 25 years' work with the concern. Louis Adlon taking over the management himself.

Loop

Mollie Krueger's eye is ok.  
Dave Lipton a B&K vacationee.  
Lou Liptone in the hottest bridge.  
Jack Dwork taking his bar exams at the Bohlin.  
Bill Davis, bored, reports an 82 at golf.  
Harry Munns has recuperated from a nervous breakdown.  
Irving Mills left behind a reputation as a deluge thrower of parties.  
Charles Kurtzman is living at the Medina Athletic club and talking handball.  
We're losing less than our competitors', is Willie Horowitz' bland comment on business.  
Recent picture was meant for a nearby gambling club, not the seaside theatre that got it.  
Billy Trumbull, old-time Palace box-office man, now on the Coast, on the mend from recent illness.  
Harry Faber in town bragging about his classy new vaude partner, Marrie Ford. He's ogling Hollywood.  
Gardner Wilson out of the Sam Gerson office has sold a story to 'Colliers'. So has Harlan Ware of the Hotel Sherman.  
Kay Strozy, whose in-laws are socially indexed, was photographed for the exclusive pages while here with 'Gloves in Clover'.  
Joe Mann, former pianist for Esther Parker and Hetty King in vaude, now at the Municipal Tuberculosis Sanatorium, Chicago.  
Sam Roberts and the misus said nuto to the Chicago heat and the closing theatres and scrambled into the Wisconsin woods for a month of absence.  
Bill Jacobs remains ex-patriated in L. A., where he is pinch-hitting for Lew Golden. Jacobs may not return until the World's Fair, where he will have several attractions.  
'It's a conspiracy,' says S. S. Millard, sex show promoter who was raided again. Millard, always almighty, named one of the most prominent showmen in town as his 'persecutor'.  
Dorothy Gulman, having shocked

Broadway

Dr. Julian Siegel to Atlantic City for local.  
Bernie Hines inspecting RKO's southern theatre spots.  
Jack Connolly went to Washington for the closing sessions of Congress.  
Eddie Diamond, former Earl Carroll stage manager, back from Coast.  
George Healey and band now at Ballroom Ballroom, Luna Park, Coney Island.  
Easy to tell when Margaret Hendricks shoves off for a party. She usually leaves blue.  
Hurt by that Coney fire was Carl Abraham, legit manager. His house burned down.  
Those Bobby Sanford Show Boat cruises up the Hudson getting a play from the professional bunch.  
Billy Duffy sports promoter, opened a gym at 48th and Broadway. Francis Albertant p. a'ing.  
Heavy sightseeing trips to Coney Island for a load of the fire ruins. Concessions from Times Sq. also overboard on visitors.  
Irwin Dash, American song plugger in London, is buying up pounds as a matter of investment because of the exchange rate advantage.  
Bert Wheeler left the Paramount theatre through the house entrance, having been taken for \$60 in touches at the stage door opening day.  
Bernie Minevitch, still sporting that Latin Quarter muf, which he brought back with him from abroad, threatens to play his first American engagement with the heavy beard.  
William Morris, Jr., with his wife and son, left for the Coast by plane Saturday (16). The Morris family will be in the Olympics while in Calif.  
Mrs. Louis Cohn, wife of the Fox-Wentz Cohn expert, who made a motor trip east with her children, is going back the same way this week. Mrs. Cohn will stop off in Atlanta, her usual town.  
About the only time she paid her own way into a theatre Sue Morgan, 'Variety' hello girl, won a lucky number that gives her a free round trip to Bermuda on the Munson Line. Contest was at Skouras Broadway, Astoria.

Mrs. Smith had several stitches taken in her skull, but is doing well. Guy was able to leave for Spain on a business trip.  
Sim Viva, actress, getting full-page publicity from a tieup with a motorcar.  
Julien Brulattour and Hope Hampton's apartment ready at the George V.  
Mrs. Richard Tauber soon to be joined at Juan les Pins by hubby back from London season. He's going back for provincial court in fall.

NEW YORK THEATRES

"One of the finest plays of the year, subtle, beautiful and tender." - *Atkinson, Times*.  
"Another Language"  
with Glenn Anders, Margaret Wycherly, Dorothy Stickney, John Seal  
BOOTH E. 526, Mat. and Ev. 2, Sat. 2:30

LOREWS 25th MON.-FRI. 10 AM.-NOON  
"Red-Headed Woman"  
with Jean Hallow  
Vaudeville, Benny Davis, Buck & Sublin; Others

"HUSH HAME" with Helen Twelvetrees-Selma Goldwyn-Mary Morgan  
BWAY 5th MON.-FRI. 10 AM.-NOON  
with Jean Hallow  
Vaudeville, Benny Davis, Buck & Sublin; Others

Wagner's Miami Cafe  
Miami, July 18.  
After many years as a picture p.a. and exploiter in New York and other eastern cities, Charles E. Wagner has returned to his native land of Atlanta for United Artists, has checked show business, and is operating the Mayfair cafe here.  
Wagner is associated with R. E. Morgan.

OXNARD VAUDE  
Los Angeles, July 18.  
Bert Levey office took over vaude booking at the Oxnard, at Oxnard, Calif. Furnishing five acts and a band for a Sunday date.

RKO THEATRES COOLED  
"MAYFAIR"  
CONSTANCE BENNETT  
In "WHAT PRICE HOLLYWOOD"  
TO 2 P. M., 3c

PALACE  
"RUSS COLOMBO"  
"FRANK DUCKY BRING EM BACK ALIVE."  
"The Police Question of All the Police"  
A WINTER TRAVELERS' PRODUCTION  
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"86" ST.  
July 20th to July 22nd  
"Forgotten Commandments"  
with SARI MARITZA  
EXTRA ATTRACTION  
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## 15 YEARS AGO

(From 'Variety' and 'Clippie')

Exhibitor's league holding its seventh annual convention in Chicago. As usual there was a bolt and a rump convention. Bill Johnston, of the 'M. F. News' blamed for stirring up trouble. Leo Ochs, pres., was also boss of the 'Trade Review.' Bill Brady finally got the works, and they 'got together again.'

Trouble on the Cook & Len's circuit. Cook tent hands struck for wages, bill poster got out an attachment and the manager chased the lion tamer down the street, peeved his attention to the managerial misfeas. Tamer was in his nightshirt, and was his face red!

Lights, professional club at Freeport, L. I., held a Christmas tree in July. All the members on the road, in Dec. in those days. Bert Kalmar's idea.

Burley managers were told they could have two weeks' ahead, and after the regular season for turkey dates. Not all took them. Usually one break-in week.

Man in Paris sued for divorce offering a picture firm as the evidence. Newswall clip shows his wife with the other man in a taxi following a parade. He bought the film and won his suit.

ASCAP. ex-husband Nathan Burkan to the Chicago exhibitors' convention to tell them about the new right tax. Burkan asked of a nominal fee of 10c, a seat, but they wouldn't admit that was nominal.

William Fox, the Great, said he was to show his films. Rental \$2,000 a week. Figured on 'Jack and the Beanstalk' running four weeks as the opening attraction. But it didn't.

## 50 YEARS AGO

(From 'Clippie')

German had just invented a corner with five keys, which was hailed as a tremendous improvement. Forgotten now.

Theatricals were dull and 'Clippie' filled in by shooting a few reports full of holes. Declared absurd story that \$10,000 had been paid for an American melodrama.

Grand Opera House, N.Y., warned not to up prices. Gould and Fiske stayed on a high tariff and 'Clippie' pointed out that the house had sold nine at popular prices. A 10c top was about the most the house could get in profitable quantities, but ten years later it put in one row of seats for \$1 to get attractions refusing to play a lower top.

Low Simmons, minstrel edman, was trying to run a ball nine. Not a lot of a 50, but he got his old job back.

First permanent officers of the Actors' Fund elected. Lester Wallack, pres. A. M. Palmer, v.p. Daniel Frohman, sec. and Theodore Moss, treas. Only Frohman remains.

That wall of the Windsor theatre on the Bowery, which had created such a stir through the winter, was being rebuilt. Shoring held it up until the close of the season.

John L. Sullivan failed to knock out Tug Wilson in four rounds, but all theatres open took the count. Madison Sq. Garden was packed to see the new idol.

'Clippie' announced it refrained from commenting on a new player's work 'until she becomes more at ease in her role.' Little more than an amateur and replacing a seasoned player in 'Esmeralda.'

A 'Triplets' was touring the south. New name for a panorama.

## Inside Stuff—Pictures

Some discussion in circuit circles over Metro's 'Washington Masquerade,' first of the political films with the national capitol as its locale. Rushed through by Metro on top of the Republican and Democratic conventions, with campaigns about ready to start for the presidency. It is being analyzed closely in some quarters from the propaganda point of view.

Difference of opinion seems to exist thus far as to whether it is out-and-out propaganda for Hoover. Although some film buyers consider it strictly from the box-office angle, without looking for any propaganda, others are strong in their contention that the film is distinctly propagandic in nature, while still others, agreeing it looks pro-Hoover, point out that certain passages could be construed as favoring Roosevelt more than his opponent.

Metro has done an almost over-night job on getting 'Masquerade' through for quick exhibition. The play on which it is based, 'The Claw,' which dealt with foreign politics, was purchased only a few months ago and the picture was originally set for next season. It may also be that Metro wanted to beat Columbia to the field with its 'Washington Whirlpool.'

The New York operators' union, 306, has voted to extend its advertising campaign seven weeks. Originally for three weeks, with budget of \$3,500 weekly to be spent, it will be scaled lower for the new period to nearer \$2,500.

Campaign is designed to offset numerous attacks against Sam Kaplan, president, and the union itself, with members under an assessment to cover. Members voted to assess themselves to meet the cost.

Protests by a minority group against the Kaplan assessments have been taken to New York Supreme Court. Protesting faction, whose counsel is Nathaniel Doragoff, seeks to enjoin the local from collecting the assessments.

The 1,200 members of 306 are being taxed \$2.10 each for 10 weeks for Kaplan attorney fees in addition to the 12% for regular members and 20% for permit men in force for some time.

Avenue for RKO to obtain the Fox program opened when Loew acquired the full program of Warner films away from RKO. In order to get around certain franchise obstacles, as held by others, RKO was compelled to agree to acquire a certain interest in the Savoy and Rialto, wood theatres operated by Rinzler and Frisch.

Under that scheme the R. and F. outfit was privileged to turn back its franchise to Fox and permit the latter to give it to RKO. As a result RKO will buy and book for these two Rinzler spots. Additionally, Fox secured a conditional interest in Sidney Cohen's Empire theatre in the Bronx, also holder of a Fox franchise. 'This Fox did by agreeing to pay half of the Empire's rental annually, or \$75,000 annually.

Altogether it means Fox films will show into around 42 spots in the metropolitan district of which number 33 are RKO properties. Outside the R. and F. houses to be booked, about five of the spots are operated by Skouras.

Henry Clay Siegel's departure from Hollywood halted Louis J. Selznick's intention to get back into picture production. Siegel was formerly treasurer of the old Select Pictures, a Selznick enterprise, and was introduced to Larry Darmour by Selznick.

Siegel had agreed to put up \$50,000 in Darmour's deal with Radio for series of William Boyd films. Selznick was also in as a more or less silent partner, but was going to his day-on in stories and production. When Siegel suddenly departed Darmour called off the Radio deal, and with it went Selznick's plan to obtain another foothold in production. Darmour's set up with Boyd was taken over by Radio which studio is making the series on its own lot under Benny Ziedman's supervision.

A lawyer whose ambition is to become general counsel of a film company of which he is also a director, probably knows now why he cannot achieve the position. It reports an crediting the cause have any basis. The item concerns a directors' meeting of the company at which the most important member of the group, who dictates the board's policies, announced he would prefer the meeting over quickly as he had to catch a train on an emergency government matter.

'Latt' was, being wronged in hand and anxious to break away when the lawyer mentioned across to take up such a discussion on the coloring of a lobby of one of the company's theatres. He didn't like the color arrangement.

Conrad Nagel, v.p. of the Academy, stepped somewhat out of line at the pact acceptance meeting in Hollywood last week. Plan was to have Nagel second a motion, made by Ralph Block, thanking the committee which worked out the agreement for their work.

When Nagel got up to make his endorsement he added the names of Edwin Leeb, attorney for the producers, and his assistant, to the group. It was an embarrassing moment for those to be thanked as, outside of the producers group, there had been some strain in the relations between other members and Leeb.

It is estimated that advance salaries paid the supporting cast in Al Jolson's 'The New Yorker,' now in production after six weeks' delay, aggregated around \$150,000 before a camera was turned.

'After a month' and a half of rehearsals activity was halted to allow story writers to work on the script. When the picture was ready, it rehearsed a few days, when another revamp of the yarn was decided upon. Then followed another four weeks' idleness before actual filming began.

Paramount's trouble with Mexico over 'Broken Wing' is somewhat surprising to the company. When the film was first completed George Akerson, Par's political contactor, feared possible trouble, so took it to Washington and showed it to the Mexican ambassador, who is understood to have passed it as okay.

Despite that when the picture got down there considerable rumpus cropped up and the film was barred. Guatemala has now also barred it.

Pittsburgh censors apparently felt that they had been too easy on 'Red-Headed Woman' (M-G) and dropped into the Penn. list day after the picture had opened and chopped a couple of more minutes from it. First time on record that the board continued the cutting process after a picture had been passed through cut.

As a result, 'Woman' showed with around 10 minutes, or 900 feet, clipped.

The largest crowd seen around the Roxy, New York, in some time gathered last Tuesday (12) in front of the house to read a slam that was anonymously pasted over an announcement in a lobby frame that the theatre reopened July 20.

The notice, written in ink, was signed 'A Victim.' The theatre, up to that time, had not paid off salaries on the final show to play there.

Paramount got a peculiar break in China on 'Jekyll and Hyde.' Film was shown around the country during the recent strife with Japan. With restoration of the government and censor board, film was put up to censorship and turned down as being too gruesome.

## Inside Stuff—Music

Jack Mills has only disposed of his Waterson-Berlin-Snyder catalog for England and Germany to B. Feldman and Albert. Mills owns the W-B-S publications along with the copyrights of several firms which Mills Music controls.

Mills' own major catalog, the rights to which Lawrence Wright had for England and Albert, for Germany, hasn't been disposed of as yet for abroad. Jack Mills and his attorney, Samuel J. Buzell just got back from Europe, where they had been for that purpose, as contracts with Wright and Albert have expired. A matter of terms is holding up new deals as there are other offers.

Whether to cut or not to cut the wholesale price of sheet music to 15c, to establish a uniform retail price of 25c, is still the question with the publishers. Latest trend is this chopping off of extra pennies will not help and will only cheat the boy out of so much revenue.

Meantime, the gravest concern is to get it over to the dealers that, so far as present song catalogs are concerned, there can be no changes in wholesale prices. Dealers and jobbers, agitated by reported impending changes, it is feared, are laying off stocking up on present catalogs and the publishers want to establish that prices will apply to present issues regardless. Any changes will govern unpublished songs, i. e. songs yet to go into exploitation for merchandising.

United Artists has mailed out 25,000 copies of the Irving Caesar song, 'What, No Mickey Mouse?' to exhibitors, along with a campaign book urging that they tune in on the radio. Ben Bernie is introducing the song.

Samuel Caesar is publishing the song ditty 'UA is not interested in it commercially.'

The late Dan Curry's sister wrote a song, 'Gee, But I'm Lonesome and Blue,' which Ruth Etting fixed up, and which Col. Snyder may publish independently.

Robbins Music Corp. copyrighted the number and printed up a sample edition of it, but Col. Snyder has it organized the Liddy Music Corp. (in honor of Liddy's restaurant) and merchandise it independently.

With a song hit meaning only \$2,000-\$3,000 to the writer, the boys are keeping on writing 'em chiefly to maintain their ratings in the society. That class 'A' means several thousands a year on the performing rights dividends with the income to be increased, it is hoped, from radio, etc.

DeSylva, Brown and Henderson is publishing 'I Got the Potatoes, I Got the Tomatoes, But Someone Else Has Got the Girl.' It's a sequel to 'Potatoes Are Cheaper, Tomatoes Are Cheaper,' and by the same writers.

Besides Robbins' threatened suit against the American Society over classification, at least one other music publisher is discussing with his attorney the possibility of suing the ASCAP. Pub is dissatisfied with the amount of his dividends and claims he's entitled to more.

Songwriter's dream of a plug came true Saturday (16) for Sam Coslow. His new number, 'Everybody Knows It, But You,' was used in Paramount's 'Gully As Hell,' at the Coast studio, with Coslow doing the crooning.

## Inside Stuff—Radio

Radio accounts are forced to use the daily press for announcement of a program shift from one of the chains to the opposition network. Neither NBC nor CBS permit advertisers to announce, at the end of a program series, that they are moving over to the rival chain. Agencies get around this by having announcer state during broadcasts the final word, that the advertising sponsor will begin a new program next week and that listeners shall 'watch their daily papers for details.'

Latter procedure was followed by Maxwell House Coffee. In recent shift of the Lanny Ross-Don Vorhees orchestra program from Columbia to NBC, and by General Mills Co. in moving over the afternoon 'Sippy' broadcast from NBC to CBS.

CBS declares it is satisfied with CKOK, Detroit, as its outlet in that city, as it is with CKOK's 540 wave length. Network knows nothing of a petition for a change to 640 kilocycles as previously reported.

At 540 that's the top of the dial with the Detroit station's coverage extending to Cleveland, Fort Wayne and Toledo almost as effectively as the local stations in those three spots.

CBS broke away from the Kunsky-Trendle theatre's WXYZ station May 30 because of a difference over the time allotment by WXYZ to CBS programs.

With the entry of William Murray into the artists service bureau as assistant to George Engels, in charge of radio talent sales and development, NBC has embarked upon a new policy in regard to servicing agencies.

Previously, the signing of an artist's contract washed up the bureau's interest in the agency account until the approach of the expiration date. Under the Murray mode of operation the bureau keeps in contact with the agency from week to week, suggesting new ideas for the talent on the program, etc.

It had already, however, played in every Chinese city, except Peking, so far isn't worrying too much.

Tacoma, Wash., boasts of two Hollywood theatres, one highbrow and the other not so high. Class spot is close to the water. The other is on the tideflats consisting of barge squatters, tents and rickety packing boxes for homes of canned heat garglers and panhandlers.

The two theatres break into print frequently, the lowbrow section with murders, suicides, bootleggers, etc., the other in the society column.

Upon announcement that Metro was going to make a picture around Rasputin, the Russian monk, the old saint German picture of that name was taken off the shelves and spotted at the Europa theatre, Baltimore, for a test showing. It stayed there five weeks.

Film is now being rushed into the Europa, New York, with further time sought.

A Warner Club, composed entirely of WB-employees, has been formed in Pittsburgh with a membership of over \$50. Ed Bly is president and organization has taken club rooms in the Clark Bldg.

United Artists is mildly scorched over release of 'The Valiant' (Fox), with Paul Muni. UA takes exception to theatres advertising the release by using the word 'Sacrifice' in some form.

# Cast Quits, Author Seizes Book, But 'Thanks' Chorus Carries On

'Thanks a Lot,' a revue which Frank Farnum and Bob London proposed to present, is now jammed up to the eyebrows with the idea of the show would reach the boards. After several delays, a promise to post a bond by Saturday noon with Equity guaranteeing the actors two weeks' salary, was not made good, and the agreement then was that rehearsals would stop.

Last week two sets of principals were chosen, and both sets walked out after reputed squabbles. There was so much bickering that the Shubert office ordered rehearsals out of the National. A room at Bryant Hall was then engaged.

Girls Protected. The difficulty in getting the holding a cast together and rustling for the bond, however, did not prevent a chorus of 16 girls from rehearsing. To protect two weeks' salary, the girls and their return transportation from Atlantic City, the expected opening stand, \$1,150 is posted with Equity.

It was charged that the chorus was being let go from morning until late at night. Their quitting would release the guarantee money. After complaints over the long rehearsals, a bond was set for \$1,150. Chorus has rehearsed two weeks, and the show management has the privilege of two more rehearsal weeks, after which salaries are due, whether the show opens or not. Farnum was reported telling the girls to walk with that deposit money in mind.

After the principals walked out, Bennie Russell took back his book and music, leaving nothing to work with except the chorus' dance steps. Money for the chorus was said to have been paid by Mrs. Jennie Bernstein, whose daughter, Jerry Bernard, was in the show as a ballerina.

Johnny Pierce, who had been previously let go as a singer, was recalled to put the chorus through their chores.

Principals originally included Ann Butler, Art Landry orchards, Rice and Warner, Molly O'Donoghue, Milton LeRoy and Eddie Maxwell.

## TOO MANY SUMMER SPOTS, MOST STARVING

Reports on summer community work which are being done in New Jersey to New England, say that business is generally bad. One theory is that there are too many such tries this season. Also it is apparent that the number of people in the summer spots this season is far under normal.

The country playhouses have refused for any number of players and it has kept them off a desolate Broadway. Salaries are small, but room and board are taken in.

Came in point is Nantucket, where there are two summer show companies or stocks. Money guaranteeing two weeks' salary was deposited in a local savings bank by one of the managements. The deposit placed to Equity's credit and the bankbook sent to Equity's office. The amount is \$150. Upon investigation it was found that the actors are getting \$10 weekly plus hotel and meals.

## Old Worcester Sold

Worcester, Mass., July 18. An attorney, a banker, three reporters and the auctioneer were the only persons present at the sale of the Worcester theatre, antique show house. It went back into the hands of the Spencer Savings Bank under foreclosure proceedings.

The bank sold the playhouse last January to Joseph H. Woodhead. The latter's defaults in payments of a mortgage led to the sale and the bank's bid of \$10,000 was accepted.

## 'Past' Doesn't Linger

'The Lingering Past' presented in the Village at the Provincetown, lingered but briefly. Equity stepped in early last week and took over the show. There were exactly seven people in the house for the Monday (11) performance.

Piece was presented by Edwin Hopkins, a play broker, who had formerly been associated with George Broadhurst.

## Ex-Purity

San Francisco, July 18. Pure and neighboring city of Oakland which has never permitted anything hotter than 'Mother's Millions' on the stage, is in the midst of a torrid legal test battle.

Dick Wilbur is playing 'Red Light Annie' at the Fulton, while Moulin Rouge (formerly the Gern) opens Wednesday (20) with 'Married Virgin.'

## BUILD FOREIGN STAR ON RADIO

Greta Kellar, Viennese singer, imported by Dwight Wiman for the Fourth Little Show, now being prepared for the radio, is a builder-upper campaign via other.

Wiman ordered the girl to arrive in New York considerably ahead of the show's starting rehearsals with the notion in mind that he could make her name mean something before the show began. She's understood being lined up for NBC, with Wiman paying her salary and the radio chain getting her services.

Probably the first time a legit manager has gone to the trouble of tying up with radio for purposes of building himself actors.

## 'SHOW BOAT'S \$17,000 HALVED BY NEW CUT

Business for 'Show Boat' slipped last week at the Casino (renamed from the old Casino) and a second salary cut. An unusual notion went onto the call board, the chorus' extending thanks to the principals for accepting the roles and thereby keeping the show open. There is a question whether the Ziegfeld revival will continue after this week however.

Principals took a 25% cut several weeks ago. Percentage of the second reduction said to be as much, which halves the contracted salaries. When the revival opened, salaries were the same as in the original production, though several players signed up at an increase. Payroll totaled around \$17,000.

## Ash Band with Coast 'Footlights' at Mayan

Los Angeles, July 18. Pending completion of his project to install two-a-day vaude in the Hollywood Playhouse, which may or may not eventuate, Paul Ash takes his band from the RKO Hillstreet to the Mayan for 'Footlights.' Musical revue, produced by Gerhold Davis, gets under way Wednesday (20).

Constantine Bakalnikoff will direct the band.

## Miss McNulty Paying Off

Dorothy McNulty, who jumped her contract with Mrs. Ruth Selwyn's 'Nine O'Clock Revue' two seasons back, is gradually paying off \$1,350, representing two weeks salary, which she was ordered to pay by Equity. She walked out of the show and went to the Coast with her husband.

Miss McNulty was last in 'Hey, Nonny, Nonny.' Her agreement with Equity is to pay a percentage of her salary weekly.

## 'Counsellor's' Return

'Counsellor at Law,' which closed Saturday (15), after playing 37 weeks, will resume for one month at the Plymouth, starting Labor Day. At that time, Paul Muni originally starred in the Elmer Rice comedy, will resume and will go on tour with the show. Muni withdrew about two months ago to fulfill a picture contract on the coast. He was replaced by Otto Kruger.

'Counsellor' was expected to play through until Muni's return. The shutdown order came after Jenie Moskowitz asked for a rest. The management declined to replace her.

## QUICK WEDDING

Helen Menken's Sudden Decision Brings Family Running

Helen Menken's marriage last week to Dr. Henry Smith, in New York, was the result of such a quick decision that the ceremony was performed with Peggy Fears Blumen-thal's ring. Couple were due to wed later in the week, but Miss Menken suddenly decided Tuesday (12) was the day and a hurry call rounded up the family and brought Mayor Walker to officiate.

It is the second marital adventure for both the actress and her husband, Miss Menken having previously been married to Humphrey Bogart actor. The groom is from Texas and a brother of Ben Smith, also an actor.

Couple will reside in New York, the honeymoon being deferred, with Miss Menken to continue her stage career. She will do a play 'Saint Witch,' for Miss Fears in the fall.

## First Non-Equity Show On B'way in Years; AEA Hands Off Unless Hit

Barring last minute complications, the first non-Equity legit show to appear on Broadway in half a dozen years started at the Masque last night. It is a piece from the Hungarian called 'The Chameleone.' Equity has made no attempt to block the show, and stated there was no intention to do so at this time.

Equity takes the position that it will not interfere with non-Equity shows being taken open and never has because such previous attempts have flopped. If 'The Chameleone' is a hit, Equity is expected to take action, such as calling on the stage hands who as union men would have no alternative but to walk unless the actors joined Equity.

In the meantime Equity welcomes the show management's expenditure of money for scenery, stage hand wages and possibly salaries to understudies. Under the plan in 'Chameleone' were recruited from dramatic schools, so that none have had other than amateur experience.

Lionel A. Hymen is the producer of 'The Chameleone.' He figured in putting on several minor Broadway shows with his brother Jack. Both are on Equity's delinquent managers list for salary claims.

## Hotel's Musical Revue Set as B'way Musical

An elaboration of the '9 O'Clock Revue' which has since closed at the Barabon Plaza hotel, New York is in preparation by Lyle Andrews with rehearsals starting next week at Andrews' Vanderbilt theatre. Set to open around Aug. 15 in Boston.

Gene Lockhart, from the original tabloid musical revue, is writing the elaborated stuff with Henry Souvaine added to the score. The '9 O'Clock Revue' idea will be abandoned. The show was closed at the Barabon Plaza's miniature 293-seat concert theatre as soon as Andrews became interested in taking some of the scenes and people from it for an elaborated version. Holdover talent includes Rita Gould, Vickie Cummings, Gluck Sander-Felicia Soré ballet, Kathleen Lockhart.

Added are Joe Wagstaff, juvenile lead; John Barry and John Clark. Lou Levenson and Irving Struss are associated with Andrews in the revue.

## 'NONA' CAST COMPLETE

CASTING about completed on Peggy Fear's production of 'Nona' by Gladys Unwin. Lenore Ullie will start with rehearsals to begin about Aug. 10.

With Miss Ullie will be Patricia Calvert, Hans Hansen and Mildred Mitchell. Brant Symon will do the staging.

## B. & C. LAY OFF

Los Angeles, July 18. Belasco & Co. production to follow 'Cat and the Fiddle,' which gets under way at the Curran, San Francisco, Aug. 1.

It comes into the Belasco here following Iva Claire's engagement in 'Reunion in Vienna.'

# Syndicate Theatre Bag Holders Balk, Delaying Merger Booking

## Zieggy 'Holding Own'

Hollywood, July 18. Flo Ziegfeld was brought in from New Mexico sanitarium last Friday and is in Cedars of Lebanon Hospital, under care of Dr. Maurice Kahn.

His condition is serious though not critical, with Ziegfeld reported holding his own this morning (Mon).

## MRS. LEBLANG BUYS 2 PLAYS

London, July 18. Mrs. Joseph Leblang, wife of the late American showman, has purchased the American rights to 'Du Barry,' musical current at His Majesty's and 'Tell Her the Truth,' musical version of 'Nothing But the Truth' current at the Saville.

Latter piece already has been done in the States under the title of 'Yes, Evie.'

'Du Barry' it is announced, will open in the fall at the George M. Cohan, in New York, owned by the Leblang estate, while the other piece will be housed at the Cort, New York.

Both pieces will be produced by Morris Green, with Mrs. Leblang acting as backer.

## NO CHURCH ON THEATRE SITE, BUT GRAND IDEA

Chicago, July 18. A rumor that Christian Scientists might take over the Princess theatre and remodel it into a church and reading room was apparently without foundation and denied on both sides by responsible parties.

However the idea, when broached to several legit showmen around the loop, was hailed enthusiastically as a sweet dream, that they hoped could be made true. Implication was that the Christian Scientists, or any other churchy body could have their pick of many theatres.

## 'Vanities' at Manhattan Sept. 19; Rent 10% Gross

The opening of the Manhattan theatre with the house Earl Carroll's productions is set for Sept. 19. First attraction will be 'Vanities,' the 10th edition. Understood the revue will have 60% of foreign players and material.

Carroll after being dispossessed from the large, ornate theatre which bore his name, but which is now the Casino, entered into an agreement with the Manufacturers Trust Co. to operate the Manhattan. No fixed rent is charged, the bank to get 10% of the gross. Bank took the house on a leasehold of the first mortgage of \$1,200,000 when Arthur Hammerstein failed.

The new 'Vanities' is slated to play three weeks out of town, starting in Atlantic City Aug. 29. Last season's 'Vanities' will take to the road in September.

## 'Burlesque' Revival

Hai Skules is plotting a revival of 'Burlesque,' with himself in the leading role again. Intention is to rush the production and come into New York within a few weeks, possibly at the Plymouth.

Skely played in the piece in stock two weeks ago, with the results so good it is him the New York revival notion.

## Whiting Is Writing

Hollywood, July 18. Having completed his work at Metro, Dick Whiting now is collaborating with Buddy DeSylva at latter's home in Malibu.

He is preparing book and music for 'New York Dumpty,' the new Schwab and DeSylva musical to be produced in New York this fall.

The new legit single circuit has been further delayed and completion of the Erlanger-Shubert booking combination is now waiting for a later date. There are several out of town stands in which the theatres to be supplied with shows have not been determined.

General idea on the producing feature, the merger is the formation of a producing corporation which will operate with a bankroll of \$500,000. Productions are to be financed, the younger group of independent producers to be the aid from which managerial selections are to be made. Latter will participate under salary and percentage of the profits arrangements. It is projected that the production company with the Booking Company.

Phila. Jam. There is a mix-up over the Philadelphia situation, that giving the new circuit heads more trouble than any other stand. Both Erlanger's and the Shuberts have turned Philly theatres back to the producers to be made. The latter have not made up their minds to sign the booking agreements proffered.

Because of the identity of the theatres in Vienna at Boston and at other points, contracts to touring attractions are being made out merely mentioning the city but not the theatre. Some out of town showmen have been making persistent inquiries as to the titles of the new season's opening shows. Indications are however that the road will open late, with October figured the general date.

There are however four shows slated to open on Labor Day out of town. The attractions definitely set are 'The Green Pastures' and 'Reunion in Vienna' at Boston and 'Of Thee I Sing' and 'Another Language' at Chicago. Both latter attractions will be read or special companies, the original shows being scheduled to continue into the new season on Broadway.

The delay in the functioning of the new circuit may set back the operation of the Theatre Guild-Erlanger-Shubert subscription project. While the Guild is slated to supply most of the attractions for the subscription theatres, other towns will be required to fill out the schedule which has been made out by town managers have been selling subscription tickets for some time.

The new circuit will also book all such shows in subscription stands, but the Guild will select the attractions, other than its own, which will fill out the schedule. Mentioned as getting subscription bookings are 'Counsellor at Law' and 'Another Language' at certain points.

## 'Best Families' Reopens Hollywood Playhouse

Hollywood, July 18. Hollywood Playhouse reopens July 23 with 'The Best of Families' the Russian comedy that played New York last season. George Fairchild, Albany, N. Y. stock producer, is presenting. Top at \$150.

Charles King directing cast consisting of Victor Donald, Harry Hollingsworth, Earl McCarthy, Lyman Williams, Maria Godfrey, William, Howard, Howard Watson, Duane Thompson, Virginia Thornton, Ross Herbert, George Hibber, Betty Mack, Grace Hale, and Babbette Berr.

## Forster's Visa Jam

R. Halford Forster, Britisher, who manages Parish Players at Stony Creek playhouse, had a run-in with Federal mail trading for overstaying his six-month visiting period.

Forster at present is attempting to have his visa extended.

## MAREN'S 'PURPLE LADY'

Hollywood, July 18. Lew Maren, former RKO theatre and studio representative on the Coast, has written a play, 'Purple Lady,' which is under consideration for production by the Community Players.

This is Maren's first.



## 'Fanfare' Folds with \$70,000 Loss; Joe Cook Out as New Try Planned

London, July 18.  
 John Murray Anderson's revue 'Fanfare', starring Joe Cook, folded Saturday night (16) after a disastrous three week try at the Prince Edward. Attempt will be made to regain some part of the \$70,000 loss by a rehearsal and attempted new stand at another theatre.  
 Current idea is to shove the show into the Stoll Alhambra on Aug. 25 for an attempted run. George Goe will replace Joe Cook in a new show. Other cast changes will be made for purposes of trimming the payroll.  
 Varna, Parisian showman, had offered to take the show into his Casino de Paris, Paris, for a fortnight, but local management found this idea impracticable.  
 C. B. Cochran's Reinhardt revival of 'The Miracle' is due to move out of the Lyceum next Saturday (23).

## BUY OUT WM. MORRIS' END OF PARIS AGENCY

Paris, July 18.  
 Henry Lartigue, C. B. Cochran's of the Agence Artistique des Champs Elysees have bought out the William Morris interest in the Paris concern, and also Edmond Sayag who had an interest in the business.  
 Cliff Fischer being sick and bound to remain away from the office for several months, Henry Carson, former industrial agent, has been brought into assist Lartigue.

## Du Maurier Was Wrong, No Trilby in England

London, July 18.  
 They're still looking round for an English girl suitable for the role of 'Trilby'.  
 Revival was to have been staged at the Winter Garden this July, but it will be September before the adventure is launched in view of the heat wave and poor business generally.

## Danes Like Baker

Copenhagen, July 18.  
 Constant heat wave here with theatres almost all empty. Only exception is the Josephine Baker show, which is cleaning up.  
 Russian colored actors' troupe has been playing here for a fortnight, with packed houses every night. Police assistance was necessary several times to clear the crowds.

## Sayag Lets Go

Paris, July 9.  
 The Ambassadeurs Theatre restaurant, held by Edmond Sayag, will be turned into a special corporation, following latter's reversionship. This will be headed by Henry Lartigue.  
 The William Morris Baker branch, and long associated with H. Hobson, restaurant man, who had leased the restaurant part of the building from Sayag.  
 Sayag's building stood on city owned ground and permission was obtained from the city hall to transfer the lease to somebody else—but it had to be a Frenchman. Hobson is English, with which the corporation's choice to leave the corporation.

## Legion to Ballerina

Paris, July 9.  
 The Legion of Honor, which before the war was practically inaccessible to professionals, is now handed to them plentifully. Mlle. Antonine Meunier, opera ballerina, and Henry Mayor of the Comedie Francaise, have both just got it.  
 Raquel Meller was awarded a ribbon recently, as well as several French actors.  
 First femme professional to obtain it was Sarah Bernhardt, and at the time it created rather a scandal, the order having been long considered for men only.

## Fun Sales Top 1931

Brussels, July 8.  
 The sum paid in rents for positions at the annual fun fair in Brussels, which runs for six weeks from July 14, totalled \$52,170. This is the highest amount ever reached and beats last year's record by \$170.

## Paris Opera Closing Causes Disturbance

Paris, July 8.  
 Opera Comique is closed for three months—partly for rebuilding and still partly for financial readjustments. Personnel was given practically no notice, except that closing had been intended for some time. Many people reported for work on the first day, but causing considerable disturbances. Management is threatened with several lawsuits not only individual—but also by trade unions.  
 It is pointed out that the Opera Comique's charter permits it to close down in such cases, provided that the state subsidy—which keeps on running—is spent, on salaries. This would mean only one-third of the regular amounts. All personnel is considerably disturbed, and the government will be appealed to for relief.  
 Numerous theatres are closing down for the summer, including the Gymnase, Varietes, Porte Saint-Martin, Antoine, Madeleine, Athenes, Michodiere, Bouffes Parisiens, Comedie des Champs Elysees, Studio des Champs Elysees, Trianon Lyrique, Theatre des Arts, Folies Wagram, Daunou, Gaumartin, Montparnasse, Noveau, Ambigu, Oeuvre, Petit Montre.

## London Show World

London, July 8.  
 Jack and Ennis Hylton threw a house warming at their new Mayfair home June 30. Many notables of the stage and screen took part in the celebration, among them Bobby Howes, Nervo and Knox, and Naughton and Gold.

## 'Cavalcade' Adapter Rejected by Berkeley

Reynaldo Berkeley, now on his way to Hollywood to write the scenario for Fox's film version of Noel Coward's 'Cavalcade'.  
 400-Year-Old Event Off  
 After being a bi-annual event for 400 years, the government has abolished the Breadford Fair in Middlesex to the dismay of many old-time showmen and performers.

## Price for 'Party' Moto-Goldwyn said to have paid \$40,000 for film rights to Jean Noelle's 'Party', which seems to have settled down to a steady success at the Strand theatre.

## To Revive 'Domino'

Rumors of the revival of 'The Liliac Domino' are around. William J. Wilson, who originally did the show for J. L. Sachs, is said to be about to revive it in the West End after a provincial try-out.

## Ina Claire for London?

Ina Claire expected over here in August to play in 'Reunion in Vienna' for Gilbert Miller.

## Wales Revue Folds

Princess Patricia's revue closed July 2. Parnell & Zeitlin, who were to take over, talking of reuniting, but this is unlikely.

## Here's a Thelma

J. C. Twiss is a new author responsible for 'Hartford's' a play dealing with sterilizing defectives. It is a sermon deploring the haphazard marriages of the unit.  
 Show is being presented for a special Sunday performance July 24 at the Palace in conjunction with Bill Noon. Eugene Seale has undertaken to dispose of seats.

## Midway in London

The old Haymarket Stores, in Haymarket, is now a full-fledged amusement center, complete with zoo and 'mermaids from the Red Sea'.  
 They're now advertising a fasting competition for women for \$250. A similar thing was stopped in an East coast resort.

## 'Left Bank' for London

Mary Grew has been signed to play in Elmer Rice's 'Left Bank', which will be produced by several Irish business men with a capital of about \$20,000.  
 Rice, who is at present in Paris, will personally supervise the production. Show opens out of town around middle of August, but it is likely it will eventually be at the St. Martin's.

## DRURY LANE PLUNGING

Out For the Biggest of International Musical Comedies

London, July 18.  
 The Drury Lane is ready to plunge on production, being in the market for the biggest of the international musical comedies. This marks a new chapter in the history of the house once devoted to spectacular melodramas.  
 Louis Dreyfus has taken a place on the board of directors.

## Bret Harte Story as

## Czech Opera for U. S.

Prague, July 18.  
 Jaromir Weinberger, Czech composer of 'Schwanda', which opera has been done in the United States, has finished two new musical works of special interest to America.  
 For a new opera 'People of Pokor' Weinberger has drawn for his libretto on one of the books of Bret Harte.  
 Weinberger also has completed a symphonic composition for solo, choir and orchestra 'Bohemian Rhapsody', which will see its premiere in Minneapolis in the fall, presented by the Minneapolis Symphonic orchestra.

## Guitrys Apart

Paris, July 9.  
 Sacha Guitry and Yvonne Printhe, his wife and co-star, have temporarily parted, actress doing a tour. No details are available.  
 Guitry's theatrical plans for next season are expected to be revised.

## There is one old timer in London

There is one old timer in London who is not concerned about getting wages. He is usually turned down several vaudeville bookings. He is Julian Rose. The picture people have suddenly rejected him, and after playing opposite Gracie Fields in one of the Associated Radio Pictures, he is now being staged in a story by Norman Lee and himself.

## Welfare is titled 'Grand Hotel Blumberg', which was suggested by

Julian Rose.  
 Fred Bulck, formerly director of R. K. O.'s service and efficiency department, on the Pacific coast division, is here and has been appointed to the post of director of the London Pavilion. This is a Henry Sherak idea.

## Hyamsee Building

Hyams Brothers, the latest picture theatre owners around, have suddenly changed their story (district in the East Side), where they intend to build a picture house costing around \$400. Such a house would immediately have an adverse effect on all the picture houses around there.

## Lion's Pictos

British Lion, the Edgar Wallace film company, formed to picture the late author's writings, has just issued its fourth annual report, showing a profit on the year of about \$50,000, but will pay no dividend.  
 Variety at Day's  
 A continuous variety show, directed by Louis J. Seymour, opens a season at Day's July 18, the duration of the production will be a month. Harvey acts as Master of Ceremonies, besides doing a turn, and the bill will include Billy and Elsa Newell, Diamond Jans and his (Continued on page 52)

## Paris Empire Dark

Paris, July 9.  
 Vaude here is suffering its biggest blow in a long while. The Empire, only Paris big vaude house, is closing for three months for alterations. When Natan took over from DuRenne and Varna, house was rather dilapidated. During the summer it will be renovated.

## Musical 'Bird' Leads

London, July 18.  
 Robert Chisholm and Edith Day have been chosen for the leads in 'Luana', the Lee Ephraim musical which is being adapted from 'The Bird of Paradise'.  
 Show due around the fall.

## Six Plays in 4 Hours Twice a Day Jap Legit Scheme to Beat Slump

## Cochran Ready New Noel Coward Musical

London, July 18.  
 Charles Cochran will present the new Noel Coward show Aug. 25 in Manchester, titled 'Words and Music'. Coward not only wrote the book and composed the music, but will stage the whole show, including the dance arrangements.  
 The piece is a satire on modern times, with a cast of 30 principals.

## AUSTRALIA

## By Eric Gore

Sydney, June 28.  
 Current business is very bright, and many hits have been chalked up.  
 William Taft have produced eleven operas during the 13-week season in Sydney to capacity. Same firm has scored seven weeks with 'Barretts of Wimpole Street'. Ernest Ross has topped the winner with his revue, 'Venus, Ltd.', with Ella Shields and Gus Blunt. 'Emma' has created a record by playing six weeks for the Pulters, and 'Hell Divers', ran a big gross in three weeks. The Carrolls have a smashing hit with 'One Hour with You', with picture expected to run around ten weeks.  
 An Australian picture, 'The Sentimental Bloke', has just concluded a two weeks' season in Sydney for Greater Union. This is considered a great break for a locally-made production.

## Upturn Elsewhere

In Melbourne, 'Blue Roses' has proven a decided success, and Dame Sybil Thorneide opened very well in 'Saint Joan'. Both for W-T. John Downes is booked in for a series of comedies.  
 'Arsene Lupin', 'Hell Divers' and 'One Hour With You' are outstanding hits. 'Parson' looks like a three weeks' run.

## New Regime Helps

In the State of New South Wales, a same government has been returned to power. This government will work in unison with all the other state governments in an earnest endeavor to overcome the unemployment problem. Already a nation-wide appeal has been made to work for the many, many thousands at present unemployed, and unemployed work is slowly diminishing. This effort on behalf of the unemployed has had an electrical effect on the theatrical world, and reports continue to come to hand from all over the country that business is gradually assuming an upward trend. In New South Wales business, because of faith in the new government, has increased at least 50% both commercially and theatrically.

## British Film Snubbed

Lord Bledisloe, now governor-general of New Zealand, has refused to grant his patronage to the pictures, 'Rich and Strange' by British International.  
 The G. G. declared the film was more depressing than industrial crisis, and followed the statement up by refusing his patronage.  
 'Rich and Strange' was the censor after many talks, but was then classed as 'poor entertainment'.  
 Story is spicy and telling of husband and wife, suddenly becoming wealthy, deciding to take a world's tour. Action on shipboard and wife falling in love with another man, whilst husband hotfoot it after a playful primum.  
 With very few exceptions, British pictures have not been a hot success in Australia.

## Meal Circuit

The Hague, July 9.  
 A new fad in Holland is the cafeteria trip, organized by Heck & Co., which owns a chain of cafeterias in Holland and offers breakfast in one in Rotterdam, lunch in another place, and either one goes in a motor bus hired by the firm and dinner again at starting place. Meals and trip inclusive on one ticket at very moderate rate.  
 In some of the cafeterias bands are playing, but that at Arnhem, in East of Holland where no music is allowed in cafeterias, cafes or hotels between noon and 3 p. m. are closed to society and protected by law.

## Tokio, July 2.

Japanese show business is following the American lead. It is going from one-a-day and two-a-day to one-a-day and two-a-day. Classical drama, one-a-day since the first primordial matinee took stock on false eyebrows and struck a posture, has gone two-a-day. Not in the American manner, however. Two complete shows. Actors give three plays in the afternoon and three more at night, but the same cast runs through the lot. Eight hours of lines. Four of the six plays are new ones, too.  
 Picture houses have been pulling the same line. Long programs here. Every house runs twin feature and throws in a number of short subjects for good measure. Horikawa, owned by the Shochiku-Paramount chain, has been the first to break away. Now shows one feature and seven shorts, with cut rates in force. Doss three shows on week days and four on Sundays, which is a tremendous turnover for a Japanese house. Most of them have a hard time getting in two.

## Strikes Stops Marger

The Consolidated chain went bust just about the time that the story about the strike in the Japanese shinkokin, one of the houses, tried to get into the Shochiku-Paramount picture. The strike had been called off, and S-P would have been glad to have it, but the employees staged a strike which tied it up for three weeks. They knew that if they fired all the announcers (the boys who explain what's happening in other than Japanese, and are not), and can a lot of the superfluous employees, with which most Japanese houses are loaded. They won their strike and it looks now as if Musashinokan will remain an independent working principally with M-G-M.

## Japanese-Made Hit

Best picture made so far has been quite a hit throughout the country. Flicker was made by a new organization, and is called 'Oriental Pictures'. It is a picture that gets cash backing. Used Yaeiko Mizutani, foremost legit actress in the country. Paramount, which got started expenses, initial venture cost just \$60,000 years for 'Oriental'. Picture was estimated at 30,000 yens. Divide that by about \$3.2 and you'll get the cost in dollars. Picture is being shown six weeks after the order for construction of the temporary studio went in. Actual shooting took just two weeks.

## Talker was made with Western Electric equipment through an arrangement with Western Electric. They took all responsibility, as licensees. A. E. F. McInerney, W-E sound executive, included the entire job and did a swell one. Not a single re-take for sound during the whole production.

Some dirt is going around about the picture, now that it's out of the way. Producer Nishimoto, who made the picture, is a Japanese. Nishimoto's largest movie company here is under-rated to have obtained his original budget from Photo-Motion Laboratories, the concern which supplies most of the home-made raw film here and which has been responsible for putting out the bulk of the bootleg sound recording equipment in this country. It's practically all bootleg. Seems that this concern put up the cash and agreed to let Nishimoto have lights and other equipment for two years. If the shooting were done on their lot, Okeh, ideas seemed to be that. Nishimoto's picture was a loss around, they might be able to pick up a valuable idea or so for the improvement of their own bootleg outfit. McInerney thought so, too. He fitted up a sound truck, monitored from the truck and the picture house ever since shooting was finished. P-C-L got sore and yanked out the lights half-way through the shooting. The picture was finished anyhow.

## Revises here going better—and better, but being copied more and more from talkers. Yuen program is being copied by the Japanese. 'Bella Franca', and based on 'Smiling Lieutenant' and 'Love Pa-'. This month's offering is 'Rita Rita' and what isn't borrowed from the American talker will be borrowed elsewhere.

## Titles For Two Writers

Brussels, July 10.  
 Maurice Maeterlinck, the distinguished Belgian poet and critic, is to receive the title of Count from the King of the Belgians.  
 Bule will also confer the rank of Baron on Albert Buysse, the Flemish novelist.

# Corn Belt College Is Pioneering In New Plays as B'way Break-In

Dea Molnes, Ia., July 18. Paul Green, playwright, and Lamar Stringfield, North Carolina composer, are leading the campus movement at the University of Iowa at Iowa City, collaborating in the production of Green's play, "Tread the Green Grass," to have its world premiere at the university theatre this month.

The dramatic and music departments of the university are co-operating in the production. Prof. E. C. Mabie, head of the department of dramatic art, is sponsoring a series of world premieres of plays by American dramatists, and through it is getting response from playwrights, both established and just beginning.

Following the initial production of Owen Davis' new play, "Harbor Light," at the university May 17, Prof. Mabie is now looking toward a season of new plays for the next university year, and has hinted the midway may see premieres of plays by Maxwell Anderson, Lynn Riggs, Sidney Howard, Eugene O'Neill, and Paul Green during the coming fall and winter.

Prof. Mabie says that Lynn Riggs will bring his new play, "Lonesome West" to Iowa, while Maxwell Anderson has sent his script of "Sea, Wife" and Knowles Entriken has also submitted "A Graceful Generation." Final choice of plays by George Kelly, William Inge, and Paul Green has not been made.

"It should not be necessary for playwrights to stand before the bar of metropolitan judgment," Prof. Mabie says, "and is not disparaging Broadway. The cost of the production of a play in New York is too great to permit a producer to take a chance with a new playwright or with an unusual play by an established writer."

"That's where the community theatre or our university group comes in. We can put these plays on artistically and intelligently. We can encourage playwrights to write honestly and beautifully. The field of the small theatre is four-fold, I believe. We can reflect the modern trend in giving Broadway successes. We can encourage the unknown playwright and we can produce the new work of well known established writers."

## PROLOG ACT FOR MUSICAL

Hollywood, July 18. Fred Zimbalist and Mildred Se Hamkin, after ten weeks in the Chinese prolog, are en route to New York for a musical comedy engagement.

Booked through the Webster agency.

## H'y'd Music Box Reopening

Hollywood, July 18. Music Box Theatre, St. August 10, with "Hang Up Your Hat," French farce done in New York some time ago. Paul Trebitsch producing, and will add a musical score, and Bernie Grossman, Eddie Ward and Dave Silverstein working on the songs.

## I'm Telling You

(Continued from page 47) to go ahead and put himself at the head of the list of creditors.

**Smart Operator**  
Billy Gason wears it's the truth. He bought a portable radio, checked in the Edison and phoned the operator to find out if they had A. C. or C. current there. The girl informed him neither was registered.

**Ostermaria**  
"Po'give me if I'm a little short this week...we've been suffering with fallen aches...how we got 'em is a question...Possibly, from watching Pat Rooney at the pit that week...Yes, we were on the bill, remember? Met a dame that didn't like 'Bring 'Em Back Alive'...Complained there was no plot...According to 34-sheet, Hotel Edison looks like only show in town...According to the sale you can now get the shirt off Nat Lewis' back...Sign on Dwyer...I'm a little short your honor, I'm guilty of murder by killing my prices!...And so it goes.

ARE YOU READING?

## Oakland Nabe, the Gem, Becomes Moulin Rouge

San Francisco, July 18. Naborhood Gem in Oakland, now the Moulin Rouge is set for a Wednesday night (20) opening of stock with Allen E. King, landlord and owner of a restaurant chain, banqueting.

King is leasing on Sid Goldtree some of the shows Goldtree staged at his upstairs Green Street here. First piece is "Married Virgin" with Mary Kay, Hugh Metcalf, Norman Fields, Rolan Parker, Florence Bell and other former Green Street fans, in the cast.

## INA CLAIRE, ALONE IN FRISCO, GETS \$7,000

San Francisco, July 18. Legit tooked bottom last week when Ina Claire had the whole town to herself with "Reunion in July" and the new play, "The Sky-high Grasses to the Curran." In its second week, with one more to go, "Reunion" did around a fair \$7,000.

"Cat and Fiddle" is due Aug. 1 following "Reunion," with "Cynara" dropping anchor at the next-door Geary Aug. 8.

Stranger's Columbia still dark. Hazard's likewise, absolutely nothing in view for the latter house. Ossible that Duffy will stay under cover until fall.

## Trainers on No. Shore

Brooklyn, July 18. North Shore, Long Island, villages will be visited by the Gladys Trainers Players this summer. Catherine Redfield will direct.

## Just a Roadway

(Continued from page 47)

\$2 table d'hote plus a no-couvert, under floor show, is a ghoulie's reminder of the halcyon days when every side street side-door led to an upstairs joy cave. Now, the off-Broadway garages house nothing but empty store-rooms above them. There is but one covert spot doing business in the Broadway belt, the El Garon on West 49th, off 7th avenue. That's due to take the camphor for the summer.

The swank Montmartre in the West, the speakeasy boom, the 25 dancetables. There is a penny-a-dance smooch joint in the Strand theatre building, which reminds of Solomon's penny dance hall in Los Angeles, where the pit and the fleet's sailors whoop it up when on shore leave. The oldest established Roseland ballroom is cutting its ads with special nights an added attraction to the influx of creep joints. These now include the Orpheum, Strand, Trianon, Arcadia, Garden, Brown Derby, Bluebird, Palace and Honeymoon Gardens, not to mention a couple of mongrel roll joints in the 50's.

When Billy Arnold's Mayfair Gardens floor show moved out of that spot because of a fire last week, Bill Duffy reopened it as a gym, with the Italian Olympic boxing team using it for training quarters.

The chowlineer's Yellow Peril is no longer perierous.

**Cheap Vittles**  
The corner juice stands have cut their tariffs to a nickle long ago and added hot dogs just to further add to that Coney Island aura of Broadway. Nickle dogs and jit fruit juice were life savers for the corners, with the layoffs the best customers for the cheap vittles. Hostesses have become floor girls in many instances, save those who are weathering the storm, in hopes. Everything is on the cut, including the speakeasy boom. Speakeasies are being knocked over right and left, those not feeling the belated ire of the law succumbing voluntarily from anemia of patronage. Those still in the biz can't stand the gaff for the dubious protection. Actors are waiting for television and eateries for repeal of prohibition.

July, 1932, saw Ole Dobbel Depreh putting the 'bee' on Broadway and made it just a drab Roadway. "Come Home Prosperity, All Is Forgiven."

## Shows in Rehearsal

'Ballyhoo of 1932' (Ballyhoo, Inc., 44th Street.  
'Varnish' (Arthur J. Ward), Geneva Hall.  
'Paid' (Farnham) ('Goldfish of Love') (Aim Productions), Fulton.  
'Cynara' (Shuberts), Shuberts.  
'Domino' (W. A. Brady), Playhouse.  
'Thanks a Lot' (Farnham and London), Bryant Hall (chorus only).

## Squawless Angel Drops \$25,000 Outdoors in Cleveland Opera Try

Cleveland, July 18. Series of outdoor grand opera, angled in city's year-old stadium by Laurence Higgins, wealthy scenic artist, finished in the red to the tune of \$25,000. Nut was \$90,000. Promoter paid off losses without a sequel. Claimed experiment was artistic success and, apparently a glut for punishment, will try it again next year.

Staging opera over Fourth of July holidays proved a mistake that hurt attendance most, as crowds preferred week-end trips to operatic areas, despite a high price. Publicity campaign, also hit by three rainy nights, causing three postponements and stretching the eight-day opera festival out to 11 days. Refusal of the angel to issue any paper, even kicking about passes to critics, resulted in a vast pocket sized 'house in 20,000-seat capacity stadium opening night.

Biggest gales were drawn by 'Carmen' with Mary Garden making a comeback in opera, and premiere of 'Tom-Tom,' pageant of Negro history, which drew 17,000 attendance.

Operas were hippodromed by producers, Dr. Ernest Lert and Higgins, who designed a record-sized outdoor stage of 50,000 square feet with 10 ramps and waterfalls. Elephants, camels and mules were borrowed from smalltime circus, while over 2,000 performers appeared in combined opera.

## Mgr. at Pro Rata

San Francisco, July 18. Selby Oppenheimer has been selected temporary manager of the new San Francisco Opera House, effective until November 1, a pro rata of an annual salary of \$8,000. It's quite possible he may not continue in the job after Nov. 1 but will return to his concert booking field.

The 3,500 seats will sell at 15% less than last year's, with exemption from federal tax granted by the government.

## BOEHM'S NEW PLAY

Hollywood, July 18. Arthur Hoorst, Hollywood producer, David Boehm's Love Life of Tiffy in New York this fall. He optioned it about eight months ago.

Boehm just placed under contract to write scenarios for Warners.

'Atlas' Francis X. Hope was decorated down at Great Neck, where he was made honorary life member of the volunteer fire department. That was recognition for having stuck to the corps for 10 years. He got a nice little gold medal in a rather slender, the kind honorary deputy sheriffs tote, to the disgust of all cops.

When Hope is not waiting for fires he is on Broadway, as general manager for Elmer Rice who had 'Counsellor at Law' and 'Left Bank' last season.

Sort of combo musical-revue is the idea's back of 'Humpty Dumpty,' the Larry Schwab-Buddy de Sylva show. It's mostly backstage stuff and is described by the producers as a musical comedy about a revue. Present program is to open it in Pittsburgh Sept. 12, coming into New York two weeks later, with Lou Holtz and Ethel Merman starring. Notion is that the set up will allow for introduction of some revue numbers, thereby widening the scope of the piece.

Some title conflict on 'The Party,' Group Theatre has announced a play by that title written by Dawn Powell, and a frat play.

Same title was used past season in London on a play by Ivor Novello. William A. Brady owns the U. S. stage rights to the Novello play and wants to bring it into New York later in the season. Metro has it for pictures.

William A. Brady wanted his daughter Alice to play the femme lead in 'Domino,' his French importation. Alice turned it down because the most important part is the male lead, to be handled by Rod La Roque. Now Brady has Katherine Alexander for the part and expects it to be the first play of the new season. 'Grace George' (Mrs. Brady) adapted it.

# Broadway Near Four-Show Basis, Absence of Visitors Hurts B. O.

## Hartman Stock Ends

Columbus, July 18. Co-op stock at the Hartman theatre here folds at the end of this week following the presentation of 'Bodies by Fisher.'

Produced and directed by Harry Schwartz and written by William C. Walsh remained six weeks longer than originally scheduled. This week's attraction is a world premiere of the play written by Victor Jory and Ralph Freud and directed by George Kaufman. Play and company open on coast next month and hit New York in November.

## \$80,000 IN FIVE WEEKS FOR PASTURES, FRISCO

Los Angeles, July 18. Easing out of town with over \$80,000 in five weeks, the 'Pastures of the Blimmo,' Green Pastures, topped \$13,600 for its final stanza and the distinction of being the highest grossing local legit grosser for the year.

Current week rates two musical openings, 'Road to Mandalay,' after a week's postponement, at the Mason July 19, and 'Footlights' the following night at the Mayan. Sole dramatic unveiling is 'Wind of the Willows' by A. E. Wood, playing Thursday night at the Ambassador.

Last week's play at that house was 'Blood Stains,' another new one, drawn by 'Conflict' at the slightly larger Orange Grove looks like one of those things, getting less than \$500 for its first week, which started Wednesday.

Strong sale for 'Hullabaloo' at the El Capitan resulted in one of the best weeks a house has had for several months.

## Estimates for Last Week

'Blood Stains,' Egan (CD-223; 40) (1st and only week). Murder mystery getting a little theatre tryout netted \$150 for six days.

'Green Pastures,' Blimmo (D-1,556; \$330) (5th, final week). Fair enough business for the windup; saw \$13,500 in the till.

## Municipal Grosses Steam Talk of Second Venture

St. Louis, July 18. Success of St. Louis Municipal opera season, with grosses hitting as high as \$40,000 weekly, has led to a project to install dramatic stock at the Garden, another outdoor amphitheatre here which has been closed for years.

The Garden formerly operated with musicals alone.

Broadway's legit list totals seven attractions this week. That is a new low, but it is possible that three shows will drop out by Saturday. There are no premieres slated for next week nor, in fact, until August and it looks like there will not be more than four attractions on the boards.

Actually there are but two shows making money—'Of Thee I Sing' and 'Another Language.' The others are 'stuffed' on a sharing basis or have cut salaries to such a point that if there is a profit, it is money black. No rent charged at this time and several houses are known to be operating just to keep the employees on the job. It is the July going predicted some time ago.

**Death of Visitors**  
While the museum list has ebbed to an unprecedented level for modern times, it is surprising that any shows can make a profit. There are no conventions, other than small groups, in New York this summer. A couple of hotels were closed, and the apartment houses last week and regarded that as an unexpected break.

High temperatures singed the grosses and that resulted in another salary cut for 'Show Boat.' There are reports of a strike being beyond this week. Saturday saw the withdrawal of 'Counsellor at Law,' Plymouth, and 'The Web,' Morosco. There are three shows on 45th street, however, 'The Chamberlain,' having opened Monday at the Theatre.

Greenwich Village boasts an opening next week, 'The Devil's Little Game' by Robert M. Levine, Provincetown, where 'The Lingerer Past' suddenly expired last week. On Broadway the Central which had some burlesque and then a sex show, now offers a colored floor show from Connie's Inn.

## Estimate Last Week

'Another Language,' Booth (13th week) (C-708-\$330). Profitable among spare group of shows remaining, estimated \$10,000 last week; good in face of torrid weather.

'Bridal Veil,' Cort (8th week) (C-1,200-\$230). Operating with players on percentage; last week about \$4,000; house gets by with no rent charged.

'Cat and Fiddle,' Cohan (41st week) (M-1,400-\$330). Also a sharing proposition; dipped to \$11,000; that meant even break; continuance of show.

'Counsellor at Law,' Plymouth, closed last Saturday after playing 37 weeks; one of season's standouts due to reopen 10 September; about \$5,000 lately.

'Of Thee I Sing,' Music Box (30th week) (M-1,000-\$530). Seat sale extended to September 1; been some effect, but not week slightly down at \$22,000.

'The Chamberlain,' Masque (1st week) (CD-100-\$130). Presented independently (Lionel A. Hyman); adapted by Ben Hecht from Humphreys Bogart, Adam Gostrow; opened Monday.

'The Web,' Morosco, closed last Saturday; had been three weeks to protect picture rights.

## Other Attractions

'Show Boat,' Casino (Carroll); revival; players took second 25% cut after attendance dip; about \$25,000 last week; may fold. 'That's Gratitude,' Waldorf; revival.

Connie's Inn Revue, Central; colored show from Harlem.

'The Lingerer Past,' Provincetown; closed suddenly; 'The Devil's Little Game' due in next week.

## Tent Trade Spotty

Chicago, July 18. About 40 dramatic tent shows are trouping this summer in the middle west. Invariable admission scale is 25 cents. Business is fair but spotty.

Notion on plays is now pretty well standardized at \$29 weekly. This compared with the former \$50.

## Engagements

'Lulu McConnell' for 'Ballyhoo of 1932.'

'Janet Reade' in 'Folies Bergere.'

'June Knights' with 'Humpty Dumpty' (Schwab & Mandel).

## AHEAD AND BACK

Saul Abrahams has become g. m. for the Phil Baker musical.

Warren O'Hara has replaced Benny Stein as p. m. for Billy Rose.







## Radio's Conservative Aloofness And General Anti-Gush Attitude Nettles Neophytes from Stage

Chicago, July 18. "Oh, my dear, you were marvelous!"

This gushing salute so familiar to Broadway and Hollywood, and so much cherished by the praisethirsty, is conspicuously absent from radio. And for this reason theatrical importations to radio often declare their new bosses to be cold storage prunes.

There is, of course, a great deal of typical first night gush around radio studios but the gushing is done by personal friends, fellow artists, fans, or music pluggers. They keep up and bring over the exuberant flattery of Times Square and Vine street. But the more penetrating note the absence, as a rule, of compliments from the really important directions.

There is no radio equivalent to the David Belasco or the Gilbert Miller who runs backstage after the performance and kisses the leading lady's hand and murmurs delicious compliments in French. Instead, when the microphone is turned off and the program is finished the artist finds himself or herself in a great empty room from which the announcer has just precipitately de-

parted to pick up another program in another studio.

### Too Much Anti-Gush

Radio is anti-gush all the way. Probably most of the executives are aware that anything in this line is expected of them. They are perhaps a little too much the other way. Showmen who properly estimate and discount the usual theatrical gush, hypocritical and insincere as much of it is, still realize that a pat on the shoulder or an appreciative word does much to help the esprit de corps.

Of course show business often carries this back-thumping to absurd lengths. If an executive has new stationary printed they send him a telegram from the home office hailing his vision and artistic taste. If an author puts one good sentence in an otherwise stupid picture his genius for dynamics, montage or symbolism is built into a super-ad in the gods. Let a Broadway producer put in four more tons of rhinestones than were ever before used in a production number and his daring originality will cause hydrants to burst in amazement.

Reversely, however, to ignore, as radio often does, fine work or exceptional effort and let everything get the same silent treatment creates resentment. Whether the networks know it or admit it their stinginess with merited praise is often mentioned.

Most recent example was in connection with the two political conventions in Chicago. It is said that after working for hours on end with practically no sleep or relief the two crews were entirely ignored by the networks. Boys are reported to have felt hurt at the omission. Expanding their uttermost in physical stamina, professional resourcefulness and generally complimented by the engineers, announcers, commentators, and fixers expected a word from the home offices.

## WEISS LEAVES KHJ; GOES TO WJR-WGAR

Los Angeles, July 18. Lewis Allen Weiss resigned as manager of KHJ, Don Lee's key coast station, of CBS, and will become vice-president in charge of WJR, Detroit, and WGAR, Cleveland, sister stations. He will headquarter in Detroit.

Weiss' position at KHJ was considered one of the two top spots on the coast, and he has been credited with taking the station where in the red and bringing it into the money class.

He will start on his new duties Aug. 1. No successor appointed here.

## No Conflict with Coast, WOL, Iowa, to 5,000 Watts

Ames, Ia., July 18. Iowa State College station WOL goes to 5,000 watts, 640 kilocycles, without restriction under grant of federal radio commission, engineers having ascertained that station will not conflict with territory of KFI, Los Angeles, operating on 640 kilocycles and planning to build a 50,000 watt station.

KFI holds prior rights to frequency which resulted in exhaustive tests.

## The Balking Point

Radio columnists at diverse times seem to engage in passionate amour-de-type with one or another radio new-comer. At various periods the radio commentators intensely commence plugging some pet radio aspirant or arrive, seeking either to identify himself with the discovery of some novitiate or cement friendship or an association with a radio favorite who has already become established.

Station executives' reaction, whenever this occurs and it's current at almost all times—appears to be one of suspicion at this type of printer's ink exploitation, even if of an unelicited and pseudo-altruistic nature.

The head program men frankly resent having any of their entertainers so heavily plugged. It creates too many complications, according to their view and often is cause for internal dissension. The officials sometimes become peeved to the point of not knowing if the columnist is trying to tell them how to handle things, with the result that subconsciously or not, they lean backwardly regarding the welfare of a radio personality who is thus brought too markedly into the limelight.

## WXYZ, DETROIT, AFTER WAVELENGTH OF 1,020

Detroit, July 18.

Hearing before the Federal Radio Commission will be held this week at which time the petition of station WXYZ for the 1020 wavelength now used by WJW will be acted upon.

The wavelength question is located in the second zone while station WJW is located in the Fourth Radio Zone. WXYZ has been using the wavelength for several years but a showdown is expected at the present time. Wavelength was applied for by local station WWJ for a period of time but they finally relinquished their claim and was taken up by WXYZ owned by Kunsky-Trendle.

A total of 22 other stations have also petitioned for the wavelength including station WCAU, Philadelphia.

Opposition to the request is being co-operated upon by NBC-Weinghouse, who own the station, and Hearst who has the lease currently.

## Fairbanks Insists He Has Lucky Strike Air Offer

Los Angeles, July 18. Although Lucky Strike denied in New York that it is interested in Douglas Fairbanks as an announcer for a proposed Olympic games program, the picture star says it's different.

Fairbanks maintains that a representative of the cigarette company here told him he had authority to offer the player \$4,500 for three 15-minute periods a week.

Understood that it is the intention to add the Olympic time for a review of the events three times a week. Fairbanks is willing to accept if the set-up proves right.

### AIR MATERIAL FIRM

George Olsen has formed a partnership with Harry Reed and Mack Gordon, songwriters, for special radio material, principally of a song and lyric nature.

Publishing rights rest 100% with Reed and Gordon.

## NBC's \$3,000,000 Increase for First 6 Mos. Indicates \$37,000,000 '32 Gross

### CHAPPELL'S UP

Promoted to Head All NBC Talent Bookings of Talent

Reassignment of duties in the NBC Artists Service puts Ernest Chappell in charge of all program talent bookings. Move relieves John Babb who will concentrate on the Phillips Lord (Beth Parker) and 'Country Doctor' programs.

Chappell will continue with his talent development activities.

## Lahr Not Optioned; Lucky Couldn't Get Wheeler and Woolsey

Lucky Strike's Saturday night hour will continue through the summer as a strictly dance music program. Commercial had been flurging to replace Bert Lahr with Wheeler and Woolsey, but found that the team's picture contracts prevented them from taking on either series before the late fall.

Lahr's ticket, carrying a guarantee of four weeks, expired a week ago Saturday (9), with the cliche account at the 15 minute deadline not to pick up a nine-week option which called for an increase from \$1,750 to \$2,500 a broadcast.

## CROSBY CUT 15%, CBS WANTS ANOTHER 20%

Los Angeles, July 18.

His present contract expiring in two weeks, Bing Crosby has been asked to take a 20% cut by CBS on a new deal. Negotiations on, with probability of a compromise.

Crosby took a 15% cut with other CBS artists a short time ago. His next option calls for a raise.

## Newsmen to Split Up CBS' Music Marathon

CBS will attempt to split up the marathon of song and music with a regular 8-8:15 p.m. talking period every night. Two newspapermen, McLemore of the U. P., and Edmund C. Hill, for 22 years star reporters of the N. Y. 'Even Sun', will alternate.

McLemore will talk on anything and Hill on current events. Idea came from McLemore, who last fall was on for a series of 'Footbal Forecasts', but his thick Georgian brogue got so in the way he turned out to be a surprise comedy feature, especially in that McLemore got hot and strayed away completely from his subject.

### Sues for Note Return


Los Angeles, July 18. Accusing H. A. Keasey, head of the Consolidated Broadcasting Co. of Hollywood, J. H. Hammaker is seeking, through California labor commission, return of \$200 bond he put up for a continuity writing job, and payment of \$30 wage claim. Received a 30-day note for the total. State wage law prohibits issuing non-negotiable paper in payment of wages, and insists that any bond money be kept in escrow.

W. L. McKinney also suing Keasey for \$65, unpaid wages.

Increase of close to \$5,000,000 in gross income from facility sales over 1931 was rolled up by NBC the first six months of the current year. Figure came within a narrow edge of equaling the half annum jump shown last year as compared to 1930. On the basis of the \$3,000,000 tilt already on the network's books for 1932, it can be safely estimated that the increase for the current calendar will easily run over \$5,000,000. The year 1931 ended with a gross of \$29,000,000.

Revenue from time, for the first six months of 1932, totalled \$15,103,645, while the gross takes for the same period last year added up to \$12,344,632. In 1930 the network's two links took in \$9,234,611 from January to June inclusive.

Saul Steff takes a 10-piece dance combo into the Palace hotel, San Francisco, next week. NBC booked.



**John P. Medbury**


Master Without Ceremony  
on the  
M. J. R. Demi Tasse  
Radio  
N. B. C.  
Stations  
Coast Network

**ABE LYMAN**

AND HIS  
**CALIFORNIA ORCHESTRA**  
Columbia Broadcasting System  
**PHILLIPS' DENTAL MAGNESIA**  
Tues., Thurs., Sat. 6:15 (East)  
**COAST-TO-COAST**  
**W A B C**

WESTINGHOUSE ELECTRIC  
Presents  
**AL and PETE**  
(Have You Had Your Iron Today?)  
12:45 P. M. E.S.T.  
Monday, Wednesday, Friday—  
**WJZ**  
Tuesday & Thursday—**WEAF**


**JOE GALLICCHIO**  
(Musical Director of WMAQ)  
Now at N.B.C., Chicago  
PROGRAMS  
Amos 'n' Andy, The Goldbergs  
Nightly  
Whodunnit Program  
Sat., 9:30 to 10 P.M., C.D.S.T.



**AL WOODS**  
TOP O' THE MORNING  
Wor. Mon. to Sat.  
Breathin' Late Sundry

**WELCOME LEWIS**

"Five Feet of Melody"  
Headlining Vaudeville  
OFFERING  
"Out of the Air"  
Direction: LEO FITZGERALD  
and WILLIAM McCAFFREY



**DUMB CRACKERS**  
— ROBERT BURNS PANETELA —  
**WABC**  
Every Wednesday Evening at 9  
**BURNS & ALLEN**

**JACK DENNY**  
AND ORCHESTRA  
Waldorf Astoria Hotel  
Victor Records  
Gem Safety Razor Program  
Lucky Strike Dance Hour  
Management M. C. A.

THE NATION'S STATION, NEW  
PRESENTS  
**SEGER MELLIS**

**"THE GLOOMCHASERS"**  
**COLONEL STOOPNAGLE and BUDD**  
BROADCASTING OVER THE WABC-COLUMBIA NETWORK EVERY MONDAY AND WEDNESDAY FROM 8:45 TO 9:00 P. M., E.D.S.T.  
FOR THE MAKERS OF IVORY SOAP  
**Appearing This Week (July 15) at the Brooklyn, Paramount**  
IN THEIR THIRD WEEK WITH PARAMOUNT-PUBLIX FOLLOWING  
**8 WEEKS IN RKO THEATRES** **7 WEEKS IN LOEW THEATRES**  
Booked by COLUMBIA ARTISTS BUREAU, INC. Personal Manager, NELSON S. HESSE

# RADIO'S GRATIS BREAK-THROUS

## Analysis of Broadcasting Abroad Discloses Minimum of Paid Adv'ing

Advertising takes a secondary rank in the world's radio programs. The United States is the only country in the world that has developed ether into cash and carry dollars, whereas practically in every other world center the cash returnable angle is snooted.

About half of the European countries don't seem to care about advertising on the air; the other, the rest of them definitely take an anti-ad stand. Argument is that dial-twisters mustn't be annoyed. Revenue comes from the receiving set owners who are licensed, with the broadcasting stations largely government-owned.

Several curious anomalies naturally occur. Germany permits any amount of paid advertising on the air, but not from foreign firms. Here there is that it might hurt local product. Greece doesn't like broadcasting at all. Broadcasting of any sort is not permitted. Reception is okay to whoever wants to pay for the license—unless he's a foreigner. A foreigner in Greece can't even legally tune in.

Another curious situation arises in the United Kingdom. Advertising on the air is forbidden. The Irish Free State, however, thinks air advertising is okay and allows it, only accounts bearing those of foreign origin that might conflict with local trade.

**France, German, Lead**  
Most important air centers of Europe are Germany and France. In both the radio habit is pretty well developed, and each country has about 30 broadcasting stations, using pretty good programs. France's stations are divided between government and private concerns. Government-owned stations forbid advertising. Private stations use it pretty nearly all the time and on a pretty extensive scale.

In Germany, the radio monopoly is a part of the Postal branch of the government and all stations accept advertising, except from foreign companies.

Italy, with about eight stations, also accepts advertising pretty freely. Advertising via air is also okay in Luxemburg, Rumania, Poland, Yugoslavia and Rumania. In Spain, two of the 10 stations are open to commercials and Norway adds 15 minutes every day for the advertising lads to do their stuff in.

Countries absolutely forbidding ether advertising are Austria, Belgium, Czechoslovakia, Denmark, Hungary, Latvia, Lithuania, Netherlands, Portugal, Sweden, Switzerland and England.

In Finland advertising is forbidden but people who furnish records are allowed to put in a plug for themselves before the programs start. In Estonia the two stations are restricted to pure entertainment, for a party, for instance, for four hours a day. The rest of the time, if they can get it, it's okay to use commercial accounts.

Advertising, when it is used, is quite different from the advertising thing done in the United States. Largely it's a straight announcement, with the accounts paying so much per word, or per type-written line to have their spiel read on the air.

Portugal and Greece seem to be the only countries in Europe not having any sending stations, though Portugal boasts about 10 thousand senders. These stations are on a haphazard basis and not at all controlled, sending programs when and if it pleases their egos.

### WSYR Mgr. Resigns

Syracuse, N. Y., July 18. Charles H. H. Leuck, for the last four years manager of WSYR, announced his resignation Saturday night (16) and his return to the advertising agency field here. His successor is yet to be appointed by the estate of Elsie Meredith.

WSYR is located in the Hotel Syracuse and has a secondary station at Syracuse University.

### Actors and Mosquitos

Forest Hills, L. I., July 18. This haven for many in the field is also the Garden of Eden for the mosquito. The town has tried everything to exterminate the pest, but there are still plenty of the insects in Forest Hills.

The Mosquito Control Association now has turned to the amateur actor for aid. It isn't going to use the actors as swatters. It just wants the actors to present plays over station WMBI, Jamaica, so it can sandwich some propaganda between the presentations.

## KNX Says Nix to Clergy and Other Ether 'Guessers'

Hollywood, July 18.

KNX's rule that only mystics and star gazers showing proof of ordination as ministers would be allowed on that station has been rescinded. Station now says no soothsayers, guessers or what have you, whether with or without the clergy diploma.

New edict to keep on terms with Federal Radio Commission issues out. Phenomena, astrologer and spiritist, after a week, and hand-cuffs the Rev. Ethel Duncan.

Latter was compelled to drop her 'question and answer' department and her plug for confidential answers at three for \$1. She must now stick to religious topics exclusively.

Miss Duncan was one of the radio femme ministers who followed in the early popularity of Almee Semple McPherson. She has her own church here, and scatters a charity fund in connection with her ether plugged business.

Although she claims that 80% of her guesses are right, KNX is unimpressed.

Femme reverend's routine was to preach the gospel, then answer questions. Bonanza end was the station's answer to any three questions, by mail.

## LACK OF PAY ACCOUNTS OUSTS KOY FROM CBS

Los Angeles, July 18.

KOY, Phoenix, Ariz., dropped from the CBS chain (15) due to lack of sufficient accounts willing to go into the territory. CBS considered present business wouldn't warrant the wire expense.

Dropping KOY ends a miniature war between that station and the two Phoenix newspapers affiliated with the rival station, due to the dissemination of CBS news broadcasts, emanating here. Skirmish went so far the papers dropped daily scheduled use of KOY.

### SINGING POLO TEAM

A singing NBC polo team has been formed by Frank Parker, tenor of the A&P Gypsies; Bob Simmons, tenor with the recent Campbell Soup program; Henry Shope, top tenor of the Cavaliers quartet; and Julian Oliver, Spanish tenor.

Farker is the manager.

### Segar Ellis Off WLV

Cincinnati, July 18. Segar Ellis, tenor of the band, who joined WLV 17 months ago, left that station last week.

He drove for home in Houston, Tex., to vacahs for month.

## FREE SIX WEEKS FOR COMMERCIAL

Free Time for 'March of Time' Program—Parallels Show Biz's 'Cut' Weeks—Unusual Concession for Commercial Account

### CAN BECOME GENERAL

Chicago, July 18.

Return of 'March of Time' to the air under a six weeks gratis arrangement may have widespread influence on radio. WLS, which has agreed to use the program as a sustaining feature for six weeks after the sponsor, 'Time,' the magazine, will take it over and pay the bills.

Quite emphatically this amounts to the network first preparing and organizing an audience for the commercial and having gotten the audience turning the program over, in full swing, to the commercial. Should other advertisers demand similar courtesies the entire sales approach of the networks would be altered.

While in the past the networks have often established and maintained sustaining programs solely with the hope of attracting sponsorship, this method of selling programs has tended to be discarded. Most commercials prefer to get the benefit in publicity, exploitation, and psychology of starting off new and fresh rather than take over something already going and not exclusively identified with themselves.

'March of Time' was easily one of the most popular programs ever on the air and its quitting last year was the signal for a public protest too widespread and urgent to be dismissed as just one of those things. Columbia unquestionably felt that there was a good deal to be gained by itself in having the program, which meant so much in so many homes.

By footling the bill for six weeks it means that instead of the usual 13 week broadcasting contract 'Time' will pay for only 7 weeks. It compares with the 'break in rates' of vaudeville and where actors work practically gratis for the cream dates to follow.

## Rival Stations Kick on KICK's Attempted Move

Council Bluffs, Ia., July 18. The application of KICK, Red Oak, to move here at a Carter Lake location is receiving plenty of opposition. KOIL, Council Bluffs, and WOW and WAAW, both of Omaha, Neb., are voicing no uncertain plaints that the area here is well of vaudeville and where actors work under unit in this section would restrict existing conditions.

KICK maintains, in a request to the Federal Radio Commission, that it would best serve listeners from talent viewpoint in new spot.

### Bernie's Vacation

Ben Bernie isn't through with Blue Ribbon Malt, this report arising from the company's intention to ballroom that the Ole Maestro. is taking a vacation with the July 26 broadcast. 'He resumes in the fall for his alma matra on a new year term.'

Bernie will watch the ponies run in Saratoga during August, he says, although, technically he'll be the band attraction at Arrowhead Inn for that month.

### WEEKS SHIFTING?

San Francisco, July 18. Negotiations now on between NBC and Anson Weeks for latter to shift his Hotel Mark Hopkins orchestra from KFOG and western CBS network to the National chain. Weeks has been on KFOG since opening at the Mark about four years ago.

## Radio 'Time' Bookings' Outlook Optimistic for Fall; Combo Rate For Midday Commercial Advertisers

### 'Smart Boys'

Hollywood, July 18.

Radio salesman, catering to film people, has evolved a system to move the cabinets out of his store. Snags prospects at the studios, and takes them to hear—what he says are long and short program sets, capable of getting any station in the world.

His partner, a former dialect comedian, sits in front of a remote control mike in a back room and imitates everything from Japan to Johannesburg. It works—sometimes.

## RADIO'S TABOO ON PRICE AD LIFTED

Rule against the mentioning of prices on an NBC program has been modified by the network. Restriction, which has been rigidly in effect for over three years, will only apply to daytime programs.

Agencies advised of the switch in policy have been asked to go easy with their new freedom, at least for the start. It is suggested that the accounts try to avoid over-stressing the quotation, making it as insinuating as possible. Commercials are also requested to avoid bringing in the money angle more than twice on any one program.

Expected that Columbia will follow up this move with a similar change in policy.

## BELGIUM MAY TRY OPEN SEASON ON POLITICS

Brussels, July 9.

The program sub-committee of the Belgian Consultative Commission of Radiophony recommends that privately owned broadcasting stations, which operate under license from the Minister of Posts, be permitted to transmit daily from noon to 2 p. m. and 8 p. m. to 10 p. m. Talk must not occupy more than 20% of the broadcast time and no kind of commercial publicity should be allowed.

The committee proposes that politics be banned except for a fortnight during the communal and provincial elections, when each political party should have the right to broadcast twice. A plenary assembly of the commission is to be called to act on these recommendations, the final word resting with the Minister of Posts.

### Price Optioned

George Price, recently signed by CBS, has optioned for 13 weeks, has been renewed for 18 months. The option exercise came two months before due. It's a CBS account.

### KFI SPOTS WHIDDEN BAND

Los Angeles, July 18. Losing Charles Kaley's Hotel Biltmore orchestra to KFWB, KFI will spot Jay Whidden's orchestra at the Miramar, Santa Monica, four nights a week from 11:30 to midnight. Whidden's combination starts tomorrow (19), immediately following Phil Harris' orchestra from the Ambassador, now the solo dance band on the air on KFI. Goes out over NBC's coast chain.

Judging from the way billings have been holding up during the summer, the outlook for the network this coming season is good. Advertisers are requiring a lot more time to think it over before putting the signature to fall contracts than they did a year ago, although then the rush to hop the ether bandwagon didn't get under way until the middle of August.

Strictly on a time billing basis, NBC's income the past month showed close to 10% increase over June of the previous annum. Recent epidemic of cancellations has reached the vanishing point and the chains can now figure on the minimum revenue for the remaining stretch on the summer. Unless things go awry again, it can be safely estimated that the slight edge rolled up during June will hold firmly through July and August.

Networks' sales execs feel confident that the approaching fall and winter will continue the percentage of increase maintained during the past six months of the current year. Though both NBC and CBS have heaps of choice time open at various periods of the night and day, the prospect favors filling up of the favored evening stretch of the clock (6:30 to 10:00) on all three links by the end of Sept.

### Combination Rate

But as for the daytime periods, the networks are not so optimistic. Average past buyers of these niches were small merchandisers, who took to radio as a last resort, in the desperate hope that here was the advertising medium that would per-haps lift them out of the quagmire. Majority of these little fellows, it is figured but not actually known, have gone into the arms of the radio.

On the other hand, a trend that became evident toward the end of the past season will likely prove lifesaver for these daytime gaps. Evening commercials in commercial number had adopted the idea of taking advantage of their contract discounts by sponsoring also a daytime program. Possibly the plan that the networks will work out special combination rates to make the idea still more attractive.

Question agitating many advertisers is whether they can afford to stay off the air. Some commercials would like to quit but don't dare feeling that their sales totals are dropping. The four networks would like to see them stay on and will divide without it. Still other advertisers feel an obligation to the radio fans they have created through certain popular programs and must therefore endeavor to return in the fall. This latter attitude is rather unique and might be interpreted as the doctrine of noblesse oblige applied in diluted form to the commercial world.

## Olympic Events Resume Over KFI for South Seas

Los Angeles, July 18.

KFI will go on the air nightly during the Olympic games for a return to the events, especially aimed at listeners-in in New Zealand and Australia.

Due to requests from the Antipodes. This is the first program so far arranged for the games, with most of the stations still quiet on their Olympic act-up on account of a continued mix-up with the events committee over co-operation.

### Rich, Guest Conductor

Los Angeles, July 18.

Freddie Rich, CBS orchestra leader, here for a lagoon swinging quartet in the 'Big Broadcast,' will be utilized while on the coast by CBS over KHL. He will be plugged over the coast chain as 'guest conductor.'



**LEFTY FLYNN, NORA HAYES, GEORGES METAXA**  
Songs and Talk  
15 Min.  
WABC, New York

Gerdine, after fendering about on the radio for a while, has been able to find a suitable preparation, has hit upon a happy Midsummer Night's Party idea that is better than any of the m.c.'s that the product has had in the past. The m.c. thing started with Ed Sullivan on fortnight when he was at the Skolky, the 'News' columnist, brought on Willie and Eugene Howard, the quietest star of the m.c.'s, never hit the mike on the allegation the Howards were too dialectic and hence not 'high class' enough for Gerdine.

The company at least accomplishes that class desire indubitably with the present *Lefty Flynn, Nora Hayes, Georges Metaxa*, vocal line-up. Later, the imported singer, singing pish from England who made an ineffectual impression in one or two Paramount pictures, must have no personal complaints over his long run in the 'Cat and the Fiddle'.

One becomes a bit suspicious whenever a 'Lefty Flynn' past gridiron exploits are made, so much of or without the aid of the m.c.'s. The relationship to Lady Astor, her sister, is so much dwelt upon, but this defensive mechanism must be met aside by what is presented.

This last program, the Newport party, was a live, at times, introduce the singers, but what's more important to Gerdine, the disc jockey, is the quality of the hair dressing are naturally and with effectually plugged.

One football hero, Flynn is just as good a barytone. And despite her Lady Astor's sisterhood, Miss Hayes, the m.c.'s, is a professional achievement, about as good as any m.c. has ever been. As for Metaxa, his past professional achievement, about as good as any m.c. has ever been. As for Metaxa, his past professional achievement, about as good as any m.c. has ever been.

One of the course of the adv. spilling, one of a group of women listening in observed that it must be a 'stinky' situation. Just a moment before the announcer made it a point to stress that Gerdine was 'not stinky' which just makes it perfect for this experiment in air merchandizing. For the female listener's observation illustrates her distance, whereupon the announcer's comment completely routed doubt.

#### 'DAKES CHALLENGE'

**Harry, Bill Boyle**  
COMMERCIAL  
KYA, San Francisco

Challenge. Butter hired Harold Teeny and Bill Boyle for this night's act, forcing the duo to double between NBC and KYA, owned by Teeny, that operated in the city. Only teen in local radio who double between two stations. Program covers a wide scope. Both characters are war veterans, who operate a small town store and run a newspaper, and other services. Their various activities give them ample opportunity for much Jekyll and Hyde stuff, as the pair do double characters, one as a white face, Chinese, rube, Italian and others. Joke column in 'The Daily Challenge' gives excuse for the numerous faces and impersonations.

In addition Perry does two songs and Royle one. Piano, guitar and other instruments are used.

Constitutes a veritable and entertaining program item. *Book.*

#### 'THE POACHER'

**Dramatic Sketch**  
Sustaining  
WJZ, New York

Unintelligible dialects made this Imported British effort script a complete bust in its American introduction by NBC over a network. What went on is still a studio secret.

The British Broadcasting Company selected 'The Poacher' from a script stage play that was the script best suited to radio purposes. It might be best suited to English all purposes. For the U.S. it's about as interesting as a rabbit. This poacher is a reformed private property trespasser who resists the temptation of grabbing his neighbor's rabbit for 23 minutes, then finally succumbs to his desire. He's pretty funny, but the script is simple in the wrong way.

Only distinguishable speaker of the piece was the woman playing the wife. Outside an 'offstage' child, she had the smallest part. *Bigs.*

#### Another CBS Chop

CBS personnel list was put through another pruning today (18). Those dropped from the network include a total of 12 persons, including all of these classified as stenographers. Included were a copy reader and assistant photographer in the publicity department.

Makes the network wholesale turnout since late in May, when the existing mob numbered close to 60.

**EVERETT MARSHALL, AL ST. JOHN**  
Talk and Songs  
WJZ, Schenectady

Singer and two film names featured on a 'Radio Extra' from the station. Marshall, who has been in St. John paired for three or four minutes of talk and gagging with St. John. Marshall, however, following which Marshall's accompaniment played a classical. Rest of 20-minute broadcast taken up with a quiz of St. John's song by him.

Considering wealth of talent, broadcast did not pack the expected punch. Marshall and St. John were not on long enough to do much, while interview of Marshall dealt largely with his Met background and views on opera. Little of the parlor's personality, tastes, or recent musical comedy experience merged, although the 'Scandals' was mentioned. Miss Brewer apparently had prepared her questions to Marshall interview moving along smoothly though dry.

Of the three, Harlan had best speaking voice. Tone was clear, deep and masculine, as one would expect from a actor of his caliber. Harlan talked intelligently; too, given more time, he would not have fared. St. John's kidding was not over.

Marshall's manner was more reserved than that of film actors; he did not appear to be particularly enthusiastic over the broadcast or his vaude appearance. Talked in a quiet, unassuming, and somewhat indistinct. Real contribution was the vocal, 'I Send My Love', beautifully done. Marshall's accompaniment, Ray, was also in the solid.

Broadcast sent out at a time when listeners were not likely to be over numbers. *Jaco.*

#### HOMER GRIFITH

**Reading Sales Spiel**  
Sustaining  
WBMB, Chicago

WBMB is cheapening itself as the Columbia key station in Chicago by exploiting its listeners to the hilt with such claptrap. Griffith so frankly panders to the morose and bored listeners that he is so completely a part of the program that the 15 minutes he is peddling his 2% commission is the only time the stations seem intellectual and respectable compared to WBMB.

Whether the listener develops a taste for the program or not, other is inevitable where over 90% mentally exists, the dominant idea of the program is to amuse and amaze that the key station of a major network would sell its facilities to a time payment securities house to keep the hook-up as here employed.

Griffith makes even Edgar Guest seem like a prophet of support. The voice you love to tune in might well describe his Uriah Heep character. He does not honey, his fine sentiments are duly effusive when coupled to a high pressure sales 'campaign' for stocks and bonds. He is a binding of the program, a ranting of the 'Friendly Philosopher' steps into the money argument of getting rich by investing in 'little as 15c a day.' Just the cost of three packages of gum—think of it!

A program like this is a living indictment of the American public, whose taste is effective. Griffith a recognized success at the distilling of gold out of sap is probably the only one of his kind in the air since March. But there's no hoodwinking or side-stepping the fact that the program is a veritable regime in radio. Canada just taken a slap at commercialized radio and its entirely within the realm of the possible that feeling will crystallize in America soon enough.

If this program still had the same motives but performed its aim with a little adroitness it could pass less noticed. But it is the apex of dullness throughout, on top of its other sins. *Land.*

#### JURIN HOEKSTRA

**Songs**  
Sustaining  
WOR, Newark

For those in the New York area who of a Wednesday evening, may consider such programs as 'The Dr. Jack Benny' George Olsen comedy, Jack Frost's 'Melody Moments' and 'The Goodbye Time' affair, on the opposition outlets, as too rich for their tastes, WOR offers a program that is one of those that neither irritates, if the mood is right, is likely to impress itself upon the memory.

It's a full, well-rounded tenor, with a slight flare for the dramatic, which this lad reveals in a clear enunciation, a fine sense of melody and a vivid interpretation of the lyrics. His delivery is directed exclusively to English and American ballads of the classical school. For example, 'Goodbye, Goodbye, Goodbye,' 'O'Hare,' 'The Dr. Jack Benny' and 'Ninety and Nine' included on his list when called. (12)

Lee Cronincom does the accompaniment at the piano, with kindly restraint and understanding. *Ode.*

**THE COUNTRY DOCTOR**  
Serial Skit  
COMMERCIAL  
WJZ, Schenectady

Those who have lent a regular ear to the Seth Parker Sunday evening sessions know practically all there is to know about 'The Country Doctor.' Only difference, or difference, is the omission of the hymn singing, the substitution of character sketches. However, the CBS is collecting for the week-day program. In other words, it's Seth Parker's radio on six nights a week instead of one.

After a succession of constant doses of Seth Parker and whatnot programs Listener picked this one to help recover its past either investments. From reports, it has little to worry about the 'Country Doctor' idea turning out a clicker. Sales chart of the mouth-wash series has already begun to tell the story, this in face of a trade's customary downward trend in the summer time.

Rural medic created and played by Phillips Lord is far from being a keenly cut, human piece of character. Lord is a doctor of the first magnitude, it travels in a single, monotonous groove. Whatever the 'Country Doctor' has to say, the characters introduced, they merely serve as cues for the typical Phillips Lord routine of mawkish sentimentality, tidbits of homely philosophy and tabloid sermons. Even when he resorts to an anecdotal style, the moral is the same point to take the place of the gag line.

But, at the same time it's the stuff that has built up a tremendous appeal across the country. Not among the discriminating, worldly-wise, but to whom the program is the first spasm it could only rate as so much pap, for the invalid. But it has a certain appeal to the general public, and it is a good thing that it is so. Lord has perfected the art of feeding it to them. The program connects up the commercial angle. Particularly strong is the attraction of the program among the nursing home. Certainly a logical inference, as there is no type more careful and solicitous of his or her health than the aged. The program is the natural reaction of the claims of the antiseptic's plug. *Ode.*

#### EDDIE WALTERS

**With Cis and Harry Harding**  
Sustaining  
WMMR, New York

Eddie Walters tells a gag, any body's and plays a key, while Cis and Harry Harding accompany him at the piano in a sustaining program over WMMR. It's lucky the announcer mentions Walters' dynamic personality, otherwise it wouldn't be noticed.

Walters is just another breezy gag man, New York radio has heard him many times. He has no conception of what constitutes other comedy and, worse than that, is careless about the age of his material. He has a few repeated one of Richy Craig's bits word for word, among them.

The Harding play interesting piano in their solo chance and always flatter Walters with their accompaniment. *Bigs.*

#### MARY WILLIAMS

**Soprano**  
Sustaining  
WGES, Chicago

A certain melodic lilt to her voice makes Mary Williams easy to take. She is a good sort of program, devoted to promulgating repossessed automobiles for sale by the G. M. C. finance company. That means that between every song the announcer describes some alleged bargain that can be had for the unpaid portion of the mortgage. All prices are specified down to pennies. These smaller stations make practically nothing but an advertising medium. Copy runs as high as 75% and the network is not to be blamed, whether animal or canned, get better than an even divvy on the line. Nobody ever did, or ever could, make a reputation broadcast, living under such conditions. It's like being buried in the classified section. *Land.*

#### FABELO TO ALBO

Phil Fabello's bit orchestra opens at the RKO-Albee, Brooklyn, July 30, shifting there from the Coliseum. Fabello has a reputation for being somewhat of a local institution for over two years.

Coliseum goes straight sound July 22.

#### 'The Show Boat on Wax'

Ben Selvin, NBC musical director and recording manager for Columbia disks, is putting a sound machine on Bobby Sanford's Hudson River Show Boat. The record is a long-playing 5-inch recording of how a hybrid nine club-showboat revue sounds on wax.

Long-playing process will be marketed as a Columbia disk novelty.

## RADIO CHATTER

### East

Ed Scheuing, spending his two-week vacation around his Long Island ball.

Jeanne Lang, one-time screen songstress, with Jack Benny at the Waldorf, and is planning to be in dramatic stock.

July of the Valley Camp Meeting Quartet debuts next week over WRNY, New York.

Reinald Weirich, a m.c. at the Park, tells reporters there is 'too much boob-a-doo on the radio.'

Thomas Burley would like to put those Friday nights at Vivian Johnson's on the air for WJZ, Asbury Park. Earl G. Thomas appointed a v.p. of Hampton, Weeks & Marston Agency in charge of their radio division.

Gus Haenschen, orchestra conductor, has purchased land in West Norwalk, Conn., and is planning to erect a home there.

Brian McDonald, stage juvenile and radio star, is a sponsor for a new program.

Stephanie Diamond, WCAE, Pittsburgh, being advertised by a couple of commercial sponsors as 'the most beautiful girl on the air.'

Glenn Boudy, former engineer at WCAE, Pittsburgh, is now chief engineer of the new transmitter at WJY, Wheeling.

'Whispering' Jack Smith sympathizes with the overnight radio sensation, but not a spot of enthusiasm and motor car buying.

It's an elephant complex with John Jacob Astor, who has been with many reproductions of the pachyderm, most of them glazed in glass.

Hansen, Brooklyn 'Eagle' theatrical and radio columnist and also 'Variety's' Brooklyn correspondent, did a good job of describing the Coney Island fire.

Mark Chisholm, formerly of the production staff of KDKA, Pittsburgh, has been added to the CBS staff under But McCurtis, Pittsburgh's first radio ed.

Alma Bess and Peter Dixon, formerly the Joan and Kenneth of 'Raising Junior' on WJZ, are now playing in stock with the Playhouse Players, Stamford, Conn.

Bob Goldstein manages Abe Lyons, and Harry Goldstein manages his brother, manages Phil Harris' orchestra on the Coast; also Frank Harris, who has moved to California under L. G. Wing.

L. B. Wilson, pres. of WCKY, Cincinnati, Ky., in New York this week, will be in the city for the 4th floor of Waldorf-Astoria between sessions concerning his radio, his business and other business interests.

Stephane.

## Little Bits from Air

New notes in the Benny broadcast last week: The Ben Bernie broadcast in New York. It was the time the ole maestro has used a female vocal soloist, and not a bad idea, giving a new twist to the program. 'Bungalow, Piccolo and You' number, incidentally, ought to go nicely. It's the nuttiest yet.

Four Eten boys on WABC might do well to watch their comedy numbers. Comedy, in a team of this type, is a necessity, but ought to be good and not too far from the good on a recent pickup were of the humorous genre by courtesy only.

Noble Sissle has made quite a hit with his '24 Hour Number' series. He's used it pretty constantly for the past year both on his WABC broadcast and at the Park Central Hotel, but it's not worn out. It's welcome. 'Curious, too, because it's the sort of thing one expects from the silky-voiced Sissle.'

From Hollywood over CBS, Burns and Allen did a good job of nonsense. Gracie Allen, younger sister than ever and proportionately more, did a good job of being lightened by a judicious application to the nitwit sense of comedy, and it's a pity that the fashion with the current Olympics.

From New York the Guy Lombardo did their usual mellow music cant on the eve of another 'Premiere' for the band, a return to 'Pavane' by Guy Lombardo and his orchestra, an especially effective orchestration.

Jack Benny is the big disappointment of the air. It may console him to know that his professional work will be the most many, judging by the continual regrets over his disappointing deportment as an ethereal m.c. But in pacing

### West

Brig Crosby wears either a hat or cap, but always a hat.

Lowell Berry back on Broadcast Club of KFDL in charge of music. He's a m.c. and wife, visiting his home town, interviewed by 'Variety' mugg, Phil Lasky, on KFDL, Salt Lake City.

Kenneth G. Ormlston, KNX technical director, back in Hollywood from an eastern trip preparing for station's sabbath increase.

Brass Rail Club has wire into KFDL, Salt Lake City, for the sabbath increase.

Earl Glade, KSL manager and Bishop Sylvester Q. Cannon (LDS Church), KSL president, in Washington in connection with 50 kw permit.

Jerry Lynton, who has been directing the programs of 'Chandu the Magician' for Barnaby Young, will direct East Indian pageant in connection with the Olympic Games at Los Angeles.

### South

Bacon Hopson appointed secretary and treasurer of WAPI, Birmingham.

Walter Blanton, assistant operator WHAS, Louisville, visiting in New Mexico.

George Weiderhold, WHAS program director, back from vacation trip to Detroit.

W. Bryant, former chief engineer, WHAS, Louisville, expected to go to KDKA.

Truman Stanley and Jimmy Whittaker, WHAS, Louisville, expected to go to KDKA.

Marjorie Thompson, pianist of WHAS, Louisville, and Dorothy Thompson, secretary to Credo Harris, manager, left for trip to Hollywood this week.

No union musicians are now playing over KDKA, Louisville.

Barbara Weeks, new leading woman of National Players, interviewed over WHAS Friday before her debut by Dave Thompson, film critic of the 'Times.' Miss Weeks said first trip to Louisville, but old friends would not let her go.

WLAP is trying to obtain 1,000 watts power on wavelength of 940 meters. WLAP has better claims at Hopkinsville now has 940 channel, but George Jasper, manager of WLAP, has better claims in view of wider audience. WLAP was recently bought from Chicago syndicate and head man among the Broadcasting Co. of Kentucky.

The Canada Dry program he fills each last week in the Ben Bernie broadcast. It was the time the ole maestro has used a female vocal soloist, and not a bad idea, giving a new twist to the program. 'Bungalow, Piccolo and You' number, incidentally, ought to go nicely. It's the nuttiest yet.

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(Continued on page 59)

# Sponsor's Wife Can't Do the Tango, So Tangos Are Taboo on Program

It's no more tangos for a certain account carried on the NBC schedule, because the bankroller's wife has found them too intricate to dance to. Program sponsor frankly explained to the leader of his other orchestra how the misanthrope felt about that type of tango warmer and said he figured that it would be better to let her have her way than have "a radio" wrangling about it across the dinner table.

Manufacturer, it seems, had parried the wife's objections with counter arguments that referred to the listeners' tastes until she showed him the results of a poll she had taken at one of her parties, and it was then he decided to give her the decision. Guests had been asked to vote on what type of dance music they least preferred as well as the other extreme, and the count turned out badly for the tango.

Orchestra leader advised his check-signer that it would be okay with him, but said he was curious to know something about the circumstances about the balloting. "Want it possible," he asked, that the wife had expressed her aversion for the tango just before the vote was taken and the guests, preferring not to offend the hostess, had reacted accordingly? Sponsor replied it was very likely that happened, but the fact that she had gone to all that trouble to convince him was enough to assure him that he might as well yield to her wishes.

## Make Elkins Wait for Payoff at Calais on L. I.

A sample of band booking nowadays was Eddie Elkins' opening and closing in one week on a \$300-a-week engagement at the Calais roadhouse in Lynbrook, L. I. Not only did Elkins have to wait for his money, but he invested \$250 for uniforms for the band.

Joe Graneky of the Arrow ticket agency, one of the bosses, starting squawking the third day or so when business was bad, wanting to know about the CBS wire which Elkins thought he could get into the roadhouse. Elkins stated it takes a week or two, but under the circumstances he asked to be let out.

## British Publisher Is Appalled at Conditions In Music Biz Here

Irwin Dash, American song plugger who made good in London, is in New York on a business trip representing the Dash Music Co. of London. This is a newly organized subsidiary of Campbell Connelly, with the three on an equal split. Dash was formerly professional manager for C-C.

Dash returns on the "Minnetonka" Aug. 6. While here he is picking up mechanicals for British publication. Dash is appalled at the off business conditions in the music biz, whereas abroad the music industry is not so bad off.

This is explained by only a minimum of dance music on the radio with the result that the disks alone yield \$20,000 or so on a big hit. Here the mechanicals don't earn \$2,000 on a present-day American song hit because there's no reason to buy records when there's so much free music on the air by the cream of the recording orchestras. Dash's first British publication, "Whistling Mary," by Ray Zelle and Clay Keyes, is being arranged now for American publication. Jimmy Campbell of C-C is due in New York next week from a West Indies cruise.

## ANYWAY ONE'S GOT A DIME; OTHER'S BROKE

Hollywood, July 18. Battle looms between DeSylva, Brown and Henderson, as publishers of "Not A Penny In My Pocket," But I'm A Millionaire, and James Brockman, local publisher of "With A Dime In My Pocket And You I'm A Millionaire." Ben Bernick, local D.B.&H. rep, asked Brockman to communicate with Bobby Crawford in the New York office Brockman and Leonard Stevens are responsible for "Dime."

Eastern number was first issued in advance copies six months ago, with lyrical idea on both being parallel and in some lines identical. Allie Wrubel wrote "Penny," while Brockman and Leonard Stevens are responsible for "Dime."

**SCHOLL FINDS OUT**  
San Francisco, July 18. Fred Scholl, organist, is back from Hawaii where he worked for some time. After taking a look at music situation here he's decided to go in for handwriting analysis via radio.

HI THERE!

# RAY PERKINS

BARBERSOLOIST

Management N.B.C.

# KUZNETZOFF and NICOLINA

"STEERO" Program, Wednesday, 10:15 a.m., WEAF

## Gill at Woodmansten; Barris' Price Too High

Emerson Gill's orchestra with Art Jarrett, radio singer, succeeded Russ Colman at Woodmansten Inn, N. Y., because Harry Barris, who was held out for the spot, wanted too much.

Barris held out for \$600 for himself and \$2 extra per man per broadcast in addition to the \$92 union scale for the engagement. That meant an additional \$14 per man for the radio work, \$150 extra on the week for the band, which was too much of a nut.

That \$2 radio broadcast thing isn't strictly adhered to nowadays, so long as the rest of it is scale, but Barris insisted on rigid union scaling.

## RADIO REVIVES 6 FOR REMICK

Remick has started reviving a fleet of the old ones, and is slated for a new modern arrangement. Already picked for another trip to the sheet market are "Japanese Sandman," "Canadian Capers," "Sweet Georgia Brown," "Shine Your Harvest Moon," "My Chinatown" and "Put on Your Old Gray Bonnet," the last named set for release the latter part of this week.

Remick is responsible for the new spurt of life given these compositions. Orchestras with their individual arrangements have been plugging most of the year for months over the growing enough of a demand, Remick figures, to warrant shooting them out on the stand again.

Artie Bleyer, Jimmy Dale and Frank Skinner have been assigned the rearranging job on the sextet from yesteryear.

## Bits from Air

(Continued from page 58)

passively and take in the smooth crooning. That's not good radio exploitation, but the question is if they just roll back and are passively entertained by crooners.

Give 'em hip-shorting, dynamic radio songs, as is Rhythman, Price, et al. is the new idea, and make 'em want to listen to the lyrical variations on the theme in order to make them ear-conscious, similarly, of the radio message.

When Price started with Bennis Krueger's orchestra, he did a little loggrolling for his C. & S. coffee contemporaries, Rhythman and Rubino. This has been dropped, but C. & S. in plugging the tea brand, doesn't pass up the opportunity to mention the C. & S. "dated coffee" in line with the commercial plugging.

Price's program is built along vaudeville lines, although the pattern, with repetition, becomes rather familiar. It's the same "laugh, Krueger, laugh, salutation, then an opening song, a patter, and the big punch song (usually a dramatic ballad like "King for a Day" or "Song of the Fool"), with another ad plug and the finale. "Not that it isn't as serviceable—perhaps even a bit more so—as any of the others, but it's fast becoming stylized."

Bernhard Levittov's sign-off for the summer from WOR eliminates the "Emerson" musical highlight from the air. Levittov's concert music, with his partiality to Viennese waltzes, was an unostentatious good-will builder for E. H. Macy and a fine musical contribution to WOR's high-grade programs.

Frank and Flo for Salada, Ten over WOR have the knack of gagging the advertising down pat. It's getting to be quite a thing, this glib manner of ringing in the ad sponsor, and so far, it's the happiest yet.

The maestro, Ben Bernick, really started it for his Alma Malta. Ed Wynne's Texaco nonsense was further in line with it, and Frank and Flo, apart from their wholesome radio personalities, with the pop vocal duets, carry on the idea in great style.

## Dubin as Scenarist

Hollywood, July 18. Al Dubin, songwriter, now on the Warner payroll as a scenarist. First assignment is "Radio Girl," for Bebe Daniels.

Harry Warren arrived here from N. Y. Sunday (17) to write melodies for the picture. Dubin also doing the lyrics.

# Compromise Deal for a Yield Of \$1,250,000 Yearly to Music Industry from Radio Almost Set

## Jackson Engaging All Music Talent for Fox

Hollywood, July 18. Ben Jackson, who is again in charge of the music department at Fox studios, is casting all people connected with anything musical on the road. This task is taken away from Jack Gail, who is studio casting director.

Jackson is in charge of employment of lyric writers, composers, vocalists, directors, dancers and musicians. Fox anticipates doing a considerable number of productions with musical settings and personnel this coming season.

Latest proposition made by the National Association of Broadcasters in a way that would give the ASCAP Composers would increase the latter's income from radio by \$250,000 a year. Reported that the ASCAP has okayed this additional annual yield and the broadcasters' now are now trying to get the association's membership to put its stamp of approval on the agreement.

Offer to solve the station tax problem in a way that would give the society around \$1,250,000 from that source the coming year was tossed on the table during a meeting between the two groups of negotiators here last week. Tax arrangement that the ASCAP had in mind originally would, it was figured, double last year's eighty over \$1,000,000 take from radio privileges.

Understood that the vote to accept the \$250,000 tilt, barely passed muster among the governors of the ASCAP, was a vehement minority group arguing that the Society, actuated by present business conditions, appeared too anxious to settle the matter with the broadcasters and so start cashing in on the revised scale of income.

Understood, also, that the lesser publishers and writers deem this increase too meagre and are opposed to any "flat-sum" deal. A royalty arrangement, pro rata per station, on a licensing deal, is preferred.

Tax chart originally decided upon by the society, that was to go into effect June 1, called for a 3 to 5% fee on a station's commercial business.

## Robbins Asks for Back Class A Money Since Demotion by Society

Having been reinstated as a class A publisher, Robbins Music Corp., through attorney Julian T. Ables, has served notice on the American Society of Composers, Authors and Publishers for class A money dividends for the two quarters preceding.

Robbins had been demoted to class D, and, as such, entitled only \$2,000 for the quarter. Robbins' firm the quarterly dividend, is \$8,900. With its reinstatement to class A, Robbins contends the society's concession is evidence the firm should never have been demoted. Hence, Robbins' attorneys threaten, to sue unless given some \$17,000 for the two quarterly dividends in dispute, instead of the less than \$5,000 for the same periods, which had been proffered.

## ENGLAND GOES STRONG FOR HILLBILLY STUFF

The hillbilly vogue, now outmoded in America, is big in England, judging by the sales of "11 More Months and 10 More Days," an inconspicuous hillbilly tune which Hall and Fields started on the radio in America and which their private publishing firm, the Piedmont Music Co., started in America. It's the sensation of England, with the result that Campbell Connelly is buying up the entire Piedmont catalog.

Southern Music Co., Victoria's own publishing subid, was after the same thing for England.

In England also a peculiar psychology is making the British songwriters turn out ditties about Dixie and the American states. They go big also abroad, probably for the same reason that American mentality reacts to anything concerning France or the Orient or Viennese.

## Heidt's 8 Coast Wks.

San Francisco, July 18. August 5 is set as the opening date for Horace Heidt's band at RKO Golden Gate. Home town boy is said to be in for eight weeks, probably to be split between the Gate and Oakland Orpheum. House pit bands go out for length of Heidt's run.

Lofner to Bal Tabarin  
Los Angeles, July 18. Carol Lofner's band moves into the Bal Tabarin, North beach niter in San Francisco, July 19. Last at the St. Francis hotel.

## DUKE ELLINGTON AND HIS JAZZ ORCHESTRA

Broadcasting from  
LINCOLN THEATRE  
Chicago, Ill.  
Wed.-Fri., 10:30 to 11 P.M.  
Chicago, Ill.  
Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
729 Seventh Ave., New York

## BARON LEE AND HIS BLUE BELLY BAND

Broadcasting from  
COTTON CLUB, New York  
Wed.-Fri., 10:30 to 11 P.M.  
Wednesday and Fridays  
10:30 to 11:30 P.M.  
Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
729 Seventh Ave., New York

## ALVIN BROTHERS and a Guitar COLUMBIA BROADCASTING SYSTEM

Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
729 Seventh Ave., New York  
8:15 P.M., Mon.-Thurs.



# RUTH ETTING

GLORIFYING the POPULAR SONG  
on  
**CHESTERFIELD Program**  
COLUMBIA-COAST-TO-COAST NETWORK  
WED. SAT. 10 TO 10:15 E.S.T.

Management  
**MILLS-ROCKWELL, INC.**  
729 Seventh Ave., New York

(Week of July 18)

A  
 Aaronson, Irving, Frolics C., Culver City,  
 Ill.

Held, Maynard, Crystal T., Knoxville,  
 Baldwin P., Frontenac, Quebec, Can.  
 Hildebrand, W., Cavalier Beach C., Virginia  
 Beach, Va.  
 Hallow, Smith, Waver N. Y. C.  
 Hallow, Wm., 1000 W. 12th St., Balto.  
 Harnard, D., 380 W. Morrell St., Miami  
 Fla.  
 Harrington, Don, Callico Cat B., Jackson  
 Miss.  
 Hart, Wm., 1000 W. 12th St., Balto.  
 Hart, Herbert, 64th Ave. N. Y. C.  
 Harnley, Bennar, Montauk Point, Mont-  
 auxie, Long, 65 No. 14th St., New-  
 York.  
 Bastian, Wm., State T., Detroit  
 Mich.  
 N. Y. C.  
 Haun, Bae, 233 Rose St., Reading, Pa.  
 Haun, George, Chicago, Ill.  
 Hay-Steak Ales (Al Ryel), 3 Mohawk  
 Bldg., New York.  
 Beckley, T., 102 E. 8th St., Wilmington,  
 Del.  
 Mescher, Keith, Colledge N. C. Chi.  
 Lehigh, Pa.  
 Bell, Emma, G.W.B. N. Y. C.  
 Chicago, Ill.  
 Penn, Sam, Fisher T., Detroit,  
 Mich.  
 Hendon, Wm., State Station WJJD, Port-  
 land, Ore.  
 Hens, Wm., 67 Grand Ave., Englewood,  
 Waukegan, Ill.  
 Berg, W. E., 67 Grand Ave., Englewood,  
 Waukegan, Ill.

[illegible]

**C**

Calloway, Chas. 709 Tine Ave., N. Y.  
Capepron, Fred, 401 B'way, Camden, N. J.  
Carroll, Wm. H., 680 E. 12th St., New York  
Carlin, Herb, Guyone's B. K., Chicago  
Carr, John, 100 West 12th St., New York  
Carpenter, Earl, 1919 B'way, N. Y.  
Casey, D. M., 100 West 12th St., New York  
Chast, F. Majestic, NYC, Oleanale, C. S.  
Chen, George, Gen Motors Bldg., N. Y.  
Chen, Mrs. Frederick, 100 West 12th St., New York  
Cheney, M., 140 Pine St., Williamsport  
**P.**  
Casidy, D. L., Vancouver H., Vancouver  
Cass, J. R., 100 West 12th St., New York  
Clauson, Prof Victoria H., N. Y. C.  
Clawson, Edw., 100 West 12th St., New York  
Clauson, Bob, Itasca H., Itasca, Dayton  
Clauson, John, 20 Irving St., N. Y.  
Heaven  
Cleary, Est. Flotilla Club, Pittsburgh  
Cleary, John, 100 West 12th St., New York  
Clegg, J. R., Golden Pumpkin C., Chicago  
Chio-E-Reviser, Station WJBO, New York  
Christiansen, Paul, WYU, Oklahoma  
Clark, H. J., 1531 N. Ormsby A.  
Louisville  
Clark, Ross, Buckeye Lake P., B.  
Lynchburg  
Clark, Bob, 1060 Roxbury Rd., (B.)  
Lynchburg  
Clarke, Herb L., Municipal Band, I.  
Beach, Cal.  
Clarney, Sonny, Showboat C., L. A.  
Clevelanders, Fuller's Garage, Cincinnati  
Cline, State, State, State, State, State  
Conkly, Tom, Athens Athletic C., N. Y.  
Cook, Wm., 100 West 12th St., New York  
Coburn, Wm., Mine Mouse R., Scatt  
Cochran, Wm., 100 West 12th St., New York  
Coleman, Emil, El Patio C., N. Y.  
Coffey, J. R., 100 West 12th St., New York

College Club, 4120 Dewey Ave., Omaha.  
 College Serenaders, Far East R. Cleveland.  
 Columbia, Russ, RKO Palace T. N. Y. C.  
 Condonor, A. Adelphi H. Philadelphia.  
 Condonor, T. T. 1115 Grand St., Wheeling, W. Va.  
 Conley, Vin. Parody Club C. Chicago.  
 Conover, J. 1000 Park Ave., N. Y. C.  
 Cooley, Fritz, Maple View, Pittsfield, Mass.  
 Cornwall, Frank, Mayfair C. Boston.  
 Cox, Geo. KGFJ, L. A.  
 Coyle, H. M. 219 E. 10th St., Easton, Pa.  
 Coyle, J. 1000 Park Ave., N. Y. C.  
 Crescent Court, Armory, Middletown, N.Y.  
 Crawford, "Duke" 2115 Pennsylvania Ave., Washington.  
 Crawford, Jack, Fox T. Seattle.  
 Crawford, Thomas L. Wichita, Kans.  
 Cullen, S. E. 1000 16th St., South Boston.  
 Curry, Harry, Seabach H. Louisville.  
 Cullen, S. E. 1000 16th St., South Boston.  
 Cummings, John, Webster H. Cananahua, N. Y.

[illegible]

E  
Edmunds, Glen, Ship's C. L. A.  
Elliott, Dick, Barefoot - Colonial R.  
Boston.  
Ellington, Duke, Lincoln Tavern, Mor-  
ton.  
Elmwood Band, 872 Van Nostrand Ave.,  
Brooklyn.  
English-Gilston, Boulevard T. L. A.  
A.  
Einhorn, Gene, McIlroy's B. & B. Seattle.  
Ensign, J. W., 609 N. 1st St., Tacoma.  
Erickson, Harry, Saltair Beach Co, Salt-  
Lake City.  
Evans, Billy, KTM, S. L. A.  
Everett, Hume, Lakeview F. Denver.

F

Fabrega, Jose, Royal Slipper C. L. A.  
Pan. Silver, Club Royale, L. A.  
Fancher, M. H., 1001 Philadelphia.  
Farrell F. Inn, 4 Sheridan Sq., N. Y.  
Feeney, J. M., 220 E. 11th St., O.K.  
Fennell, J. W., 1001 N. 1st St., Wash.  
Fabelle, Paul, Coliseum T. N. Y. C.  
Farrar, J. W., Miami Beach Country C.  
Miami Beach.  
Fedman, Jos, 1068 E. 98th St., Cleveland.  
Felton, J. W., 1001 N. 1st St., Wash.  
Fernandino, Felix, Le Chateau B. Pa.  
Fletcher, M. H., 1001 Philadelphia.  
Feyl, J. W., 818 River St., Troy, N. Y.  
Fincher, Carl, Executive B. Detroit.  
Fischer, C. L. 914 South Westridge St.  
Kalamazoo, Mich.  
Fishel, Sam, Grand C. Hollywood.  
Finston, Nat. Park Studio, Hollywood.  
Flanagan, J. W., 1001 N. 1st St., Wash.  
Ford, Don, 1418 Reed Ave. Kalamazoo.  
Nich.  
Forbes, A. M., 114 Beacon St., Portland.  
Me.  
Formis, Henry, Pleasant Lake, Jackson-  
ville.  
Fortner, R. Stevens H., Chicago.  
Forbes, Alex. Kolc, Seattle.  
Forman, Leo, Palace T. N. Y. C.  
Four Horsemen, Ryebath & Tennis Cl.  
Westchester.  
Four Horsemen, Uptown Village Club,  
Chicago.

[illegible]

Greer, Billy, 1002 Main St., Davenport, Ia.  
Grier, Jimmie, Ambassador H., L. A.  
Gross, Frank, McElroy B., Portland, Ore.  
Grosso, Paul, Arlington H., Colorado  
springs, Col.  
Guannette, Lou, 16 St. Angelo St., Quebec.  
Gurnick, Ed., 36 Reynolds Ave., Providence.  
Gunsundorfer, W., Lido C., S. F.  
Gutterson, M., Valenola T., Baltimore.

H

Haas, Alexander, 254 W. 76th St., N.Y.C.  
Haines, "Whitey," Tavern Inn, 183 N.  
end St., Pawtucket, R. I.  
Hall, George, Taft H., N. Y. C.

[illegible]

Innis, Ed, Vanity Fair E., Huntington,  
Irving, E., Lycaum T., New Britain,  
Jensinger, Bill, Hagerstown, Md.  
Jensen, J. W., 1000 1/2 E. 10th St.,  
Jule, Felipe, Rivoli T., Baltimore,  
Jule, Rufino, City Park Bld., Baltimore,  
Junkin, J. W., 1000 1/2 E. 10th St.,  
Jackson's Jazz, 13 Chestnut St., Gloucester-  
ville,  
James, Henry, El Capitan T., Hollywood,  
James, H. W., 1000 1/2 E. 10th St.,  
Janover, A. L., 1285 Grand Ave., N. Y. C.,  
Jard, H., 475 Hawthorne Ave., Newark,  
Jedi, John, 76 Driggs Ave., Brooklyn,  
Jensen, J. W., 1000 1/2 E. 10th St.,  
Jockers, Remond, 1430 N. Benton Way,  
Johnson, C. Small's Paradise, N. Y. C.,  
Johnson, D. W., 1000 1/2 E. 10th St.,  
Johnson, George, 125 W. 46th St., N. Y. C.,  
Johnson, O. W., 1490 Grove St., Ottawa,  
Johnson, R. W., 1000 1/2 E. 10th St.,  
Philadelphia,  
Johnson, R. W., 1490 Grove St., Phila.,  
Johns, Isham, Ambassador, Atlantic City,  
Jorgensen, Ruth, 1238 Sheldon St., Jack-  
sonville,  
Joy, Jimmie, Bal Teabari, S. F.,  
Joy, Jimmie, Bal Teabari, S. F.,

[illegible]

King, Teddy, Coliseum St., N. Y. C.  
Kline, Warren, 608 E. 7th St.,  
Klein, Fred, Kingsway Ht., Hot Springs,  
Ariz.  
Kline, M., 546 Spruce St., Philadelphia  
Knickerbocker Club, Berke County Trust  
Bldg., Reading Pa.  
Koenig, J. W., President H. K. Co.  
Kogen, Harry, c/o NBC, 222 North La  
Salle St., Chicago  
Konoff, Lou, Paramount T., Oakland  
County, Mich.  
Kozels, Jim, Station WFLX, Chicago  
Krauskopf, Will, 341 Claremont Blvd.  
Rucker, Art, Wisconsin H., Milwaukee  
Krueger, R. L., 1901 S. Dearborn  
Krumholz, G., P. O. Box 404, New Ber  
lin, Conn.  
Kyver, Kay, Bamboo G., Cleveland  
Kyte, Benny, Station WJZ, Detroit

**L**

Lagasse, F., 116 Marquette St., Lowe  
ville, Mo.  
Lasky, Ben, Maple St. Ridge, La.  
Lasswell, J. B., 1001 1st St., Wash.  
Lang, Harry, Baker H., Madison  
Lane, J. W., 1001 1st St., Wash.  
Lanin, Sam, c/o CBS, 45 Dallas  
St., N. Y. C.  
Larson, John, Harris St., Francis H., La  
Welle, Bernie, Patton C., Des Moines  
Leach, N. A., 100 18th St., N. Y. C.  
Locoutur, Harry, 27-10 Newtown Av.  
Long, J. W., 100 18th St., N. Y. C.  
Lorkowicz, Harry, Cansey H., Scrant  
on, Pa.  
Lewitich, Joseph, Oceanic H., Wrights  
Branch, N. Y.  
Lewis, Alvin, 470 Whalley Ave., New Hav  
Levitt, Bernard, Commodore H., N. Y.  
Lieberman, David, 50 Leoverly Dr.,  
Linton, D. C.

Light, Epoch, Village Grove Nut C. N. C.  
Liebin, Hank, Adolphus H., Dallas.  
Lombardo, Guy, Pavilion Royal, Yallay  
Lopez, L. L.  
Lopez, L. L., St. Regis H., N. Y. C.  
Lowland, Archie, Multenamah H., Port-  
land, Ore.  
Lowd, Howard G., Orkney Springs H.,  
Kinney Springs, Va.  
Lowry, Ed, Audubon T., N. Y. C.  
Lowe, Staff, Mammoth H., Yellowstone.  
Luzza, J., 23 Clifford Ave.,  
Manchester, N. H.  
Luse, Harley, Wilson's B. R., L. A.  
Lyman, Abe, Capitol, N. Y. C.  
Lynn, Correy, Blue Grotto C., Chicago.  
Lynn, Sammy, 2006 Wichita St., Dallas.

**M**  
Macdonald, Ren, Coliseum, St. Petersburg.  
Madruga, Enric, Commodore H. M.  
Major, F. J., 3007 84 St., Ocean Park.  
Malone, Margie, KMO, Seattle.  
Maloney, R. B., 609 Elmer St., Knoxville, Tenn.  
Maloney, R. B., 609 Elmer St., Knoxville, Tenn.  
Manthe, A. I., 307 N. Francis, Madison.  
Marburger, H., 546 Knight St., Reading.  
Marsh, Chas. F., Pitt H. Pittsburgh.  
Martin, John, 100 E. 1st, New York.  
Marino, John, DeWitt Ave. C., 30 W. 10th St., N.Y.  
Martinez, Frank, H. P'kin.  
Martin, Slim, Patמותה T., Hollywood.  
Massey, Fred, 1250 Broadway, N.Y.C.  
Masson, Bobbie, Miami, New Chicago R.  
Matson, Steve, Garden B, Seattle.  
Mattison, Chas., 10 So. Division, Butte.  
McCrek, Miss.  
May, Eddie, 80 Crooke Ave., Brooklyn.  
McCoy, Clyde, Mary Garden R. B., Chi.  
McDonald, Adrian, Town & Country, Milwaukee.  
McEneaney, E. J., 95 Sylvan St., Springfield, Mass.  
McGowan, L., Detroit County Club, Detroit.  
McGowan, L., 500 R. W. 34th St., N.Y.C.  
McKay, R. J., 1100 Kensington, Ottawa.  
McLaughlin, Chas, KMTR, Hollywood.  
McLennan, Mac, Music Box R. H., Chicago.  
McLennan, Mac, Music Box R. H., Chicago.  
McMelia, Wm., 81 Edwin St., Ridgeland.  
McNelly, Mrs. J., 1250 Broadway, N.Y.C.  
McQuinn, James, 92 S. Main St., Memphis.  
Meo, Jimmy, Coleman, Chicago.

Merrick, Ben, Madison, c/o NBC, San Francisco.  
 Merrif, Ben, Variety, c/o NBC, San Francisco.  
 Meyer, David, 1000 Broadway, Brooklyn, N. Y.  
 Meyer, Sam, Oscar, 4525 Cmacm St., Philadelphia.  
 Milam, Al, 6200 Grand Ave., Philadelphia.  
 Milavsky, Louis, 1000 D. H. L. Ave., Philadelphia.  
 Miles, Jack, Parkway 18, U. L. N. Y.  
 Miles, Jack, Parkway 18, U. L. N. Y.  
 Miller, Gladys, Columbia, Detroit.  
 Miller, N. 121 Williams St., Chicago.  
 Miller, N. 121 Williams St., Chicago.  
 Miller, Vic, Lowe's State Park, Detroit.  
 Minch, Ed, 1192 Wood Park, Syracuse.  
 Minch, Ed, 1192 Wood Park, Syracuse.  
 Minch, Ed, 1192 Middlesex St., Lowell, Massachusetts.  
 Minch, Ed, 1191 Prospect Ave., Scranton, Pa.  
 Mitchell, Al, Olympia, N. Y. New Haven.  
 Mohrman, Mable, KPR, Seattle.  
 Morton, Frank, 1000 Broadway, Brooklyn.  
 Morton, Frank, Italian Grand, Spokane.  
 Molino, Carlo, Ambassador H. L. A. N. Y.  
 Moore, Tom, Cinderella B., Long Beach.  
 Morey, Al, Worth T. Ft. Worth.  
 Morey, Al, Worth T. Ft. Worth.  
 Moss, Joe 18 E. 49th St. N. Y. C.  
 Mosher, V. 3137 10th Ave. S., Minneapolis.

Muriel, Fred, Oriental T. Detroit.  
M. N. S., Walkie Beech, Honolulu, Ha-  
waii.  
N.  
Nash, Len, Len Nash's Barn, Compton, Cal.  
Nashold, Dudley, Nashold's E. Seattle.  
Naylor, Alfred, Walton H. Phila.  
Neale, George, Neale's, 1000 1/2 S. Seattle.  
Nesler, Merlin, Fox T. Spokane, Wash.  
N. G. L., Nicks, 2150 24th St., Astoria.  
N.  
Nelbauer, Ed, Willshire D. C. Chicago.  
Nelson, Oswald, Orl. Island C. N. Y.  
N. S. N. Y.  
New Orleans, E. Rosewell H. N. Y. C.  
New Orleans Owls, H. Rosewell, N. Y.  
Newman, Alfred, U. A. Studio, Holywood.  
N.  
Noian, Bob, Fisher T. Detroit.  
Norman, J. C. Chicago.  
Norman, Jess KFO, S. E. Chicago.  
Nunes, Salvador, Paris Inn, L. A.

O

O'Brien, Tom, Serenic Lake H., Brooklyn.  
O'Connell, J. C. Chicago.  
O'Connell, C. B., 36 Dufile St., Brooklyn.  
O.  
O'Hearn, Treve, LeClair H., Molina, Ill.  
Olsen, George, Hollywood Grand, Palis.  
Olsen, George, Hollywood Grand, Palis.

Olsen; Guy, Eagles Aid, Seattle, Wash.  
Olsen, J. W., Pleasanton, Cal.  
Original Georgia & Danceland, Jamaica  
L. Original Yellow Jacketa, Sumnerland  
Beck, Buckeye Lake, O.  
Osborne, Wm. C., Pleasanton, N. Y. C.  
Osborne, Will, Playland, Res. Westchester  
County, N. Y.  
Owens, Harry, Westwood Ho H., Phoenix  
Ariz.

**P**

Pelco, Ray, Station KCR, Los Angeles  
Paleman, Dan, Black Cat R., N. Y. C.  
Palmer, E. L., Pleasanton, N. Y. C.  
Panico, Louis, Guyan's Paradise B. C.  
Paradise, S. M., Pleasanton, N. Y. C.  
Parisian Red Heads, 22 W. North St.  
Park, Wm. A., Pleasanton, N. Y. C.  
Parker, Don, 230 Hart St., Elkins, N. J.  
Parrish, J. M., Roselle, O.  
Pasternack, Steve, Huntington, Detroit.  
Pearl, Morey, 263 Mounting Ave., Boston.  
Peaslee, Wm. F., Pleasanton, N. Y. C.  
Peerless Orch., Monmouth St., Newpor  
Perini, Don, Sanger T., New Orleans, La.  
Peterson, Frank, 1807 E. Fairburn,  
N. Y.  
Peterson, Art, Trout-dale-in-the-trees,  
Evergreen, Colo.  
Peterson, Len, KOA, Spokane, Wash.  
Peterson, Ed, New Kenmore Hi., Albany  
Peterson, Don, New Kenmore Hi., Albany  
Peterson, B., Tirvot T., Michigan Cit  
Pfaffert's Orch., 1322 Palmetto Ave., T  
Phillips' Orch. Younger's Dept. Sto  
Phillips, In.  
Phillips Pine, Club Backed, Dallas,  
Indio, A., 860 N. 8th St., Harding, T  
Pickard, Chas., Midway  
Lake, Ind.

Pipp's Orch., Sullivan's, Edmonton, Can.  
 Pometti, V. D., Boos Bros. Co., L. A.  
 Pontrelli, Nioke, Rose Room B. R., L. A.  
 Pontrelli, Pete, Palace B. R., Ocean Park, Cal.  
 Potter, Jerry, Limehouse C., Chicago.  
 Prado, Fred, American House, Boston.  
 Prince, Graham, Palais D'or R., 48th and  
 way, N. Y. C.  
 Pullen, R. E., 1305 Sellers St., Frankford  
 hills.

Q

[illegible][illegible]

Eddie, Connaught Hotel, Chicago.  
Spector, Frank, La Salle Hotel, Chicago.  
Spector, Irving, Wabco, Albany, N. Y.  
Spencer, J. M., 608 E. 9th St., Kansas City.  
Stallins, Phil, N. B. C., New York.  
Stanley, R. L., 1700 S. 1st St., Neb.  
Springer, Leon, 134 Livingston St., NYC.  
Spillmore, J., Rose Bros. Co., La. A.  
Stacy, H. G., 1000 E. 12th St., Silverd Mt. Windsor, Canada.  
Stein, J. M., 1822 R. 90th St., D'Kryn.  
Stewart, H. O., 911 Sumner St., Lincoln, Neb.  
Stewart, J. M., 1000 E. 12th St., Silverd Mt. Windsor, Canada.  
Stettin, John, 200 Broadway, San Francisco.  
Stevens, J. M., 1000 E. 12th St., Silverd Mt. Windsor, Canada.  
Stewart, Max, Radio Station, Hollywood, Wood.  
Steed, Hy, Station WMBC, Detroit.  
Stephens, J. M., 1000 E. 12th St., Silverd Mt. Windsor, Canada.  
Stewart, Harold, El Torres B. Kenassee City, Kans.  
Stoll, Geo., Paramount T., Hollywood.  
Storck, Harry, Madison Ave., Minneapolis.  
Story, Geo., Wong's Co., London, Ont.  
Stratton, J. M., 1000 E. 12th St., Silverd Mt. Windsor, Canada.  
Buffalo.  
Stearns, F., Vanderbilt H., N. Y. C.  
Sweetest, A. D., 29 Quincy St., Chicago.  
Swetnam, K.R., Seattle.  
Sweden, Claude, Glen Gate, S. F.

Taylor, Art, Nanuetuck yacht C. Nam

Ucker, Mabel, 1915 Chesnut St., Phila.  
Teller, A. J., 905 Quernville, Cal.  
Terry, A. J., 138 Ridge Road, Buffalo,  
N. Y., Regent T. Grand Rapids  
Thies, Henry, WLW, Cin.  
Thomas, Howard, c/o M. C. A., 82 W.  
Randolph, Chicago  
Thompson's 'Virginians', Ventrone T., Ab-  
lanta, Ga.  
Thorp, Sunny Pan Tan R., 244 Cal.  
Tidwell, N. J., 100 Portland Ave.,  
Tisbury Five, Rittchenhouse H., Phila.  
Tobias, J. H., 1000 W. Beach, Phila.  
Tobler, Len, Rosemont B., Bklyn.  
Traveler, Lou, Casino B. R., Creek Park,  
Ga.  
Tremaning, Paul, WABC, N. Y. C.  
Trotter, J. H., 1000 K. O. N., Man-  
triel, Anthony, Beau Rivage, Sheepshead  
Tucker, Tommy, Hollywood B., N. Y. C.  
Turnham, Edith, Jank's Tavern, L. I.  
N. H.

U

Ulrich, Frank, Rogers Plaza H., Miami,  
Unruh, Davis, Alabam C., Chi.

V

Valente, Val, Marquardt C. St.  
Valentine, Jada, Statler H., Boston  
Valentine, Jada, Statler H., Boston  
Van Clee, Jimmy, 41 Paterson St., Ne-  
Drum  
Van Stenden, Peter, WBAF, N. Y. C.  
Voornhoe, Don, WBAF, N. Y. C.

W

Wadsworth Wheeler, Trent, Garden  
Chicago, (Continued on Page 61)

(Continued on Page 61)



# JUNE A SLOUGH OF DESPOND FOR MUSIC

New York, July 18.

June went down in the annals of the publishing biz as the dreariest sales month in a long row of years, with no let up in the downward trend. In sight for the current month. Quantity tumbles among the MAX leaders, were notably sharp.

Berlin's 'Lullaby of the Leaves' nudged first place, with the latter dropping to third spot in the Big Six picture. In midmonth 'My Silent Love' (Famous) suddenly loomed up as an ace challenger, easily attaining the second slot in the final tally. Previous month has Joe Morris' 'Somebody Loves Me' clinging to this niche. June's No. 4 went to DeSylva's 'Humming to Myself' by a neat edge.

Calls for 'Lazy Day' took a spurt toward the latter part of June, with the topical number rounding into fifth place and bringing up just behind it another newcomer to the blue ribbon set, Berlin's 'In My Hideaway'.

Tailing the best seller sextet were Robbins' 'Voice in the Shantytown' and 'Honey's Hand', Felt's 'The Night When Love Was Born' and Donaldson's 'My Mom'.

Similar struggle prevailed upon the disc sales. Lists of no two companies carried the same number of numbers anywhere near the lead. Brunswick's top call went to the Mills Brothers, while a long running platter shared by Ted Lewis and Kate Smith got chief attention from the Columbia library. Paul Whiteman's presentation of 'Village Choir' was Victor's ace for June.

## DeS., B. & H. NOW OWNED BY CRAWFORD 100%

DeSylva, Brown & Henderson, Inc., is now the sole property of Bobby Crawford, president of the firm. B. G. DeSylva has been out of the publishing firm, with Lew Brown and Ray Henderson solely associated with Crawford.

Crawford, in view of devoting all his time to the business, is organizing a subsidiary firm wherein he and Brown-Henderson will split 50-50. That subd., probably to be called Elar Co., will publish Brown and Henderson's show and pop stuff.

The parent DeS., B. & H. company, despite the use of the song-writing trio's names, will be 100% Crawford's.

Gene Quinn and his Ambassadors, formerly of the Roman Pools, Miami, Fla., now at Palatial Inn, near Poughkeepsie, for the summer.

horizon reveals no omen of definitely bettered conditions. Business is floating in the gulf of doldrums.

Coast Ditto  
Los Angeles, July 18.

Even-Stephen was the keynote of the music business here during June. Nothing worse than the month previous. 'Paradise' remained on top for another month, but began to slip toward the end in favor of 'Lullaby of the Leaves' and 'Shanty in Shantytown'. 'Two Many Tears' and 'Auf Wiedersehen' were also in the first six for their second month. 'Silent Love' looks strong on the upgrade. Aside from these, nothing selling with any degree of briskness. Price war with 20c top remains as was.

Disc trading was a little better than previous month, with vacationists aiding.

## UNCOMMON CHATTER

(Continue from page 54)

ette, happy to wear sturdy boots and striped caliboes and splash her frocks with buckets of water hauled from the well. Through it all, she cherishes a secret notion that preserves night club palor under the searing North Dakota sun.

Try as she may, Miss Stawick waxes sincerity and genuine talent trying to prove that bigger and better housewives graduate from the night clubs:

Lella Bennet has no opportunity to realize the comic promise of her hotel slavery make-up, obvious as a cartoon. Lucille Ward, Dawn O'Day and Adele Watson appear in well-turned, minor parts.

## Bands and Orch.

(Continued from page 60)

Waring's Penna. Co. J. O'Connor, Ham-mursten T. Elder, N. Y. C.  
Weber, Fred. Hollywood Kaskhaber H. Hollywood.  
Wells, Fred. Mark Hopkins II, S. F.  
Werns, Ted, Wilbur, Pittsburgh.  
Wicks, Fred. Mark Hopkins II, S. F.  
Wich, Roy, Fulton-Koyal, N.Y.  
Werner, Ed, Michigan T. Detroit.  
Wetter, John, 317 Adams Ave., Scranton.  
Whitman, Ed, 125 Dikeman St., Brooklyn.  
Whiteman, Paul, Biltmore H., N. Y. C.  
Wilkins, Don, Fox T., San Diego, Cal.  
William, Ted, 346 E. 1st St., N. Y. C.  
Winters, C. C.  
Wilson, Billy, Du Pont H., Wilmington.  
Wilson, Charles, Madison Gardens, Toledo.  
Wilson, Meredith, Station KPRC, S. F.  
Winchman, W. S., 207 Frederic St., Hanover, Pa.  
Wolf, Edna, 1841 New Haven.  
Wolf, Leo, Vanity Fair C. Chicago.  
Wolfe, Bob, Co. Fanchon, E. Marco, Hollywood.  
Woods, Johnny, El Patio H. E. S. F.  
Wright, Joe, 410 Mills Bldg., S. F.  
Wunderlich, P., 1387 E. 10th St., S. F.  
Wyle, Alister, Cornsme H. S. L.

Z  
Zooper's Arabian Knight, Keen Harbor, Case Lake, Mich.

# Frank Graves Gravely Disputes Whiteman's Title as 'King of Jazz'

## New Fox Setup Teams Song and Screen Scribes

Hollywood, July 18.

Recent addition of L. Wolfe Gilbert and Sid Mitchell to the writing staff at Fox establishes a new form of writing screen treatments on this lot. Former song writers are identified as screen writers, and are assigned to work with other contract scribes in preparing screen treatments and injecting music or a song as needed to aid in plot building.

James Hanley, who has been on the Fox lot several years writing musical scores, assigned to work with Gilbert and Maude Fulton on treatment of 'Broadway Bad'. Mitchell is awaiting assignment.

## Periberg's Dance Hall's 2d Try with Verne Duck

Chicago, July 18.

Melody Mill, dance hall on the Desplaines road, will reopen July 21 under Jonas Periberg management. Verne Duck orchestra will officiate.

This ballroom in its first nine months of operation last year spent \$25,000 for name bands, and flopped.

Financial troubles over mortgages have been adjusted to permit second try.

Kemp Reed and his orchestra have opened the new Hotel National keag ballroom at Oak Bluffs, Mass. They recently completed 19 weeks of broadcasting from station WJAR, Fall River.

Albany, July 18.

The fight of Frank E. Graves, Albany orchestra leader, to restrain Paul Whiteman from designating himself as 'The King of Jazz' again is before the courts. Graves, who says the title rightfully belongs to him by virtue of 17 years use of the name as a band director, argued his case, through attorneys, before Supreme Court Justice John T. Louche at Kingston Friday (15). Justice Loughran reserved decision and ordered both sides to submit affidavits by August 1.

Whiteman did not appear at the hearing. His attorney declared Whiteman personally did not use the title but it was bestowed upon him by writers and the public. Furthermore that it had been used by leaders other than Whiteman. Then a comparison of Whiteman's \$5,000 per week payroll to Graves' \$200 a night or less was made. An application for an injunction is the forerunner of a \$75,000 action for damages, which Graves asserts he suffered by Whiteman's use of the title 'King of Jazz'. His presentation was seriously damaged, he claims, when Universal's picture was released in 1930 titled, 'The King of Jazz', with Whiteman starred. Graves says he is known to his public as 'King of Jazz'.

Green & White Catalog Sold

Bud Green and Elmore Wright have sold their music publishing catalog rights for Europe to Campbell-Connelly.

Mack Stark is associated with G. & W. in the new firm.

# JUNE MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING JUNE 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	'Lullaby of the Leaves'		'Lullaby of the Leaves'		'Paradise'		'Paradise'	
No. 2—SONG	'My Silent Love'		'Paradise'		'Lullaby of the Leaves'		'Lullaby of the Leaves'	
No. 3—SONG	'Paradise'		'Silent Love'		'Shanty in Old Shantytown'		'Shanty in Old Shantytown'	
No. 4—SONG	'Humming to Myself'		'Somebody Loves You'		'Auf Wiedersehen'		'Auf Wiedersehen'	
No. 5—SONG	'Lazy Day'		'Goofus'		'Silent Love'		'Silent Love'	
No. 6—SONG	'In My Hideaway'		'My Extraordinary Girl'		'One Hour With You'		'One Hour With You'	

## 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	'Rocking Chair,' 'Goodbye Blues' (Mills Bros.)	'Sharin' (Guy Lombardo's Orch.)	'Lazy Day' (Bing Crosby)
BRUNSWICK—No. 2	'Minnie' (Kate Smith)	'Paradise,' 'My Extraordinary Girl' (Guy Lombardo's Orch.)	'Sweet Georgia Brown' (Bing Crosby)
BRUNSWICK—No. 3	'Sweet Georgia Brown' (Bing Crosby)	'My Silent Love' (Isahm Jones' Orch.)	'Goofus' (Red Nichols' Orch.)
BRUNSWICK—No. 4	'My Silent Love' (Isahm Jones' Orch.)	'Moon Over Dixie' (Duke Ellington's Orch.)	'If It Ain't Love' (Dowling Sisters)
BRUNSWICK—No. 5	'Sharing My Love' (With Summer Coming On) (Guy Lombardo's Orch.)	'Lullaby of the Leaves' (Ernie McDrugg's Orch.)	'Moment in the Dark' (Guy Lombardo's Orch.)
BRUNSWICK—No. 6	'Paradise' (Guy Lombardo's Orch.)	'Lazy Day,' 'Happy Go Lucky' (Bing Crosby-Isahm Jones)	'Voice in Old Village Choir' (Guy Lombardo's Orch.)
COLUMBIA—No. 1	Medley of Recent Hits (Ted Lewis' Orch.)	'In an Old Shantytown' (Ted Lewis' Orch.)	'In an Old Shantytown' (Ted Lewis' Orch.)
COLUMBIA—No. 2	'Old Shantytown,' 'Sweet Sue' (Ted Lewis' Orch.)	'All of Me' (Louis Armstrong's Orch.)	'Chinese Lullaby' (Paul Whiteman's Orch.)
COLUMBIA—No. 3	'Mona Lisa,' 'There I Go Dreaming' (Roger Young's Orch.)	'Goofus' (Dan Russo's Orch.)	'Silent Love' (Roger Wolfe Kahn's Orch.)
COLUMBIA—No. 4	'Crazy People' (Lionel Lincoln's Orch.)	'Keepin' Out of Mischief' (Louis Armstrong's Orch.)	'Lovable' (Irene McKinnie)
COLUMBIA—No. 5	'Voice in Old Village Choir' (Ruth Etting's Orch.)	'Is It Love?' 'Crazy People' (Lionel Lincoln's Orch.)	'Loud, You Made the Night Too Long' (Louis Armstrong's Orch.)
COLUMBIA—No. 6	'Cabin in the Cotton' (Log Cabin Four)	Medley Isahm Jones Hits (10 min. disc.) (Frankie Traumbauer's Orch.)	'Voice in Old Village Choir' (Ruth Etting's Orch.)
VICTOR—No. 1	'Voice in the Old Village Choir,' 'Lullaby of the Leaves' (George Olsen's Orch.)	'Lullaby of the Leaves' (George Olsen's Orch.)	'Lights of Paris' (London May's Orch.)
VICTOR—No. 2	'Whistle Your Blues Away' (Hamp's Orch.)	'With Summer Coming On' (Fred Starling's Orch.)	'One Hour With You' (Jimmy Grier's Orch.)
VICTOR—No. 3	'One Hour With You' (Johnny Grier's Orch.)	'You Gave Me Everything But Love' (Leo Reisman's Orch.)	'By a Rippling Stream' (Johnny Ham's Orch.)
VICTOR—No. 4	'My Silent Love' (Ruby Newman's Orch.)	'My Silent Love' (Ruby Newman's Orch.)	'Night Shall Be Filled With Music' (If It Ain't Love) (Leo Reisman's Orch.)
VICTOR—No. 5	'If It Ain't Love' (Leo Reisman's Orch.)	'With M. Sweetly in the Moonlight' (Duddy Rogers' Orch.)	'Happy, Go Lucky' (Leo Reisman's Orch.)
VICTOR—No. 6	'Crazy People' (New York's Orch.)	'Jazz Melodrama,' 'Buffoon' (Nat Shilkret's Orch.)	'Whistle Away Your Blues' (Johnny Hamp's Orch.)

## Music Guide

The Nation's Station offers  
The Nation's Sensation  
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"IF YOU LOVE ME, LOVE ONLY ME"  
"HOLD MY HONEY'S HAND"

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# HOLLYWOOD

and Los Angeles

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Phone Hollywood 6141

Universal Film Exchange filed suit in Municipal Court against Nelson & Knudsen, exhibitors of Soyang, Calif., for \$332, alleged unpaid film rentals.

Edith Turnham, orchestra leader, filed complaint with labor commissioner against Johnnie's Tavern for \$255 unpaid wages. Was to get \$100 a week and 15 percent of the gross for her band.

B. Wayne Lamont, assistant director, says he was promised \$25 a week while working and \$100 at the end of each picture. Cardinal Productions, he testified in filing a wage claim against the indie company.

Jack Laughlin target of an \$18 unpaid wage claim by Patry Rae, dancer, who says she worked a week in San Diego for him.

Another actor seeking back wages from C. C. Burr for work on "West-

ern Express" is Alex Pollard, claiming \$12.50 due.

A. S. Goldman, assignee for National Screen Service, brought suit for \$41 against the Imperial theatre, Japanese house.

Microphone Club of America, Inc. sued for a \$57 printing bill.

Mary Jane Sloan, bit player, wants \$10 unpaid wages from C. C. Burr.

Mentone cafe, swank Santa Monica beach eatery, took the bankruptcy road.

Charles B. Hastings, animator-technician, filed petition in bankruptcy, scheduling liabilities of \$8,802 and assets of \$555. Formerly employed at Universal.

Metro's coast key showing of "Huddle" will be changed to "For Glory and Grit" at the request of Fox-West Coast.

furnish in advance data to the health department in order to obtain from that bureau official sanction.

Mayor Cermak of Chicago is suffering from fatigue. St. Anthony's hospital. Visitors gave him a respite and his physician thereupon barred all callers.

While 26 early breakfasters ate their porridge three buns stepped into the hands of Chicago's famed eatery, and stuck pistols in the ribs of Manager James F. O'Leary. She scrambled with around \$1,000.

F. Silverberg, concessionaire, was abducted from a grant in cash by an unknown assailant who was turning from the Thornton dog track out only Chicago when held up.

David Foley, 44, calling himself an actor, was knifed in the shoulder by an unknown assailant whom he refused to name to Chicago police. He was taken to Hennrich hospital following a street brawl.

Publishers in St. Louis want their printers to take 20% reduction. Unionists countered with a willingness to chip off 10%. Pubs were pondering acceptance.

Sophie Tucker barged into Chicago for a theatrical date and came galloping to the defense of Libby Holman. She's a sweet girl, very much respected on Broadway, said Soph of Lib.

Having leaped from obscurity to temporary notoriety by shooting Bill Jurges, Cubs shortstop, Mrs. V. Hall, 11, slum-murderess, was bitten by remorse and religion at the same time. She returned, chastened, to the choir of St. Paul's Episcopal Church, Chicago, from whose sanctified precincts she had strayed to become a cabaret entertainer and the chum of baseball players.

Jurges will be back in the game in three weeks, his wounds being minor.

Steuben building wherein both ropes and stagehand club of that name caught fire and required 11 companies of Chicago fire ladders to quench it.

Stevens Hotel is the latest of Chicago's big taverns to near refusal. Unpaid taxes is the cause.

B. G. Jarvis, 65, describing himself as a magician, beseeched police to locate his missing bride. She said he disappeared with \$100 of his money, he claimed.

Lillian Gordon, radio singer, divorced Harry Gordon, vaudeville comic, in Chicago. He kept her up until 4 a. m. playing runny and weat. He was cruel and unfunny, she alleged. She said his present address is the Palace theatre curbstone in New York.

Loop business men are agitating for repeal of the no-parking law in Chicago. Under the rule in force since 1928, persons driving downtown have to pay 50c minimum parking fee. Garages have waxed fat under the law, but meanwhile merchants and theatre men claim a noticeable loss to themselves through the nuisance and expense.

H. MILLER

INSTITUTE OF INTERNATIONAL

Shoes for the Stage and Street

SHOWFOOT'S SHOESHOP, 1551 BROADWAY

Street car lines like the no-parking, as it helps them maintain schedules and get extra fares.

A reporter interviewed Charlie Chaplin's youngsters as they passed through Chicago to the Coast. Asked if he would be an actor like his father, Junior says, "No, I'm going to be a great actor." He is just seven. Both boys speak French and Spanish.

Lita Grey Chaplin came in from her RKO date in Omaha to pick up the kids, who are always accompanied by a private detective.

## Amateur Night

(Continued from page 43)

on the platform, face pale, body rigid with fright, she comes a little further in, where the customers have been waiting for. Derisive rumbles and threatens to burst. Suddenly, inexplicably, it subsides into electric silence.

The good hearted Greenpointers have sensed from the boy's expressionless face, from his blank, unwavering gaze, that he is blind.

Y. O. Oide time and again has been added to three additional neighboring RKO theatres, Dr. Lee's in his Brooklyn heaven, and all's right with the Friday night show world.

## 26 Agencies Out

(Continued from page 39)

entitled between good and bad agents.

Many of the agents pointed out that if the various cases were considered on their merits, an agent's value is determined by the number of acts he has working for RKO; then several agents who are out should not be and several who are in should be.

With last week's RKO bills as the basis for that contention, it was shown that four of the 'in' agencies had no acts working, seven had only one act playing and two offices had two acts on the books. In contrast, 11 of the out agencies had at least one act working and three had three working.

Comm. As Galt General belief on the booking floor was that although a few changes were made, the final list of outs was the same one compiled by the booking office and sent to the out agents' committee, the goat all the way, appeared to be merely carrying out instructions, despite that Martin Beck had stated the matter would be left entirely to the agents themselves. Few of the out agents are on speaking terms 'with the cutting committee.

An agency thing has been considered a problem by the numerous Keith and RKO booking regimes for years, but this is the first slice of importance and the first out of any kind of a few ineffective gestures at reducing the number of agents. Each successive booking head treated the matter with diplomacy during his term of office and always ended the problem down to his successor.

### Circuit Precedent

This is the first time in the circuit's history that one group of agents has been permitted to decide the fate of another by executive sanction from the circuit. That procedure is what the out agents object to mainly.

Two lists were compiled for the cutting of the 'in' agents are on the No. 1 list and the 'out' agents on the No. 2. As the No. 2 agents were called in by turn and notified of the situation, they were handed a copy of the No. 1 list and advised to pick out an office with which to associate. That privilege is accorded the holders of cancelled franchises and not their assistants or own associates. If they connect with any of the remaining offices they will be permitted to go down the booking floor. Otherwise they're out.

The doubling up process for the out agents hardly reduces the number of franchise holders, in the Chicago market, in fact, it merely makes the remaining commission checks, if any, larger.

Among the out agents, mostly the franchise men and their assistants or own associates, if they connect with any of the remaining offices they will be permitted to go down the booking floor. Otherwise they're out.

Actual cutting was preceded by a series of meetings last week. At the final meeting, attended by all

agency heads, Beck and George Godfrey hooked head, sat in and conducted the discussion. The agents were asked to present plans of their own which might relieve the existing congestion without eliminating people who had worked in the office for years. Several suggestions were made, but none accepted.

A strong plea that things are tough enough as they are without throwing more people out of work and a chance to make a living, was made, but not taken.

When one of the agents at the mass meeting stood up and asked "How can cutting the agents possibly help business at the box office?" he was ruled out of order.

## LONDON SHOW WORLD

(Continued from page 52)

Monte Carlo girls, Lucille Bensted, Elsie Carlisle, Toot, Jack Webb, late manager of the Victoria Palace, will look out from the front of the house. It is now rumored Seymour will also open twice nightly variety at the Winter Garden Aug. 1.

### Aquatic Display

Paramount's Streatham Astoria is presenting an enormous water spectacle, two tanks, which will be exhibited competitions and trick diving. This is the first time water production has been presented on a picture house stage in England.

Hoboken Idea in London At the small St. Martin's they tried a 'comic opera' July 6, called "The Singing Regiment, or, Cashiered for His Country."

It proved to be a roaring burlesque, including a black-moustached villain, a sweet-singing heroine, a very much abused but eventually triumphant hero—a gay chorus, more or less tuneful, some crinolone gowns, and so on. Good hot weather entertainment.

Daphne Du Maurier to Wed Daphne, 24-year-old daughter of Sir Gerald du Maurier, announces her engagement to Major Browning of the Grenadier Guards.

She did not follow her father's lead towards the stage, but that of her grandfather, who wrote "Trilby" and "Peter Ibbotson." She has two lengthy novels to her credit, "The Loving Spirit" and "I'll Never be Young Again."

## German Quota

(Continued from page 23)

Intensely. Pictures which in normal times would run 4-6 weeks will be on for the double length of time. It is still maintained in Ufa circles that a complete understanding might have been brought about between German and U.S. production at the occasion of Adolph Zukor's visit here when he promised to do his best to center production of German versions in Berlin. Paramount, however, chose Paris, a fact which has never been forgotten in Berlin.

Kiltzsch's influence is not only restricted to Ufa; he really is the big leader behind the curtains who uses his strong connections in favor of Ufa. The third responsible promoter of the new quota is Dr. Walter Pluegg, manager of Spiga. This new regulation is an exact copy of the French contingent. Together with Mr. Delac, the President of the French Chambre Syndicale, Kiltzsch is working on a German-French film understanding, a block, which in its final result may be directed against U.S.A.'s interests.

### Canty's Efforts

George R. Canty, trade commissioner of the U. S. Department of Commerce, is working for American interests. Arguments brought forth by the U.S. are supported by influential officials.

The following statement made by Canty aroused much interest in the German press:

"American film companies in Germany are greatly upset over the new quota bill.

"The last business year has been a failure from the business point of view and the question arises whether American companies will be in a position to continue their activity in Germany."

"In view of the fact that German pictures in America are not subject to any import restrictions (and profits derived from these films are much larger than generally believed) it had been expected that in future there would be no difference between German and foreign companies with regard to blind booking as it is the case in England, and that the question of dubbed pictures would have been treated in a more liberal manner and that the possibility of providing

foreign orders to German printing companies would have been more considered."

It is highly regrettable that in view of the existing regularity relations of the industries of the two countries during the past 10 years it does not seem possible to bring together mutual interests."

In spite of difficulties caused by the contingent bill, representatives of American film companies will not pull out, but will wait and see. All U. S. interests will remain in unanimous in the steps to be taken, as agreed upon in the meetings held at the Bristol hotel, under Canty's and Douglas Miller's chairmanship. Independent German theatre owners will do all they can to fight the new regulation through which they are made dependent upon large concerns.

There will undoubtedly be a shortage of pictures in the coming season in Germany, the maximum of pictures expected on the market being 90-100. This figure is far from amazing, considering that Germany already is declaring openly that the new contingent is an emergency device which if the independent exhibitors are to survive must be changed in many respects.

## London Chatter

(Continued from page 49)

short holiday with her son—the future Sir Robert Peel.

Noel Coward complimenting Rosemary, the actress, with Miss Perfect unaware of his identity.

Blilly and Tilda Neill booked for opening bill at Daly's Theatre.

Homebound theatregoers joined in duck hunt in Leicester.

Sanctuary—bird, escapee from nearby hotel.

Mildred Franklyn, of Hayman and Hayman, and her husband, Sir Robert Peel.

Murray Anderson only an unperformed about Fanny's Says has produced too many shows to worry about any.

Hugh Findlay taking London press boys to look over Ufa studios, where a Gaumont British picture is in progress.

Joan Gardom, responsible for most of dialog in London Film's first picture, "Wedding Rehearsal," signed for Murray, Edward Laurillard and Alf Zeitlin deeply engrossed in the picture.

Tom Courty, Tower theatre Blackpool representative, for many years Sir Alfie's right hand man, ill and ordered to take a complete rest.

Marie Burke's film "test for Gaumont British has come out perfectly, and now everybody wants her for films, but Marie will go with the Tom Courty.

Blackpool representative, for many years Sir Alfie's right hand man, ill and ordered to take a complete rest.

## LETTERS

When Sending for Mail to VARIETY Address Mail Clerk. POSTAL AND TELEGRAPHIC CIRCULARS LETTERS WILL NOT BE ADVERTISED. LETTERS MUST BE IN ONE ISSUE ONLY.

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Bradley Lewis	Marion Harry
Duval Mrs. And	Patton Betty Lee
Fiske Ruth	Rose Alice
Balfour Frank E.	McCarthy Frank
Black John S.	Palmor Henry J.
Boyd Louis	Fattion M. J.
Green Job C.	Rogan & Tilden
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Fitzpatrick Chas.	Walton Mary
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# OBITUARY

## OLIVER D. BAILEY

Oliver D. Bailey, 55, producer and theatre manager, died after a long illness at his summer home, Long Lake, Harrison, Me., July 12. Bailey, best known to Broadway as the operator of the Republic theatre during the long run of 'Able's Irish Rose,' quit the business a year ago last winter when his 'The Great Barrington' folded quickly.

Born in Ohio, Bailey started his theatre career collecting tickets in a Pittsburgh theatre lobby, later going into stock both as actor and manager. Bailey's subsequent operations as a stock manager carried him all over the southwest, the west coast and as far north as Alaska, during the gold rush. His entry into New York around 1913 found him involved in a picture producing venture, directing for Walter Whitehead and Mrs. Vernon Castle, among others.

String of plays Bailey wrote and produced included 'Reckless' and 'Over Here.' After giving up the Republic he took over the management of the New Yorker theatre in 1914.

Survived by widow, sister and several brothers. Interment, in Maine.

## AMAND MOLL

Amand Moll, whose career as a bandmaster exceeded by three years that of John Philip Sousa, died July 15 at his home in West-Hill, at the age of 79 years, after an illness of a year.

A native of Germany, he came to this country 60 years ago and lived in Peoria, Ill., as director of the Spencer Military band 57 years and the Sunday preceding his death held the baton at the opening of the summer season of the orchestra in Glen Oak park, dedicating the first number of that program to Sousa.

The Spencer band was widely known throughout the middle west, and Mr. Moll's fame widespread. His sister, five nieces and anephew survive.

## NAT PHILLIPS

Seated in his car parked in a city street in Sydney, Australia, Nat Phillips, known as 'Stuffy' on the burlesque stage, suddenly collapsed and died.

At the time of his death Mr. Phillips was preparing a return to revive work with his partner, Roy Rene. Late actor was just 56 years of age and was a nephew of the celebrated Joe Toland, who spent about 15 years on the American stage, being well known over the Sullivan-Conslidine circuit.

A widow survives.

## JESSIE MILLWARD

Jessie Millward, 73, English actress, with a score of hit plays to her credit on both sides of the Atlantic during the last half of the previous century and the early part of this, died in London July 12.

Daughter of Charles Millward, writer of pantomimes in the 70's, she married John Glendinning, and three years after her stage debut came here with Henry Irving in 1884. Last appearance here was as Clara Stewart in 'The Girl in a Taxi.'

## CHARLES A. BURT

Charles Albert Burt, 65, manager and advance man, died July 12 at the Mary Immaculate hospital, Jamaica, N. Y.

A native of New York, Burt started in as business agent for Clara Morris, later filling similar posts with Anna Held. Last connection was with H. H. Frazer in the management of 'No, No, Nanette.'

Widow survives.

## THEODORE A. HAHN

Theodore A. Hahn, 42, staff arranger for W.L.W., Cin., died in Good Samaritan hospital there July 11.

Prior to joining the Croesley Radio Corp. station, Hahn had played first fiddle in the pits of the Lyric, Albee and Strand theatres there.

Survived are the widow and three children.

## FRED BURNHAM

Fred G. Burnham, 22, n. y. of Holyoke, Mass., died July 7. He had operated picture theatres in West-field and Chicopee.

## MIRIAM D. WALLER

Miriam D. Waller, 72, radio artist, died after a long illness July 13 in Gabriels, N. Y. Survived by her mother, Mrs. Anna Waller, a brother, Tom Waller, of the 'Variety' staff, and two sisters.

Burial in Bronxville, home of the Waller family.

## LEOPOLD JORDAN

Leopold Jordan, veteran journalist and playwright, died at his home in Berkeley, Cal. July 8.

Jordan did several plays for the late Rose Coughlan and was once manager for Olga Nethersole on an Australian tour.

Etta Rosenberg, 64, the mother of Mike and Lou Rosenberg, southern California theatre operators, died July 12 at Seattle, Wash., of heart trouble. Her husband, two other sons, Al and Jack, and a married daughter survive.

Seraphin Marquon, 30, committed suicide by shooting himself in the head on a road in Putnam, Conn., on July 9.

Before moving to Putnam seven years ago he was with a theatrical troupe.

Wife and a daughter survive.

Mother of Josephine Worth, former vaudeville star, died July 5 in Lakewood, Ohio.

Miss Worth retired from vaudeville seven years ago to care for her ailing mother, 44, that time she was presenting her sketch, 'Little Shepherd of Bargain Row.'

Mrs. George Haines, 54, mother of William Haines, died July 17 at Good Samaritan Hospital, Los Angeles, after two weeks' illness. Survived by two other sons and two daughters.

William Gore, Newark, N. J., musician, died in Glens Falls, N. Y., July 12, from injuries received in an auto smash-up.

Mrs. Emma Masterson, 75, widow of William B. (Bat) Masterson, late Morning Telegraph sports writer, died in her New York hotel room July 12.

Dennis Neilson-Terry, 31, actor, son of Julia Neilson and brother of Phyllis Neilson-Terry, died July 14 of double pneumonia in Southern Rhodesia, Africa.

## Imperial City

(Continued from page 1)

were habitual during the three weeks.

It was one long unhappy rehearsal for the company. Meanwhile the producer has telegrams in his pocket from Groucho Marx and Ethel Merman and promises a fall revival with these stars, a new cast and new production. This week gross was \$2,700. Total loss on engagement not great, however, due to the moderate salaries and other economies. Probably lost around \$5,000 on engagement.

In San Francisco they're shaking their heads because only two dramatic shows are running!

Skowhegan, Maine, is at least one up on Chicago on running theatres.

## On 20% Basis

Omaha, July 18. Old customs prevail at Krug Park where labels from food product containers are being accepted as script money. The label generally is accepted as worth 20% of the selling value of the article it represents. A label from a can of 40 cent coffee will buy a fourth of fun at Krug Park.

So far, beverage, food, breakfast food, coffee roasting, creamery, sausage, dairy, candy and bicycle companies are on the list of co-operating companies.

## State Bans Fireworks

Dubuque, July 18.

State board of conservation has ordered a statewide all-year ban on all fireworks in state parks. There are 42 state parks with approximate acreage of 7,000.

Means that other methods of entertainment will have to be devised for special holidays and occasions when populace of the state desires to make merry in beauty spots.

## NO TORONTO PAY-OFF, COWHANS STAMPEDE

Toronto, July 15.

Disgruntled with their treatment in staging the Oakwood Rodeo in aid of the unemployed here, unpaid cowboys and Indians of the Welsh Stampede and Rodeo company stormed the Brantford Exhibition grounds about midnight and, with revolvers cracking, overpowered the guards of 42 wild bronchos, stampeded the animals through the streets and drove them far out into the countryside.

Residents trembled in their beds as they were awakened by the shooting and 'yipees' of the riders as they herded the broncos at break-neck pace through the deserted streets. As a result Welsh has sworn out warrants for the arrest of 13 alleged members of the raiding party. Two of the cowboys have voluntarily surrendered and are now out on \$500 bail each. Meanwhile, provincial troopers are searching for the others.

Welsh maintains that the raiders are all from Montana and that the Canuck cowboys are quite satisfied with their treatment, despite the fact that Welsh was hailed into court at Toronto last week and ordered to sell the horses. Judge Coatsworth declared that 'humanity and not the law must determine the treatment of 50 unpaid and untold cowboys.'

No one is believed to have been injured by the shots, but several of the fighters on both sides suffered cracked skulls and bruised faces in the hand-to-hand struggle for the possession of the horses. One defender was struck by a steel rail. The two raiders who gave themselves up stated that the broncos were being held out of town and that the men for whom warrants had been sworn will surrender. They pleaded not guilty to theft and trespassing charges.

## DEFICIT NO'S JEFFERSON FAIR AFTER 61 YEARS

Stuebenville, O., July 18.

For the first time in 61 years the Jefferson County fair has ended this fall because of a financial deficit.

Fair showed a loss of \$4,000 last year, directors reported at a meeting this week.

## 7 Stunned as Lightning Hits H-W Tent Pole

Greensburg, Pa., July 18.

When lightning struck one of the poles of the big top of the Hagenbeck-Wallace circus here, several hundred people were thrown into a panic and three were stunned. Although the electrical storm did not score of patrons eluded attendants and dashed from the tent into the midst of a heavy thunder storm.

Three men rendered unconscious were given first aid in the circus hospital. Two of the men were working an electrical attraction on the circus midway were also stunned.

## BIG TOP'S CHI DATE

Chicago, July 18.

Ringling-Barnum & Bailey will play its regular lakefront engagement in Grant Park this year. City fathers have entirely forgotten their threat of three years ago to bar the show from municipal property.

Dated from Aug. 6-14, inclusive.

Waterloo, Ia., July 18.

Town will welcome the Bron and Barnum & Bailey circus here Aug. 4. Jump in from Des Moines. Spot was selected for a midway jump to Freeport, Ill., from Des Moines.

South Bend, July 18.

Ringling-Barnum bill car No. 2, Walter Gilbey in charge, is here billing for July 30 with a Sunday date, July 31, to be played in Joliet, Ill.

## CARNIVALS

(For Current Week—July 18-23)

Anderson-Strader-Concordia. Beckman, Grand Rapids, Wis. Clark-Phillips & L.-Edmonton. Greenburg Am.-Co. Wray, Colo. Landa, A. L.-Albany, Kan. Lang's, Lee-Carleton. Landa, A. L.-Grand Forks, N. D. Sunset Park Am.-(Until Sept. 15). Theatricals, Grand Forks, N. D. Veer, J. C.-Angola, Ind. West Coast Am.-Kalamath Falls, Ore.

## MINNE'S HIGH FEE

\$900 License for 2 Days Proposed By Ringling Show.

Minneapolis, July 18.

The city council here has taken under advisement a plea from Ringling Brothers circus for a reduction in the local license fee. Circus representatives stated the fee of \$900 for two days is larger than that charged by any other city in the United States. St. Paul charges \$350 a day.

Barnes Brothers' circus, here for two days recently, advertised that it would be the only circus to show here this summer. Ringling Brothers, which, incidentally, owns the Barnes show, is booked for two days in August.

## LAND O' COTTON CHILLY FOR FAIRS NEXT FALL

Birmingham, July 18.

The fair district in the land of cotton for the coming fall isn't so hot. They're all trying bravely to pull through another season, but a number have decided not to be so brave.

Financial shape of the various states of the South makes it almost impossible for fairs to get state aid as in the past. They must get along without this money or not at all.

A number of fairs in Mississippi are determined to 'see the season through. They are not hoping for profits, but merely to break even, on expenses.

At Meridian, Miss., officials have issued orders for no passes, reduced fees for exhibits and lower premiums.

## Fair Mgr. Makes Gambling Complaint Against Carnival

Nashville, Tenn., July 18.

Phil C. Travis, concession manager for the Tennessee State Fair, made a protest at the Davidson County jail against the Reading Show for allegedly operating gambling devices at a carnival showing this week on Haymarket Square.

Travis described the devices as spindle wheels, similar to wheels used by gamblers operating at the State Fair last year.

He charged that he had won a prize in spinning the wheel this week, but the operator refused to pay off. Travis said he was going to take the matter up with Coroner J. R. Allen and also appeal to County Judge Litton Hickman to see that the same kind of justice is meted out to this carnival as to the State Fair.

## Dubuque Towner Knifed; County Bans Carnivals

Dubuque, Ia., July 18.

C. W. Hendrix, concession operator with the Rock City Shows, took it on the chin to the extent of a year in the county jail, but will do no time, under a parole granted.

He pleaded guilty to charges of assault, having knifed John Scanlon, townier, after a booze soiree. Scanlon, on the short end at all stages of the party and recovering, was being held at the county jail as a material witness.

Incident has put the 'clamps on carnivals by Dubuque county.

## N. Y. State Fair Drops All Shows from Midway

Syracuse, N. Y., July 18.

New York State Fair's midway this year will be restricted to rides and a wild west outfit.

The usual freaks, girl shows, etc., will be conspicuous by their absence.

## Ill Cuts Fair Aid

Springfield, Ill., July 19.

Estimates prepared by Stuart E. Pearson, director of agriculture, indicate that 62 fairs in the state will be eligible to participate in state aid on payment of their premiums, will receive 57 cents on the dollar this year.

The fair trusts have announced \$277,425 in premiums which it is probable \$153,240 will be paid. In past years claims for premium reimbursement averaged 62% of the payments, indicating claims this year of \$380,000.

## 2 Men, Woman Juggled, Fined \$50 for Games In Gag Carney Date

Schenectady, July 18.

A comic opera that has been in progress here for the past two weeks was climaxed Saturday night when the Bistany Gayway Shows, playing under 'patriotic auspices' moved away. Wednesday night (13) the sheriff and district attorney, pressing a city alderman into service as a buy man, raided the carnival and arrested three, two men and a woman.

Carl Rappaport of Rochester was charged with being a common gambler, Frank Gray, of Hartford with possession of slot machines and May Jackson of Albany with operating a gambling device. All pleaded guilty in police court the following morning and each was fined \$50.

A number of officers were members of the Mohawk Valley Trotting Association under whose sponsorship the carry came to town. Tried to intercede for the three but were unsuccessful and the fines stood.

The carry was a building hobby, which is near the grounds objected. Theatre managers joined forces with hotel management and tried to get some action from city officials. The latter took refuge in the plea that the city had no authority because state gave the carnival a permit.

Complaints from four men that they had been gagged led District Attorney Wallace to press Sheriff Gardner into service and raid the carnival. Despite the pleas of guilty the city officials allowed the carnival to continue for three more nights.

## EUGENE MURPHY BLOWS TROUPE IN NEW BRITAIN

New Britain, Conn., July 18.

Performed as an attaché of the Murphy Shows, week-end circus, were stranded here when Eugene Murphy, the promoter, left the city just before a flood of attachments descended upon the outfit. The attachments were for unpaid bills totaling nearly \$4,000.

Show opened here Monday (11) under sponsorship of the Unemployment Relief Committee. Murphy left Thursday, taking two elephants with him and failing to pay off the troupe.

Funds collected by the committee in connection with the show were used to pay the fares of the circus performers and workers to their homes. The show was scheduled to move to New Jersey at the end of the engagement here.

## BERTHA HINES' FALL

Wire Worker's Injuries Serious—To Be Inactive For Months

Providence, July 18.

Bertha Hines, high wire artist who, in private life is Mrs. Fred Doherty, will remain in Rhode Island hospital several months, surgeons say, as the result of injuries suffered in a fall at Rocky Point amusement park last week. She sustained a broken pelvis and broken wrist.

Her husband was slightly injured when he fell with her. A pole supporting their tight wire, which was being climbed by her husband's shoulders for a trip across the wire. Both were plunged 50 feet to the ground.

Hines, who lives in Illinois, have been doing the same act for five years.

## CIRCUSES

(For Current Week—July 18-23)

A. G. Barnes. 20, Wichita, Kan.; 19, Ponca City, Okla.; 20, Oklahoma City, 21, Tulsa; 22, Dubuque, Ia.; 23, Grand Rapids, Mich. Hagenbeck-Wallace. 18, St. Louis, Mo.; 19, St. Paul, Minn.; 20, St. Paul, Minn.; 21, Saginaw, 22, Bay City, 23, Alpena, Mich.; 24, Cheboygan, 25, Detroit. Ringling-Barnum. 18, St. Paul, Minn.; 19, St. Paul, Minn.; 20, St. Paul, Minn.; 21, St. Paul, Minn.; 22, St. Paul, Minn.; 23, St. Paul, Minn. Ringling-Barnum. 18, St. Paul, Minn.; 19, St. Paul, Minn.; 20, St. Paul, Minn.; 21, St. Paul, Minn.; 22, St. Paul, Minn.; 23, St. Paul, Minn.



*First came*

★ **CHEVALIER!**

*then*

★ **CLARK GABLE!**

*and* **NOW —**

★ *Jack* **BUCHANAN**

star of **ERNST LUBITSCH'S "Monte Carlo"**  
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*There's*

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# VARIETY

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## IS TIN PAN ALLEY THRU?

### Weekly Reminder of What It Takes Is High Cost B'way Stage Shows

Despite that vaudeville ain't what it used to be, Broadway's variety houses are spending more for shows than at any time in the past.

Loew's Capitol is paying \$19,000 for seven acts this week and co-headlining Phil Baker and Lou Holtz. The Paramount has a \$12,000 bill topped by Harry Richman and Bert Lahr. Loew's State is spending more for vaudeville than ever before. The Palace is the only theatre to decline in cost and quality of its stage shows with a five-act-film combination policy prevailing.

When vaudeville was at its peak some years ago, prior to the deluxe picture house thing, the Palace was playing all the big acts but few rated present day vaudeville salaries.

#### Current Salaries

An idea of current salaries is available from the current week's Broadway bills. Holtz is getting \$6,000 plus a percentage; Baker, \$5,000, and Abe Lyman's band, \$3,500 at the Capitol. Paramount is paying Richman \$5,000, and Lahr, \$4,500. In contrast, Roger Wolfe Kahn's band at \$2,250 is one of the (Continued on page 32)

### ACTS FREE IN RENO'S MEX GAMBLING SPOT

Reno, Nev., July 25.

Directed by Clarence Shockley and featuring Welker Cochran, ex-national billiard champ, a new gambling place opened last week with the come-on furnished by vaudeville acts from Hollywood. Called kenopool and adapted from the Mexican game of that name. It packed in the crowds for three nights but the pay, at \$1 per card, has been light. The nut is extra high.

Cochran, who breaks the balls and shoots the pool end of the game, divides honors as an attraction with Zeke's Hibilly orchestra from L. A., while the dancers and singers do their stuff as a free attraction. House seats 360 and admission is free.

### File Your Child

Hollywood, July 25.

Pair of ex-federal investigators have opened an identification bureau here, and are making a bid for the film colony to register their children. System includes fingerprinting, sample of handwriting and all other identifying data. This information is distributed to all police agents to be filed in case of kidnapping.

Parents also receive a copy, on a diploma-like parchment. Service charges \$10 per registration.

### Does She Listen?

Los Angeles, July 25.

Whenever a girl is reported missing to local police one of the first questions asked relatives is whether she is interested in radio, and if so what programs has she been following.

If the missing miss is a serial hound, appeal for her to return is broadcast at the opening of the program she is known to favor for several days. Many wandering femmes have been brought home through this method.

### L. A. Auto Camps a Worry For Hotels During Olympics

Los Angeles, July 25.

With more than 3,200 auto camp courts on the outskirts of Los Angeles, hotel operators in the metropolitan area are not banking much on capacity business before, during or after the Olympic games.

Hotel men figure the camps, with an estimated housing capacity of 50,000 persons, will catch the motorists before they reach the city. Economic pressure also figured to create an incentive for many of the visitors hibernating in the one room cabins, with space for their cars provided in the adjoining lean-to.

Rates for these camp quarters range from 75c to \$1.50 nightly as against a top of \$2 to \$12 a day, plus garage, in the downtown hotels.

### Politicians Vs. Beauts, So Schedules Shuffled

Galveston, July 25.

Personality Contest, originally set for July 23 and 24, was changed to Aug. 6 and 7, due to primary election July 23.

Officers of beach association figured public would be more interested in casting votes than in seeing the gals.

### Pro-Dry Auto Tags

Detroit, July 25.

In an effort to combat the auto 'Repeal' tags the prohibition crowd have duplicated with a similar sign reading 'Keep Prohibition.' Mostly seen in the rural districts of Michigan.

### FISH GET HIM

Hollywood, July 25.

Wallace Beery turned down some weeks of personal appearances. Figured after he would have split 50-50 with Metro, paid his agents and the government (income tax), he'd have more fun fishing.

### Radio's New Royalty Revenue Has Created a Revolution in T. P. A.—Commercial Broadcasting's Inroads on Nation's Song Fashioners Long a Problem—25% Increase to \$1,250,000 Deemed Inadequate—Where Will the Composer Find His Outlet?

#### HOPES ARE SHATTERED

Music men are mentally handcuffed by the question of whether the \$1,250,000 which the radio interests have agreed to pay the authors, composers and music publishers is the swan song of Tin Pan Alley? The music trade in general regards it as a 'nuisance value' payoff.

With nothing but the radio left to write for, and with radio refusing to compensate the creative songwriters to any appreciable degree, the songsmiths and publishers see the beginning of the end for their business. There is no further outlet left for the composer and lyricist, since his on sheet music and disk sales are productive of only considerably reduced revenue.

The radio is the top outlet but despite the fact that the ether interests need the new song material for constant program use, the minimized returns for the songwriters has almost completely removed the desire and the financial inspiration to write. They can't live on the glory.

To have the No. 1 song of the country was once a thrill and an (Continued on page 44)

### CIRCUS CALLED OPPOSISH TO FAIR

Minneapolis, July 25.

Representatives of the Minnesota State Fair, the Minnesota Federation of County Fairs and 39 statewide affiliated organizations are waging a vigorous fight to prevent the city councils of Minneapolis and St. Paul from licensing the appearance of Ringling Brothers-Barnum & Bailey circus in the twin cities.

The circus wishes to show in Minneapolis, Aug. 22-23 and in St. Paul, Aug. 24. Fair group claims the (Continued on page 47)

### Empire Parley Turns Ottawa Into Near-Boom Town; Theatres Prosper

#### Double Line

Chicago, July 25.

Given up for dead or lost or both the past year, Solly Violinsky staged a resurrection act by turning up here last week, minus the 10-gallon hat, chaps and two guns he was last seen with in Las Vegas, Nevada.

Getting the quick lowdown on this town, Solly approached a friend and asked him about conditions. 'Plenty tough,' was the answer. 'You should see the headline here.'

'What, only one line?' replied the effervescent Solly. 'I just come from a town where they have two headlines. One for white bread and another for rye.'

### Radio Station Taking No Risks on Campaign Libel

New Bedford, Mass., July 25.

Irving Vermilya, manager of Station WNEB, isn't going to take any chance on libel suits resulting from political speakers. When the fall campaign begins to get lively, Vermilya will have his staff attorney sit in the studio, conveniently placed near the microphone switch.

When a hot-headed politician makes a wisecrack that indicates that something libelous will follow the lawyer will do his stuff and the speaker will be yanked off the air.

### School Reel Teaches

#### English Through Gags

Los Angeles, July 25.

Kerry Conway, conducting a 'chat on words' hour over KHX twice weekly, has followed up his 'Laugh and Learn' series of short reel production with an English grammar reel, produced by ERFL. It's a talker, intended for the schoolroom.

Short is a combination of laughs, with English follow-ups. Idea is to interest the child first in some gag and then demonstrate by sound and action the grammatical meaning of the subject.

### Depression Wheel

Canton, O., July 25.

A twist for park concessions is a Depression Wheel at Meyers Lake Park. Cigarettes and such go to the winners.

Wheel failed to do anything at a nickel, but when given the name of Depression 'Wheel' it received the heaviest play along the midway. On a recent big outing it grossed \$240 at one cent a play, according to park officials.

Ottawa, July 25.

The Imperial Economic Conference opened July 21 in the House of Commons for the inaugural appearance of the empire statesmen in the role of envoys for the good of the British Commonwealth and the world at large. The opening sessions was by invitation only, but the international radio hook-up satisfied all of the rest. The big show has as many newspaper critics as official performers and this greatest press gang that Ottawa ever saw is the exclusive care and worry of Hon. Dr. B. J. Manion, member of the Canadian Cabinet, whose business it is to see that the scribes don't wander backstage and get tangled up with the delegates' wires.

The conference is a gold mine for Ottawa merchants, theatres, garage and boarding houses. Local stores are keeping open until 6 p.m., the usual summer practice being close an hour or two earlier. The merchants are doing much flag- (Continued on page 38)

### N. Y. HOTELS ASKING RENT MORATORIUMS

New York hotels are asking for rent moratoriums and getting them in some cases. They are also now checking each other, as the theatres do, to maintain a line on what the other fellow is doing.

According to an unofficial check, most of the big hotels did nothing over the July 4 weekend, one of the biggest having had only 51 paying guests those days.

New York is generally adjudged to be as badly over-hotelled as it is over-eaten by its theatres. One major hotel has taken the telephones out of many rooms, deeming them excess in view of the present demand for accommodations.

### Silent Films and Vaude

Davenport, Ia., July 25.

Charles Berkell is building an open air theatre here for silent pictures and vaude. One price for all seats, 10 cents.

Berkell, from legit stock, maintains there is a place for the silent drama, that an open air theatre is that place, and will find out.

### TAP CONSCIOUS

New Haven, July 25.

Femme teachers attending Yale summer school go for their tap dancing in a big way.

When normal school studies, who use the local university during the hot months, were asked to register their preference for a recreation period, a flock of them selected tap dancing.

## Screen's Swank Crowd Jarred as Lesser Lights Grab Social Prestige

Hollywood, July 25.

Hollywood's shirt tail aristocracy is staging a battle royal for the social supremacy of the Malibu summer colony.

Unlike the winter social season in Hollywood and Beverly Hills, the beach can only accommodate just so many homes. Some of these are strictly playing the family time as far as Hollywood is concerned. Point has been reached where the big time social lights are burning over the amount of social prestige the smallies are acquiring.

While the Malibu bers burn several of the old line picture mogs, who for various reasons remain in town during the summer, are fighting hard to retain their social positions over the season by throwing parties that are about as exclusive as a championship fight.

### Sneaky Affairs

Beach parties are never the same here as affairs in the city. Malibu takes on a veneer of class, despite bathing suits, that has most of the town assemblies looking rather rough. Raised eyebrows preponderate at Malibu, even ball games on the beach drawing frowns as too plebeian. But the beach has long since developed a new type of picture person known as the Malibu-bopper.

## FOX HAS MUSICAL YEN, ROGERS SINGS IN NEXT

Hollywood, July 25.

Fox evidently has a thing for musicals again. Endeavoring to get Buddy DeSylva back as a producer and writer of musicals, the studio has also decided to tune up the forthcoming "Will Rogers' film, Jubilo."

Picture was due to start July 28 but has been set back a week with a rush assignment to James Hanley, L. Wolf Gilbert and Sidney Mitchell to write the story. The idea is for Rogers to make his film, debut as a warbler in this opus. There'll also be numbers by Neil O'Day and El Brendel.

While DeSylva's idea to musicalize "Jubilo" is due to an impression made on him by some foreign pictures featuring trick musical synchronization.

Similar tune stuff will be part of this Rogers' film.

## Frances Marion Doubling Between Metro and Mary

Hollywood, July 25.

Frances Marion, who worked 10 weeks on an original story for Mary Pickford, has been called back to Metro to go on "White Sister." Also she is to do some work on "Original Lady" and "The Prize Fighter," latter for Clark Gable.

Miss Marion will be with Metro three weeks, thence returning for six weeks to complete the Pickford yarn. Meantime, Agnes Christine Johnson will spend four weeks making a first adaptation on Miss Pickford's story.

Reason for Miss Pickford's current New York trip is said to be to look for more stories for future use.

### Coastbounders

Jack Connolly has left for the Coast to supervise shooting of the Olympics for Pathe News. Sylvia Sidney's parents, Dr. Sigmund Sidney and Mrs. Bee Sidney, west, Saturday (23) via the Canal route, to be present for their daughter's birthday.

Sid Skolsky, New York News columnist, to the Coast to cover the Olympics and do a Hollywood column.

### Hymer's 2-Reelers

Hollywood, July 25.

Julius White, producing shorts at Columbia, is to make a series of two-reel hok comedies starring Warren Hymer.

### How Low?

Hollywood, July 25.

Studio head in a story conference over material for a couple of comedians, became a bit confused trying to explain himself.

Finally he said:

"I want something with laughs and thrills. You know, another 'Able's Irish Rose,' but low down."

## \$150 Comedy Shorts Writers, \$150 Meggers, Top Coast Salaries

Hollywood, July 25.

Writers specializing in two-reel comedies see few of the shorts producers paying more than \$150 weekly for this type of work.

Lowest salaries for these writers is paid at Roach, where Henry Ginsberg, production head, says that no two-reel writer is worth more than \$100 weekly. Ginsberg further claims that comedy directors are worth only \$150.

Salaries paid by Educational, Christie and Bennett, while higher than the Roach figure, are not above \$200. Outside of these studios there is little work for the dual-reel boys. No two part comedies are being made by the independents, who have found the market for shorts very dull.

In previous years comedy writers have commanded as high as \$1,000 weekly for two reels. Several of the surefire boys even got above that figure. Same for directors. Latter are now lucky to get \$400 top.

Cutting of shorts salaries is blamed for the falling market and popularity of double billing. Comedies have taken a back seat in favor of novelty shorts of one reel length. Toughest job in pictures is to provide laughs in a single reel through action and hoke dialog.

Indie producers have done fairly well on novelties, which for the most part can be made quite cheap.

## Old Home Week

Hollywood, July 25.

Old home week has started at Paramount with a number of former contract players, writers, directors and execs back on the payroll after several years' absence.

Those there now are Cecil B. De Mille, Lila Lee, Adolph Menjou, Luther Reed, Charles Burton, Gil Pratt, William LeBaron and William K. Howard.

Howard, borrowed from Fox to direct "Lullaby Land," was let out by Paramount five years ago as a western director.

### A Long Sail

Eddie Hitchcock left the Warner New York advertising department Saturday (23) to promote a world adventure tour on a three-masted schooner with a Chinese crew.

The trip is a co-operative cruise line, offering 15 accommodations at \$2,000 a head. Cruise is to consume a year, sailing Oct. 1.

### RIPLEY-BROWN RETURN

Robert L. Ripley returned to New York yesterday (25) after a tour of Europe for his Believe It or Not cartoons. He visited only the "midget countries" of the Continent, avoiding the usual corners.

Also on the Bremen, after a European vacation, was Clarence Brown, film director.

### MULLALLY'S FILM DEBUT

Don Mullally, Broadway playwright, is making his first Hollywood try. He's with Warner Bros. as a writer on the usual term arrangement, three months with options.

Mullally left last week, for the west, placed by the William Morris office.



WILL MAHONEY

Now at Fox's Theatre, San Francisco, California.

The Los Angeles "Herald Express" said: "Will Mahoney is a smash hit. The audience last night cheered him. His falls, his comedy and famous xylophone dance brought many to the audience to see him."

Direction

RALPH FARNUM

1560 Broadway

## Coast Brings Back Old Time Ballyhoo For Solo Previews

Los Angeles, July 25.

Swank picture previews, with all the crowd-drawing ballyhoo of important premieres, have made their appearance again. Radio, for the one night screening of "Bird of Paradise," at the F-W-C Ritz last Friday (22), provided the usual array of actors and bad motives and still cameramen on the job photographing the crowds. There was a big turnout of the stars from the studios.

Houses took advantage of the innovation and widely publicized the event. Aside from the air announcements it took on every semblance of a \$5 opening.

### Caesar Yarn for U's

## Tala Birell Builder-up

Hollywood, July 25.

Arthur Caesar, after a three months rest period, now on the Universal payroll writing an original for Tala Birell.

Script is to have a Continental background, with Miss Birell to be groomed along Dietrich lines to stardom.

## McLagen-Lowe as Team for 'Rackety-Rax'

Hollywood, July 25.

Victor McLagen is negotiating to return to Fox. Idea is for him to play the lead in "Rackety Rax," gangland football yarn. Studio figures to acquire team McLagen and Edmund Lowe in this picture.

### 'DAYLIGHT' FOR ROBINSON

Hollywood, July 25.

"Daylight," an original story by John Cornwell, has been bought by Warners for Edward G. Robinson. Story is based on a dawn-to-dusk cross-country flight.

### SAILINGS

July 30 (New York to Southampton), R. C. Sherriff (Olympic).  
July 25 (San Francisco to Shanghai), Sam Burger (President Grant).  
July 27 (New York to Frankfurt), Ernest W. Gross (Bremen).

July 26 (London to New York), Joe Cook, Dave Chasen (Europa).

July 26 (London to New York), Wilella Waldorf (Lafayette).

July 23 (New York to Los Angeles), Dr. Sigmund and Bee Sidney (Virginia).

July 22 (New York to London), Senator Murphy, Mr. and Mrs. Charles Dixon, Leyla Georgia, Jack Foster (Paris).

July 20 (Paris to New York), Clarence Brown (Bremen).

July 20 (Paris to New York), Françoise Rosay (Mrs. Jacques Feyder) (De France).

July 19 (New York to Paris), V. James Crisafulli, Maurice Marks, Rita Weisman, Douglas MacLean, Eddie Dowling, Alma Archer, Fritz Kley, James Van Peltch Ritchy (Champlain).

### An Author's Choice

Hollywood, July 25.

A so literary author recently arrived here to take his fling at pictures, and under contract to do same at the stipend of \$500 a week.

Upon arrival the learned neophyte was treated with the greatest courtesy, shown 'round the lot, introduced, etc. Finally came the time to discuss assignments and the studio, still obsessed with the idea of making the writer like it, proffered, 'And now that you're here, sir, what would you like to do first?'

'Well,' replied the author, 'If it's all the same to you, I'd like to work on the newsreel or Mickey Mouse.'

## Adventure Venture On Again as Money In Escrow for Crew

Hollywood, July 25.

New set of promoters now own the schooner "Poinciana," berthed in the Hudson river, New York, which came into the limelight recently when technicians, engaged here for the proposed floating picture studio, began to howl.

O. K. Hunsaker, manipulating the former deal, is now out. New outfit is operating as Famous Story Pictures, Inc., with Robert S. Ross, co-owner of the New York Capitol National bank, president. Isadore Bernstein, former general manager of Universal, is also in the company.

According to Ross, all cash to take care of the picture-making voyage has been promised and is coming in fast. Film unit will leave here, he declares, 60 days after the last dollar of the amount promised is subscribed.

### Background and Shorts

First stop will be Juan Fernandez Island. Here a modern "Robinson Crusoe" story will be filmed. Expedition also intends to film the background for two other features, "Moths, Junks and Never, Never Land." To waste no time a series of short comedies, kidding themselves and the trip, will be made.

Otto Brower, former Paramount operator, is to direct. Promoters, conscious of the last blow-off, offer a year's salary in escrow for each member of the crew before sailing, to be drawn out weekly. "I-S" contains the names of the workers' families here. Bernstein has further promised half of his percentage out-in for division among the technicians, who were on a Universal expedition with him two years ago. Both Bernstein and Brower are in the deal for salary and percentage.

Ross figures that with \$166,000 he'll bring back one full feature, a background for two others, and the series of comedies.

## Fox's All-Star Film

Hollywood, July 25.

Fox is the latest to go in for the all-star thing. Execs are toying with the notion for "State Fair." Idea would be to use Will Rogers, Janet Gaynor, Charles Farrell, James Dunn and Sally Eilers. Robert Montgomery might also be borrowed from Metro for the film. Henry King is to meg.

## Freeman on Coast

Hollywood, July 25.

Charlie Freeman, to be RKO contact for the eastern end, blew into town over the week end. They gave him his office at the Radio studio today (Monday).

Freeman is making a survey of talent the studio has available for personal appearances. He has had a load of contact work piled on him, too.

### RIGBY'S WOE

Los Angeles, July 25.

Petition in bankruptcy filed by Gordon Rigby, scenarist, shows \$17,024 in liabilities and assets of \$1,926. Among debts listed are \$66.66 to the Community Chest, \$2,175 in commissions and note for \$300 to Ruth Collier, \$4,235 inimony and \$2,500 property settlement to his former wife.

## NEWSREEL MEN ASK \$125 SCALE

Pat Casey is taking in hand an impending labor jam over the newsreel men's demands for a \$125 weekly minimum. Casey, minutes both sound and camera operators. Little likelihood of any tie-up eventuating.

Universal, Fox and Paramount's \$40 and \$50 scales, in some instances to their newsreel staffs, precipitated a move for unionization and a \$125 weekly minimum demand.

Demands were accompanied by a strike threat on Aug. 1.

Some of the crack newsreel men are in the \$150 and \$175 class and the newsreel companies would be amenable to a \$75 minimum, which Casey has offered them, but the \$125 demand is scoffed at.

The Chicago "Daily News"-Universal Newsreel Reporter precipitated matters in that U's reel is actually shot silent by Graham McNamee later dubbing in the explanatory talk. Hence U has been paying the lighter salaries, notably, as it means just a matter of throwing a camera over the shoulder and going out after news shots. With the others it's more complicated with sound trucks, etc., on location.

## Coast Agents Try Tea As Bait for Client Raid

Hollywood, July 25.

Preview 'tea' in the offices of the new Ad (Mrs. F. P.) Schuberger Kenneth B. Feldman agency which film names attended last week is looked on as the forerunner of a raid on the ranks of the Joyce & Seimick contract people.

Understood that several who attended the soiree are among the group who have asked their release from the ranks of the agency in the past few days. Tea not only drew the picture names but wives of picture people socially prominent and figured to have influence with their husbands.

## Tough Casting

Hollywood, July 25.

Toughest casting assignment in months is for Warners' "Silver Dollar."

Douglas for William Jennings Bryan, President Grant, President Arthur and Emma Abbot, famous songstress of the 80's are necessary. Studio has sent call letters for the types.

## St. Clair-Bachman

Hollywood, July 25.

Mal St. Clair has been put under a three-year contract by J. G. Bachman to direct.

His first picture will be "Goldie," by Salisbury Field. Firm is negotiating with Paramount to secure Nancy Carroll for the lead.

## Raoul Walsh and U

Hollywood, July 25.

Universal would like to have Raoul Walsh on picture and negotiations to that effect have been launched.

Picture would be made on completion of "Salomy Jane" which Walsh now has on tap at Fox.

## Offers Tracey Two

Hollywood, July 25.

Columbia is dickering with Lee Tracey for a two-picture contract, films to be made during the next 12 months.

Tracey is currently playing the lead in Col's "Night Mayor."

### BREAK FOR SLIM

Hollywood, July 25.

Slim Summerville, only character in the "All Quiet" cast not killed off in the story, headed Lew Ayres, spotted in the sequel to the Erich Remarque story, "The Road Back." Studio figured that it would be poor policy to cast "bumped-off" Summerville in the sequel of the new picture, as both stories are closely allied. Ayres' character was presumably killed off at the finish, but this was not definitely established enough to prevent his returning as in the book.



# CUTS TOTAL \$18,000,000

## JACKIE-MG 1ST ACADEMY CASE

Hollywood, July 25. First case for the Academy arbitration board under the new producers' agreement will be the difficulties between Mrs. Mabel Cooper, mother of Jackie Cooper and Metro. Mrs. Cooper kept her son away from his work in 'Father and Son' last Wednesday and Thursday claiming the studio refused to give her an accounting and settlement on the youngster's recent personal appearance tour.

## BANNISTER'S \$40,000 PATHE SETTLEMENT

Hollywood, July 25. Harry Bannister got \$40,000 from Radio in settlement of his Pathe contract, mutually terminated about the time he and Ann Harding announced intention to divorce. He is now in New York.

Bannister's agreement had two years to go in one-year periods. After asked for a full year's pay at the rate of \$1,500 a week, he then present pay check.

Radio countered with an arrangement of \$40,000, in three installments, which, due to the 40-week provision in the contract, is only \$10,000 less than Bannister's asking price.

## Jolson Adds 2 More Comics to List of 4

Hollywood, July 25. Comedians continue to get a break in the general trend of cuts in features. Al Jolson has the fever for his 'New Yorker'.

Victor Potel and Helene Conklin are in the picture to enhance the comedy supporting mob which already has Roland Young, Harry Langdon, Chester Conklin and Edgar Connor.

## Canine Twist

Hollywood, July 25. Kidnappers grabbed a dog belonging to Ann Stien and sent the German actress a ransom note demanding \$500 for its return.

Beverly Hills police are following up the note saying it wouldn't have happened if the studio had not given the dog wide publicity.

Nobody has asked any of the Goldwyn press agents if they wrote the letter.

## Stop Davies Film While Picking 1 of 5 Climaxes

Hollywood, July 25. Complete except for final scenes, Metro halted work on 'Blonde of the Follies,' starring Marion Davies last week. Picture is now being cut.

After cutting is completed studio will make up its mind which of five possible endings will be used.

## Wanted—Male Lead

Hollywood, July 25. Clara Bow and Sam Ruggie have their heads together on the selection of a male lead for her Fox picture, 'Call Her Savage.'

So far the studio has submitted a dozen bids for the part but none have suited Miss Bow. Picture is scheduled to go into production Aug. 10.

Agreement between Miss Bow and Fox stipulates that she will have the final say on her supporting cast.

## Servants' Delight

Hollywood, July 25. Freddie March's servants are all excited because a famous picture star has moved next door—Clark Gable.

## Lloyd Doesn't Want To Work for a Year, So Truex Will Do 'Dark'

Hollywood, July 25. Harold Lloyd, upon completion of 'Movie Crazy' for Paramount, doesn't want to make another picture for at least a year. That is the reason he has rejected Joseph M. Schenck's request to do 'Whistling in the Dark,' the Ernest Truex play.

Lloyd figures that under present conditions it would be futile for him to make a heavy investment in a picture.

Schenck, with \$50,000 involved in the story, has had numerous picture personalities, including Stuart Erwin and Charles Ruggles, read the script. It is likely, though, with Lloyd's refusal, that a deal may be made by Schenck for Truex, who is remaining here until the end of next month.

Lloyd goes east shortly and may take a six months' trip to Europe before returning here.

## HARRY JOLSON MAY YET DO HIS YARN AS FILM

Hollywood, July 25. Harry Jolson will make another try for the screen. Ralph Fargo, former Chicago showman, is negotiating with Joe Brandt, of World-Wide, to obtain a release for a picture starring Al's brother.

Story is the same that Harry wanted to make for Universal by whom he was signed three years ago. It is based on the life story which Harry had published in the 'Saturday Evening Post' at that time.

Fargo is willing to put up half the negative cost of the opus.

## Warners Add Two More To Paul Muni Contract

Hollywood, July 25. Warners has given Paul Muni a new contract, calling for three pictures. Actor came here on a one-picture deal to make 'I Am a Fugitive,' to start Aug. 1.

Production dates for the new two are not set, as Muni must return to New York by Sept. 1 to resume his 'Counselor at Law.' His second film will not be made until after the play closes its road run.

Glenda Farrell chosen to play opposite Paul Muni in 'I Am a Fugitive,' which starts July 28 at First National.

## Col. Takes Ruth Weston

Hollywood, July 25. Ruth Weston, legit actress and New York society girl, brought here by Radio and then let out, has been put under contract by Columbia.

First picture 'Tolo.'

## THOMPSON FLYING WEST

Harlan Thompson, in New York from the Coast for a few days, returns west this week probably by plane.

Thompson just recently completed the script on 'Phantom President,' the George Cohan-Paramount picture, and returns to the Par Coast lot for further assignment. He may possibly do a Broadway show this fall having finished his writing on this work.

## MEIGHAN IN 'GARDEN'

Tom Meighan left New York Friday (22) for Hollywood to play a part in 'Madison Square Garden.' Picture being directed by Charles R. Rogers for Par release.

## FOR FILM BIZ ON ANNUAL BASIS

Average Major Co. Feature Cost Only \$20,000 Under '31, But Less Waste Involved—Star Salary Reductions Minor Factor

### \$20,000,000 LIMIT

Economies effected within the picture business now total approximately \$18,000,000 yearly. Estimate embodies every department and office in the business here and abroad and includes all salary cuts as well.

Film leaders, who have just completed the tabulation, do not figure the industry can add much over another \$20,000,000.

Of this total the Hollywood studios are credited with an aggregate curtailment of around \$5,000,000. Since such a negative cost is here figured apart from home office and theatre savings this means, companies heads point out, that the average major feature budget for '32-'33 is only about \$20,000 under the previous year. Before this official report there were estimates that budgets at the end of this year would show an average reduction of around 25 to 35%.

The statisticians do not base their approximation of Hollywood savings to date on the announcements of companies. These would show a total schedule of 400 features. They calculate conservatively that the major companies altogether, will be doing well if they deliver 300 feature length films next season.

### Players' Reductions

Reductions in star salaries are said to constitute but a minor part in the Coast cut. As a matter of fact, executives state, much ado has been made over the slice accepted by a few stars, but actually the important contract players who have consented to a trimming comprise only a handful. In many instances where cuts have been accepted the players have been so disgruntled as to have caused such friction that their organization figured it more economical to restore full remuneration.

That industry cuts have been deceptive and exaggerated to date is clearly the savings of one major company. This organization put in three cuts in all its departments throughout the world and now reports that the total saving is only around \$1,000,000 yearly.

Following the producer-distributing meeting in New York last week, for which Will Hays made a special trip from the Coast, the feeling among eastern executives is that although the new product will be on virtually the same cost basis as formerly, next season's screen beauty tour will be a short-cut without the tremendous waste in surplus time and material previously consumed in turning out a film.

## Branch on Beauts

Hollywood, July 25. Huston Branch has been assigned by Warners to write an original around his experience as a press agent. Branch is credited with popularizing 'The Bathing Beauty' contests and originated the Galveston beauty tour.

Yarn carries the temporary title of 'The Low Down.'

## Cantor Rests Till Aug. 1

Hollywood, July 25. With Eddie Cantor vacationing at Arrowhead Springs for the next two weeks, Kid from Spain's Sam Goldwyn picture, will not get started until Aug. 1.

After a four months search Goldwyn has finally rejected his choice of 60 amateurs for this production.

## Those Weekends

Hollywood, July 25. They've made another discovery down at Malibu, that famed beach resort of the picture colony.

Residents thereof are now weekendening at Santa Barbara to dodge the usual influx of Friday to Monday guests.

## Flo Courtney Gets \$105,000 from Jessel For Visiting Reno

The George Jessel-Norma Talmadge figure nuptials look official. When both come in for \$11,000 jointly at the Paramount, New York, week of Aug. 12, the ballyhoo will probably dwell on the romance.

Jessel flew to the Coast last week, right after closing at the Oriental, Chicago. The previous week Miss Talmadge and Jessel made a personal ap in Chi.

Mrs. Jessel (Florence Courtney) is said to have agreed to a settlement and will seek a Reno divorce.

### Chicago, July 25.

George Jessel, winding up a three weeks' engagement at B&K's Oriental here confirms his forthcoming divorce from Flo Courtney. Mrs. Jessel will obtain the decree in Reno.

Jessel has agreed to pay his wife \$55,000 outright plus attorney fees and \$10,000 a year for five years.

### Hollywood, July 25.

George Jessel blew in town for a short stay Friday (22).

Jessel will rehearse his act with Norma Talmadge, in which they will open at the Paramount, New York, while here.

## JOLSON'S \$12,000 FOR N. Y. PAR, WHEN AND IF

Al Jolson has an indefinite booking of a week at the Paramount, New York, under a percentage deal that will guarantee him around \$12,000. William Morris office arranged it.

The date will be in late summer or early fall, depending on when Jolson completes his present picture work on the Coast.

Jolson's last Broadway appearance was in the legit, 'Wonder Bar.' He played a week at the Capitol two years ago at \$10,000 and percentage.

## Wheeler Cancels Dates To Make His Col. Picture

Bert Wheeler is in Hollywood for his first Columbia talker with Bob Woolsey immediately after his current jump-breaker at the Oriental, Chicago. He had to call off another Public picture house week, St. Louis, because of the picture call.

He'll be in the Chicago, let Wheeler off a day in advance last week to permit the Chicago jump. Pat Rooney stepped into the spot for the final four performances.

## Sculptress Goes Film

Pittsburgh, July 25. Pittsburgh's latest contribution to Hollywood is Dorothy Hale, once a Carnegie Tech drama student, accepted by Samuel Goldwyn to play opposite Ronald Colman in 'Cynara.' Test came about as a result of a chance meeting between Miss Hale and Goldwyn in Havana last winter.

Miss Hale is the daughter of J. P. Donovan, prominent real estate dealer locally. Her first husband was T. G. Thomas, 2d, millionaire clubman. She later divorced him and married Gardner Hale, artist. Herself a sculptress of late Mrs. Hale has been conducting an art gallery in New York.

Her only professional experience was in the chorus of 'Lady Be Good' with the Astaires.

## PLAN ACTORS' HOME NEAR L.A.

Los Angeles, July 25. Move is under way for an actors' home to be established on the Coast. Committees representing the Troupers, Masquers, and agents of the local branch of the Theatrical Press Representatives, will meet Thursday (28) to discuss the advisability of asking for part of the revolving fund which Dan Frohman built up for the Actors' Fund home on Staten Island.

The Troupers own a five acre tract outside of Riverside, Cal., which is to be purchased by that city for conservator purposes. Money from the sale will be used towards purchasing a site near Los Angeles on which the proposed home for the aged actors would be built.

## LOEW READY FOR WORLD TOUR IN OWN AIRSHIP

Arthur Loew has completed an itinerary for a world flight by air to be made by him starting Sept. 12. He's sailing for Europe on that date on the Ile de France and taking his plane with him. Return sailing on the same boat Nov. 30.

Loew's route will take him for a five day stay in Moscow, a visit in China, New Zealand, South Africa, Egypt and almost every important spot on the Eastern Hemisphere.

## Extras Hard Hit

Hollywood, July 25. Placements of extras last week fell 150 below the previous seven days, to a total of 2,726, according to Central Casting. Average for the month is considerably below the 600 a day level of June.

No big sets during the week with daily calls running between 50 and 100 sopes per production.

## Ann Dvorak Assumes WB Contract Sept. 1

Warners does not regard itself as directly concerned with Ann Dvorak's complaint against the contract she holds. Contract passes from Howard Hughes to Warners when WB Sept. 1. Meanwhile Miss Dvorak has been loaned to WB for a few pictures.

Miss Dvorak has complained of her salary, claiming that this is out of proportion to what Hughes is getting for her. Miss Dvorak is in New York.

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# Armistice Declared as Filmdom Ponders Zoning Results and New Move for Adoption of 5-5-5 Plan

Biggest push of the indie exhibitors, closely inter-related in scope although conducted on several tangents, starts this week with an all-round armistice.

Developments in various disputes between the indies and distributors reached the following stages yesterday (Monday):

(1) The terms in the Horwitz-Cleveland matter and the effect which they are expected to have upon the entire industry.

(2) Declaration by distributor spokesmen that within the next two weeks the 5-5-5 plan will be introduced but that the introduction will be made by one company at a time, the same manner in which the outlaid uniform formula was born in 1928.

(3) Set-back of uniform zoning for at least six months, or until the Youngsland decision is clearly decided, if not reversed, by the highest court.

The inter-relationship of these three factors is positive, according to exhibitors and executives as well as exhibitor leaders. They point out that the Horwitz method, based solely on exhibitors solving their own protection problems, has been adopted nationally and so eliminate the need for any set zoning machine which the Youngsland decision now prohibits.

**Horwitz-Hays Pact**  
Under the Horwitz-Hays pact, final details which were worked (Continued on page 13)

## WANT ALL AD MEN IN ON THEATRE CAMPAIGNS

For the purpose of harmonizing advertising ideas on outside company films, H. B. Franklin, KAO proxy, has suggested that all ad reps participate in the preparation of theatre publicity campaigns. Bob Seeger will be RKO's rep under the plan.

Proposal in addition to another wherein both Par and RKO will work together in the spreading of their individual Greater Show Sections. Understanding has been reached between the two firms that the drives be conducted co-operatively from an A. and P. standpoint. Campaigns will last a month starting in August.

## Pa. Halts Price

Pittsburgh, July 25. No telling what Pennsylvania censors are liable to do. Right after passing "Scarface," which nobody thought would have got by the board put, thumbs down on "Purchase Price" (WB).

Move forced the Stanley to make a last minute change to "Lady and Gent" (Fox) this week.

## Fleischer Hearings Due On Betty Boop Dolls

Hearing is scheduled for today (Tuesday) in U. S. District Court, New York, of two actions brought by Max Fleischer against manufacturers of "Betty Boop" dolls. Fleischer is the cartoonist who created the singing character for the "Betty Boop" cartoon series released by Paramount.

Both actions are for injunctions and damages under the copyright laws, which if granted would entitle Fleischer to a given amount on each such doll manufactured. Cartoon alleges the dolls were turned out without authority.

Actions are against Ralph A. Freundlich, Inc., and individuals of that company, and Prince Doll Co., others. Co. - plaintiff - with Fleischer is Joseph L. Kallus, heading Cameo Doll Co. allotted the exclusive license to make "Betty Boop" dolls. Suits are brought for Fleischer at N. Y. Louis N. Nier.

Another suit pending against Paramount, distributor of the cartoon series. It was brought by Helen Kane and asserts that the doll character "mode" of singing, etc., is a copy of a style she originated.

## Hangover

Hollywood, July 25. A local columnist was complaining that Winchell is still printing stuff that he took notes on here three months ago.

'Yes,' said another, 'and he's still scooping us with it.'

## PAR TO BLAST PRODUCT CAMPAIGN ON AUG. 14

Paramount-Public will officially commence carrying its "Paramount Year" to the public Aug. 14. On that date Public theatres will get special lobby displays and trailers advertising the new product.

The Paramount sales and theatre drive will extend to around Nov. 15, or over a 13 weeks' period.

Organization on film rental return is shooting for a quota on the new year of \$3,000,000 over the previous season.

Herman Webber, east to direct the campaign; George J. Schaefer, Par distrib boss; Jos Ungar, eastern sales manager; and Al Wilkie, on the sales house organ, left Friday (23) for the Ohio territory on the drive. They will also contact Pittsburgh.

Adolph Zukor, Sam Katz and others are said to have persuaded Webber, who dislikes the east, into coming on to marshal the forces behind the quota push. He did it once before in '23 at Zukor's request.

Among the moves in this campaign is the good will trip which Zukor is making to principal cities and launched in Boston.

## FOX NEWS MAPS HEAVY COVERAGE OF OLYMPICS

Los Angeles, July 25. Most ambitious plans for news reel coverage of the Olympics is credited to Fox Movietone, which opened headquarters here with a staff of 15. Will handle the events for Movietone, Hearst Metrotone and 27 allied foreign reels.

Offices, within a couple of blocks of the city hall, will have telephones to permit constant communication with the home office, Joe Hubbell in charge.

An extra staff is at the Fox Western avenue plant for cutting and editing.

## Bev. Hill Exchanges Organize Sales Force

Los Angeles, July 25. Stanley W. Hatch, former general sales manager for Educational, will handle eastern distribution for the recently organized Beverly Hills Exchanges. Headquarters will be in New York with exchanges in Boston, Philadelphia, Washington, Albany and New Orleans.

J. M. Jossey gets the Ohio territory and midwest distribution will be under J. Fred Baker; Sam Van Horn, Seattle, Portland and Eugene; Les Davis and Walter Wexling and the southwest to Texas; Film Co., through Joe Wolf.

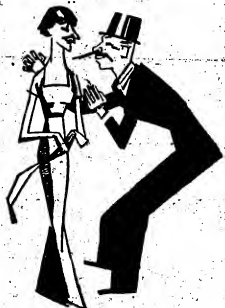
This production for Beverly, titled "The Man Eater," was completed July 16 with two others, "Terrors of the Amazon" and "The Phantom Sea," to be completed within 10 days.

## Buzzell's 'Virtue'

Hollywood, July 25. Next directorial assignment for Eddie Buzzell is "Virtue," an original by Robert Riskin for Columbia. Riskin and Buzzell are working on the dialog and adaptation.

Cunningham's 6 mons. Ticket

Universal has given Joe Cunningham six months writing permit. Cunningham had been working for the past three months on a week to week basis.



## YOU TOO CAN PLAY—

Victoria Palace, Trocadero and Chez Henri Cabarets same week, be selected for two important London theatre openings, broadcast successfully by IF Elmore Conrad writes your material, Henry Sherer arranges your bookings, Harry Ward advises, Louis Jacob negotiates, providing ELSA NEWELL is your chief comedienna.

## BILLY NEWELL

## NO VERDICT YET ON PAR-WB BOOKINGS

A tight situation between Warner Bros. and Paramount as the two companies prepare to start from scratch on film booking. Since the Public franchise on WB-FN product, covering the majority of that chain's situations, has been torn up neither side is obligated to the other.

Warners, from information, itself took the initiative in scrapping the franchise, notifying Public that a new deal would have to be written. Decision came at about the same time that Public had been priming itself for an argument with WB even under the old franchise, according to report. Public had made a complete analysis of all Public towns and what Warner pictures did last year in each case. Before Public had an opportunity to submit the survey the Warner notice on the franchise abrogation arrived.

## New Preliminary Steps

Whether or not Warner coverage in Public operations under any new deal will be as wide as under the franchise is not indicated as yet. That the two sides are going into a deal is inferred by preliminary work already started by both sides. But as yet there are no commitments.

Warners insists that its program, based on pictures delivered during the 1931-32 season coming to an end, place it in front as the industry's leader. Regardless of what the cancelled franchisees called for, the company believes it is entitled to better terms this year.

Should Public and WB reach an impasse on a new deal, Warners will probably immediately start selling away from the big circuit to independents in every town where possible.

No one comments on what Par's attitude will be when it comes to selling Warner theatres.

Both Par and WB sat down yesterday afternoon (Monday), by appointment to discuss the new deal. Within 10 days or so Public expects to be prepared to sit down to discuss product deals with all major distributors for the coming season.

## L. A. to N. Y.

Aber Twins.  
R. C. Sheriff  
Phil Goldstone  
Benny Rubin.  
Bert Green.

## N. Y. to L. A.

Max Terr.  
Dr. Sigmund Sidney.  
Bee Sidney.  
Sidney.  
Jack Connolly.  
Thomas McElhan.  
Harlan Thompson.  
Mildred Green.

# Rally in Stocks Goes Into 2d Week; Loew Crosses 20; Par Above 3; Theatre Bonds Advance Slowly

## Titles By Detour

Hollywood, July 25. Studio story departments have evinced a further psychology relating to permission for what may be adjudged riauque picture titles.

If the first name selected is turned down the story execs go into a deep conference from which they emerge with a worse, or more raw, designation. The finish is often a compromise permitting use of the first title.

## RKO WOULD ADJUST HIP, N. Y., RENT; 35c 2D RUNS

Negotiations now on by RKO, for readjustment of its Hippodrome lease in New York. Plan is to re-open the spot in the fall as a second run picture house at 35c. Rental basis being sought is on percentage against the gross, not exceeding \$100,000 annually, plus a percentage of profits up to \$55,000 on a 52-week basis.

Percentage, angle is due to the policy being applied to the house. Usual three-month cancellation clause now privileged, to RKO among the theatres that with the opening of Radio City the Hipp's second run policy will go into the RKO Mayfair, N. Y. As things emerge, when this happens the Hipp may be given up by RKO or go to a daily change.

## 'NAME' ILLUSTRATORS BEING SOUGHT BY RKO

Magazine cover and commercial display trends will be incorporated in the RKO picture and theatre ad copy. The circuit is offering from \$1,000 to \$2,500 for drawings by 'name' illustrators.

Tony Sarg, Russell Patterson and Nat Caron have been contacted so far for RKO art work. Overtures have been made to most of the high priced cover and commercial artists.

## Two Par Writers Out, Renew on Raphaelson

Hollywood, July 25. James Warner Bellah, after two weeks on the script of "Lustiana Secret" is out at Paramount. James B. Fagan, is now on the script. Raoul Whitfield, brought on from New York six months ago as a writer, is also out.

Samson Raphaelson, another Paramount writer, left for the Maine woods Saturday (23), upon completion of "Honest Fright," Lubitch script. He returns with a new contract in October for the next Lubitch film.

E. B. Leshin, for many years with Cecil DeMille, has been re-engaged by Par to work on "Sign of the Cross." Sidney Lazarus, formerly at First National also added to this writing staff.

## Soldier as Producer

Hollywood, July 25. William von Brinckin, former German army officer and spy, is organizing a company to produce feature films. First picture, entitled, will deal with his personal experiences as a secret operative.

Von Brinckin was an assistant to Von Papen, who headed the German espionage system in America during the war.

## BUY LAIT'S STORY

Jack Lait has sold an unpublished and unfinished manuscript to the Reliance Picture Co., of which H. M. Katz and Sadie Katz are executives. The work will eventually be a book.

Title to it is, "If Christ Came to Chicago." This caption appeared on an expose story by W. F. Shedd, the British reformer, in 1832. Lait is adapting the idea and modernizing the same background.

## By AL GREASON

The stock market yesterday (Mon) went into the second week of the advance with accelerated pace and increased volume, the amusements taking a modest part in the market demonstration. The advance was being managed conservatively, with intermediate setbacks as realizing came in, but resuming the slow climb with real determination.

Loew's crossed 20 during the afternoon, penetrating the 18 level which marked its best in the June uptick; Paramount got up to 3 late in the morning and held that level to the going. Volume was modest among the amusements although the session ran to a turnover around 1,500,000 for the whole list.

A few issues were exploited and had an artificial look, but generally the market showed a leadership in Steel which closed at its best for the day above 32; Telephone which held level close to 39 and the conspicuously good performance of Consolidated Gas which climbed to better than 41, best it has shown since February. American Can was lagged.

Bonds generally continued to make progress, the amusements doing well enough to be singled out for news tape comment. Preferred stocks were especially strong, with the Senior Steel soaring more than 4 points close to 67.

Bonds Furnish Lead  
It was the performance of the bond list last week that furnished the impetus for the best recovery in the industrial section that has taken place since February. The amusements for the first time displayed a disposition to keep pace with the averages on the upside.

## Yesterday's Prices

Sales	1000 Am.	Best	High	Low	Last	Chg.
1000 Gen. Tr.	18 1/2	18 1/2	18 1/2	18 1/2	18 1/2	1/2
1000 Keith	28 3/4	28 3/4	28 3/4	28 3/4	28 3/4	1/2
1000 East. K.	41 3/4	41 3/4	41 3/4	41 3/4	41 3/4	1/2
1000 Par-F.M.	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	1/2
1000 Keith	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	1/2
1000 M-G-M	14 1/4	14 1/4	14 1/4	14 1/4	14 1/4	1/2
1000 Orph.	28 3/4	28 3/4	28 3/4	28 3/4	28 3/4	1/2
1000 RCA	41 3/4	41 3/4	41 3/4	41 3/4	41 3/4	1/2
1000 W.B.	14 1/2	14 1/2	14 1/2	14 1/2	14 1/2	1/2
1000 Frankl.	18 1/2	18 1/2	18 1/2	18 1/2	18 1/2	1/2

In most cases the gains were of small proportions, fractions on the low priced issues, but Loew staged a fairly impressive gain from below 14 to better than 19 and held the ground gained to the end.

Leadership in Loew's, of course, is the most hopeful thing in the outlook. Whether the stock can be pushed further at this time remains to be seen. Creative forces are sought to help generally as demonstrating the idea that probably the worst of the theatre situation is over and that a way to be found promptly.

Certainly the movement of prices was a surprise. What took place from early last winter until the list hit bottom early in July. In those months the amusement group put on a poor performance. Now it is the situation elsewhere in the market. Even on minor bulges throughout the year, they have been able to hold a downward course. Now it has been proved definitely that they can be

(Continued on page 19)

## FRISCO ORPH REOPENING

San Francisco, July 25. Orpheum reopens Aug. 5 with "Bring 'Em Back Alive" for an indefinite run.

Picture plays the previous week at the Golden Gate.

## Reverts to Brill

Park Lane, New York, under lease to RKO, reverts to the Sol Brill estate around Aug. 1, with the house going into.

Change in operation is reported due to differences over rentals.

# SEEK TRUST LAW LENIENCY

## Coast Indies Accept Closed Shop: Expect Sound Craft Move on Majors

Hollywood, July 25. Willingness of independent producers to accept closed shop conditions in settlement of the sound technicians' threatened strike, sets a precedent for labor conditions in the studios.

Majors have always operated on an open shop basis, although virtually closed due to the preponderance of union men in the various crafts.

Independents have strongly opposed the union idea but with a virtual settlement reached, and with it an acceptance of full closed shop conditions, belief here is that a move will now come from the unions to obtain a similar declaration from the majors.

### Back at Work

Agreement was reached by a committee representing both sides after another committee failed to make progress. Men are back at work with the almost definite assurance that this committee's tentative settlement will be ratified by both unions and producers.

The concessions granted are that the union agree to three instead of four men on a sound crew and a salary raise to \$255 a week for the crew, for a seven-day week, with no extra charge for overtime. Division of this amount among the three men will be left up to the union.

While this falls short of the scale demanded by the union, it is higher than paid by some of the majors which are protected under the basic wage agreement still in operation with members of the Hay organization.

Radio's differences with the soundmen is also patched up. Union agreed to accept the salary cut as a whole, but has been given the privilege of scaling the wages among the various classes.

## Exhibits 'Buy Now' Campaign Will Use Trailers, Speakers

Atlantic City, July 25.

A campaign to loosen the purse of a hesitant citizenry has been accepted by the MPPA members of Eastern Pennsylvania, Southern New Jersey and Delaware. At the 18th annual convention held here, organization pledged itself to use the screen of every membership house through trailers and "four-minute men" talks to remind the public to "Buy Now and Secure the Future."

American Federation of Labor, it was announced, has already contributed \$5,000 toward the drive.

Philadelphia is to start the campaign, outlined by William Goldman, general manager of the Warner interests there. A committee is to be appointed to co-operate with one selected by Mayor Moore.

The "exclusive" sale policy was soundly condemned in a resolution adopted at the closing session.

## A. J. BALABAN SAILING WITH BROTHER'S WIDOW

Chicago, July 25.

A. J. Balaban, visiting in Chicago today, is expected to return to Switzerland within the next fortnight.

Upon his departure he will take the widow of the late Max Balaban, his brother, and her two children. They will reside with the A. J. Balabans abroad.

## Mackenzie's Appendicitis

Maurice Mackenzie, secretary of the Hays organization, went under the knife at the Roosevelt Hospital, N. Y., yesterday (Monday).

An operation for appendicitis.

### On the Short End

Hollywood, July 25. Operation of "Multicolor" by the employees, with Walter Durant, receiver, at the head, blew up when the men discovered that the color film they were turning out for 6 cents per foot was costing them 21 cents a foot to produce.

Plant is now off production of color, but will endeavor to line up some black and white business.

## RKO Figures Girl Ushers Will Save \$65,000 Annually

Cincinnati, July 25.

Local RKO theatre staff is reported about to experiment with girl ushers. If successful routine may be extended over the entire circuit.

Idea is that the girls can be employed at cheaper salaries. RKO usher salaries are supposed to run around \$65,000 annually. Statisticians have figured out that employment of girl ushers can save an estimated \$65,000 annually.

## PUBLIX-HARRY ARTHUR POOL SET; 23 IN N. E.

Partnership deal, such as made with numerous other operators during the past two years, is set between Publix and Harry Arthur on New England with signing of papers scheduled for yesterday afternoon (Monday) in Sam Dembow's office in New York put off until later this week.

It takes in 18 of the former Polk houses, now known as Harry Arthur Theatre, Inc., and five of Publix, all in Connecticut, and located in New Haven, Hartford, Norwalk, South Norwalk and New London. The Arthur group of 18 is located in New Haven, Hartford, Waterbury, Meriden, Bridgeport, Springfield and Worcester.

Publix is also in Stamford in Connecticut but that's not included. Under the partnership arrangement, Arthur has local operation of the string of 23 houses involved in the setup.

Arthur's franchise on Metro product in New Haven and other key New England towns is believed to have been an important factor in the arrangement with Publix, plus Arthur's dominance of Connecticut.

## Marcus Won't Go Indie

Lee Marcus states that he has his lesson in independent production from another RKO-Pathe alumnus.

When Marcus leaves RKO as eastern studio contact and story head, he will not engage in indie picture making. What he will do is indeterminate.

## BUCKLEY RETURNS WEST

Los Angeles, July 25.

C. A. Buckley, treasurer of Fox West Coast, returned after a seven weeks' stay in New York.

John B. Bertero, one of the circuit's Coast attorneys, who accompanied, preceded Buckley here by several days.

## CANAVAN TO ST. LOUIS

William F. Canavan, last with Publix in a labor executive capacity, leaves today (Tuesday) for St. Louis accompanied by his family. The Canavans are going there to live and make the trip by automobile.

Canavan was originally a booth operator in St. Louis.

## BANKERS' PLAN COMPETITIVE

Want to Place Industry on More Co-operative Basis—Feel Sales and Salaries Must Be Controlled—Move Could Recoil Into Gov't Regulation of Business

### DICTATORSHIP?

Enactment of Congressional legislation to make the film industry exempt from certain provisions of the anti-trust laws may be sought by the bankers. A definite plan along this line is now before New York financial men interested in pictures who have been sounding out film heads for their reaction.

Move is detailed to include the big electric companies, the prime purpose being to knit the industry into a more compact and cooperative business rather than competitive. It may amount to a dictatorship, but as the plan is projected it is defined that it is the companies' eventual out from an excessive overhead besides promising various and large savings in operation.

The foundation on which the idea rests is that films and theatres have become such an agency of popular influence and public communication that some liberality in the anti-trust laws is necessary if the business is to survive.

There is also the angle that such move may get sidetracked and develop into Government regulation for the film business. If so, however, it is figured that any resultant edicts would bear only on competition in sales and players' salaries.

Plan calls for both of these angles to be controlled, and the idea is regulated competition.

One move called for in the plan is for the creation of a centralized distribution source for all films. (Continued on page 13)

## BROWN-ZOHBEL RETURNING TO LEATHER BIZ

Hiram S. Brown and Herman Zohbel are both returning to their former occupation as president and auditor, respectively, of the United States Leathe Co. Brown officially leaves RKO today (Tuesday) and returns to the leather business immediately. Zohbel's departure date is Aug. 1.

Brown tendered his resignation shortly after the recent RKO board meeting.

Brown and Zohbel entered show business together three years ago. Brown bringing Zohbel with him when assuming the presidency of RKO. Zohbel eventually became treasurer of the circuit in addition to holding a vice-presidency for a time.

Zohbel's successor has not yet been appointed. Nobody will take Brown's place, since the RKO presidency is already occupied by M. H. Aylesworth, and Brown's recent position had been that of advisor to the president. He accepted the advisory post at RKO's request. It was specified that he could continue or withdraw as he desired.

Brown was the first man outside of show business to ever command a major theatre and picture company. Between the time that the late E. F. Albee accepted the Keith circuit and until RKO took it over, Brown was in charge of the Keith organization, were supervised and operated by J. J. Murdock.

## Fox-Skouras Now Up as Roxy Operators, with Skouras Also Apt to Assume Fox-Detroit

### A Definition

The WB staff styles the one week's salary moratorium throughout the organization (week of Aug. 2) as "One on the house."

### WB After Exhib

### Support for Its Dispute with W. E.

Warner Brothers is enlisting the backing of exhibitor organizations in its patent scrap with Western Electric. Following an address to their executive committee by George Quigley, patent specialist for WB, the Motion Picture Theatre Owners of America was reported favorably inclined toward the Warner side.

When the Stanley Theatre Co. action against W. E. gets underway in Wilmington, Del., in September there is now indication that Warner will be able to read in the court record exhibitor rescussions substantiating its allegation that Western's reproduction license is illegal.

MPTOA executive group devoted several hours to considering the outcome of the litigation should Warners win. They were given to understand, it was stated, that if the verdict favors WB the Western Electric license will be abrogated and that compulsory service charges, a bone of contention since entrance of sound, will be no more.

## KATZ EXPECTED IN N. Y. ON SHORT VISIT

Sam Katz, on the Coast since spring, is expected in New York within two weeks. While nothing official has been stated, local anticipation is that he will make it a brief visit, and then return to Hollywood.

Since Katz's indeterminate stay in the west, Leo Spitz has become an important factor in Public administration matters in New York. Spitz has been occupying Katz's private office in the Paramount building. He came on from Chicago when Katz was ready to devote into the production phase.

In Chicago Spitz was head of the B. & K. legal forces. He also is importantly concerned with the legal end at the h. o.

One report is that Katz will bring some newly completed Par. pictures with him for eastern heads to look over.

### WB-RKO Product Deal

Warners is in negotiation with RKO for its product in the latter circuit's houses in spots outside of Greater New York. Deal will probably be closed before the end of the current week. Among situations involved are Cincinnati, Columbus, Dayton, Grand Rapids, Schenectady, Trenton, New Brunswick and others.

### Harry Cohn East

Hollywood, July 25. Harry Cohn is reading another New York trip for about Aug. 12. He is August meeting of Columbia board of directors to declare a dividend.

Cohn will fly again by rail.

### MAJOR WARNER RESUMES

Major Albert Warner returned to his desk in New York Friday (22) after a week's illness.

He was confined to his Rye, N. Y., home.

Fox Film and Spyros Skouras are candidates to assume operation of the Roxy theatre, New York. If so doing Fox will have to assume the operational risk of financing the operation of the house with the bondholders. That means around \$150,000 or an equal amount as covered by receiver's certificates allowed by the Federal Court and controlled by the bondholders.

Details have not been completed and anything to be done will have to be sanctioned by S. B. Knoch, so far as Fox is concerned. Negotiations for Fox are being conducted by W. C. Michel and Spyros Skouras. Fox part of the financial arrangement, however, may not be in cash. It could be done by the company subordinating its film rentals. Talk for the present has the Fox company assuming a minimum of 30 films to the Roxy.

### Grauman Again

Possibility of Skouras asking Sid Grauman to come on from the coast to handle the spot for Fox. This would be in line with the original intention, Grauman having come east recently to look over the house.

So far none of the \$150,000 receivers' certificates have been issued. Insurance is up to the bondholders' committee. Harry Knoch remains as receiver but it has been indicated that Herbert Lubin, formerly associated with Knoch, may not be with the house when it reopens. Reopening date isn't yet set, indications pointing to Aug. 5, though announced for July 28.

Any agreement reached between Fox and the bondholders is up to the Federal Court, before whom the receiver must make application to complete any deal.

Arrangements are also under way for Skouras to assume operation of the Fox Detroit. Skouras is receiving this assignment from Halset Stuart, bankers representing the bondholders of the house. No date for the takeover is mentioned.

Bill Raynor, who has been managing the Deluxer, goes over to RKO as divisional director for the New England territory.

The proposed pooling deal between the Fox houses and RKO's Downtown in Detroit has been called off.

## TRY TO INDUCE JOY TO STICK WITH HAYS

Hollywood, July 25.

Hays Organization is making an effort to induce Col. Jason Joy to stay on as production code overseer. There is no successor in mind.

On opposite side of the fence are Louis B. Mayer (Metro) and W. R. Sheehan (Fox) over the Joy matter. Sheehan is said to be turning a deaf ear to all requests to have Joy re-elected with Hays. The Colonel, it is understood, is making the change to Fox because of the money angle.

## Kent Back Aug. 4

S. R. Kent arrives back from his European trip Aug. 4.

The Fox president will stay in New York a week and then go to the Coast again to continue his direct executive supervisory contacts on production.

### Brush to Frisco

Hollywood, July 25.

Following a four-day visit here to friends and a trip around the Fox lot, Matthew Brush, member of the Chase National and Fox boards, left here Friday (22) for San Francisco.

He was the Bohemian club trolle at Bohemian Grove in Feather River canyon, near Frisco.



# Olympic Fans Buy Olympics

## Mostly, Pass Up Shows; L. A. State \$19,000 with Dempsey

Los Angeles, July 25.

Those Olympic visitors are here. In droves, too. But they evidently didn't come to see pictures. Only one to get any attention from them is Grauman's Chinese. "Strange In Terlands" in its second week there now, and panned all around, is drawing at matinee. First week went to a good \$25,000.

State, with Jack Dempsey added to the F&M unit, and "For Glory" and "A Girl" (M-G), are doing well. "A Girl" is running close to \$13,000 this week. F&M's possibly will hit \$3,500 or better with "Red Headed Woman," good his for last week.

Estimates for This Week

Chinese (Fox) (2,028; 55-145)—"Strange Interlude" (M-G) and stage show (2nd week). Heavy pressure exploitation, fruitful in getting. Xmas trade on mats, though film panned by press. Last week, with \$5,500 top opening, \$24,000.

Downtown (Lewy-Fox) (2,700; 35-70)—"Winner Take All" (WB) and vaude. Cagney always helps at gate here. An even \$10,000 will be good. "Miss Pinkerton" (FN) went along at rather slow \$7,500 last week.

Hollywood (WB) (2,755; 35-75)—"Stranger in Town" (WB). Though fairly noticed, the picture is getting power rather impotent, so \$7,000 looks big. "Purchase Price" (WB) \$6,000 last week.

Orpheum (2,700; 35-90)—"Roar of Dragon" (Radio) and vaude. Fair enough at \$7,500. "New Moral" (M-G) around \$6,500 last week.

Paramount (Publix) (3,525; 35-110)—"Lady and Gent" (Par) and stage show. Poor start, but with all of press through the picture this week may hit \$13,000, but will need strong pull up to make it. "Million Dollar Legs" (Par) opening last week, \$7,500 to \$13,000.

State (Loew-Fox) (2,024; 75)—"For Glory" and a Girl" (M-G) ("Budded" originally) and stage show. Jack Dempsey added to the unit for \$19,000. "The Wet Parade" (M-G) little over \$16,000 last week with Will Mahoney credited for slice of draw after recently being at Chinese.

## Plenty Cincy Bally

### For Red, \$13,500; Bring 'Em, \$17,000

Cincinnati, July 25.

A woe week for at least three downtown houses although the Opportunity Revue draw is disappointing at the Albee. Draw at the Opportunity Revue for the week helped all the theatres generally.

Estimates for This Week

Albee (RKO) (3,300; 35-90)—"Forbidden Company" (Chester) and home talent "Opportunity Revue" on stage. Weak film farce, native amateurs being coupon upon for draw, but didn't; \$15,500 not so good. George Beatty tossed in to go for the gang for spotlight aspirants. Last week "Opportunity Revue" (FN), and F&M "On the Riviera" unit, got \$16,500.

Palace (RKO) (2,500; 35-55)—"Bring 'Em Back Alive" (RKO) with Frank Buck personating for first half. House, for a flash, as never before. Strong tie for four days with "Enquirer." Live exploitation includes arrival greeting of Buck by 300 St. Louis fans, and visit to Zoo by Buck for bring 'em back order for two black leopards. En route to raising \$17,000. Last week "Lady and Gent" (Par) attracted \$12,000, blah.

Lyric (RKO) (2,255; 35-55)—"Red Headed Woman" (M-G). Probably the hottest release to get out of Ohio censors. That, plus heat spell and closed house, may bring in \$13,500; tremendous. Will likely hit over for second week. Last week "Miss Pinkerton" (WB) pulled \$7,700, average.

Capitol (RKO) (2,200; 35-55)—"Purchase Price" (WB). Barbara Stanwyck heavy lettered and magnet for \$12,000, very good. Last week "Bachelor's Affairs" (Fox) \$7,000, bad.

Family (RKO) (1,000; 15-25)—"Man from New Mexico" (Monogram), and "Woman in Green" (Fox). Split weak. Should hit \$8,000, ok. Last week "Scarface" (A) a repeat and "Arm of the Law," \$3,100.

## Too Much Heat in B'klyn; All Downtown Way Down

Brooklyn, July 25.

Old Man Heat still the big opposition to the downtown deluxers. All very quiet.

Estimates for This Week

Paramount (4,200; 25-35-50-75-85)—"Madame Racketeer" (Par) and stage show. Lacking at b. o. and nothing to support Eddie Lowry in stage show. Lowry finishes here next week, theatre ballyhooing his farewell week, ending an eight-week stay. Audiences liked Lowry, but draw was doubtful. This week he should only \$15,000, last week "Lady and Gent" (Par), \$28,500.

Albee (3,500; 25-35-50-75)—"Roar of Dragon" (RKO) and vaude. Mild \$17,000. Last week "What Price Hollywood" (RKO) and "Buddy Roger," hand heading vaude, \$22,500.

Loew (4,000; 25-35-50)—"Almost Married" (Fox) and Betty Compton headlining F&M unit show. A little better, may hit \$11,000, which is about only \$15,000, last week "What Price Hollywood" (RKO) and "Buddy Roger," hand heading vaude, \$22,500.

Metropolitan (3,000; 25-35-50-55-65)—"Almost Married" (Fox) and Betty Compton headlining F&M unit show. A little better, may hit \$11,000, which is about only \$15,000, last week "What Price Hollywood" (RKO) and "Buddy Roger," hand heading vaude, \$22,500.

Strand (2,000; 25-35-50)—"Miss Pinkerton" (FN) and stage show. Last week "Dark Horse" (WB), \$9,900.

## Minn. Holding Up; Culver, \$10,500 and Masquerade, \$12,000

Minneapolis, July 25.

Business continues to hold up surprisingly well. Another week of profitable grosses seems in prospect for the city. There is a stretch of sustained improvement. Upward trend has developed despite a record-breaking hot spell.

Circuit officials feel exultant because outstanding attractions are able to pull paying patronage again after the early summer slump which dragged trade down to the lowest level here all time.

Darkening of three loop deluxe houses, eliminating over 7,500 loop seats, doubtlessly a considerable factor in the change for the better. Last week the Lyric gave a mid-night preview of "Million Dollar Legs," and advertised the affair like a circus on the screens of all public houses. Performance drew some real kate and will help to swell the figures on "Man from Yesterday," the current offering.

A surprise is the Orpheum, where Grant Withers, appearing in person, drew "Brown of Culver" are showing business. "Duke" is a sport in business, the Aster (Publix) is staying open on a week-to-week basis. It was to have closed last Friday. The Grand shifts from second to first run policy this week.

Estimates for This Week

State (Publix) (2,200; 55-75)—"The Sign" (Masquerade) and "Wild Women of Borneo." Heat fest momentum of past few weeks helping to carry house along curiously. "Lionel Barrymore" showing some picture like "Red Headed Woman" (M-G) \$14,100, last week "Culver" (U) and vaude. Picture without cast names at unexpectedly high price. Grant Withers, leading vaudeville, apparently drawing some, too. Should hit \$10,500, good. It was to have closed last Friday. The Grand shifts from second to first run policy this week.

Lyric (Publix) (1,900; 35)—"Man from New Mexico" (Monogram). Picture seems to have femme appeal. Mid-night preview of "Million Dollar Legs" brought in \$11,000. \$4,500 indicated, good. Last week "Society Girl" (Fox), \$4,400.

Grand Marriage (FN) and New Moral for Old (M-G), split. Looks fair \$800. Despite heat and absence of retrospective, the picture is on good handling. Last week "Reserved for Ladies" (Par) over so big that same seven days instead of three, \$1,600.

Grand Publix (1,100)—"Attorney for Defense" (M-G) and "Strangers in Evenings" (Thr). New first run picture. Maybe \$1,200, fair. Last week "Desire Me" (M-G), seven days, second loop run, \$1,500, good.

## L'VILLE LULLS

No Letup to Summer Dog-Day Inertia—Alice Joy Some Help

Louisville, July 25.

No letup in the Louisville lull as a result of the heat, and not helped any by the terrific panning every attraction received.

Managers striving hard to keep Old Man Sol from crumbling up the works but succeeding poorly. Public somehow doesn't react to cash prizes and automobile drawings when the temperature is up. Even the radios are turned off as public seeks river boat and private swimming pools, and necking has fallen off 50% during the hot spell—so what can a showman expect.

Estimates for This Week

Loew's (3,352; 15-25-35-40)—"Unashamed" (M-G). Way down, \$6,200. Last week "Washington Masquerade" (M-G), weak, \$7,100.

Strand (Fourth Ave.) (1,765; 15-25-35-40)—"The Sign" (Masquerade) (U). Weak, \$3,900. Last week "Winner Take All" (WB), fair, \$5,700. Rialto (Fourth Ave.) (2,710; 35-55)—"Man Called Back" (Par) and Alice Joy. Radio songstress upped to \$5,100 for four days. Last week "Racketeer" (WB), three days, \$2,100, poor.

Brown (2,000; 15-25-40)—"West-End" (WB) and stage show. Last week "Dark Horse" (FN), \$2,100.

Loew's (Fourth Ave.) (1,000; 15-25)—"Purchase Price" (M-G). Weak, \$1,400. Last week "Almost Married" (Fox), \$1,700.

## ALL 4 PITT ACES UNDER \$30,000

Pittsburgh, July 25.

Looks like another week of the doldrums locally, which isn't news any more. A bit of excess trade, looked for downtown with the closing for the summer of the Davis has failed to materialize, with most of it probably going to the swimming pools.

Only first-run houses on tap around here at the moment, the lowest number within recent memory, and when this burg can't give a quartet of films more than \$30,000 in a week, then there's no doubt something's seriously wrong. Absence of stage shows, doubtless a factor in holding down grosses, but then it's unusual for it to make such a noticeable difference.

Warner has "Roar of the Dragon," but playing it down for smacking campaign for "Bring 'Em Back Alive," which is playing for two, not two, but three picture stars," meaning George Sidney, Una Merkel and Anna May Wong. "The Sign" (Masquerade) (U) as a house announcing Betty Davis and Warren William. However, Earle still has the edge as they had two last week in Loretta Young and George Brent, bringing total up to four.

Of course, the meaning business—but the pictures in the straight film houses are getting their share.

Estimates for This Week

Columbia (Loew) (1,232; 15-25-40)—"Monte Carlo Madness" (UA). Not over \$10,000, but "Hot Fire Austin" and at \$15,000.

Earle (Warner) (2,424; 25-35-50-70)—"Miss Pinkerton" (FN) and Betty Davis and Warren William heading vaude bill. About \$20,000, week with "Man from Yesterday" and Brent and Young on the stage; okay.

Fox (Loew) (3,434; 15-25-35-40)—"Madame Racketeer" (Par) and three stars, Sidney, Merkel and Wong. In take about on a par with last week's "Scarface" (A) when the picture was the sole attraction, meaning \$23,500.

Palace (Loew) (1,730; 25-35-50-70)—"Misleading Lady" (Par). Another good week for the house at about \$7,500, but "Missing Rembrandt" \$5,000, odd.

Warner (Warner) (2,000; 25-30-40)—"Roar of the Dragon" (RKO). Fair week entry that doesn't stand much chance of getting the house good, terrible \$4,500. Last week "The Doomed Battalion" (U) a bit of a surprise at \$5,500.

## Philly's Anti-Depress Bally

## Civic Leaders' Addresses Slated for Theatres Young and Brent's Personals Help Earle

## Orpheum's Closing May Help Tacoma Generally

Tacoma, July 25.

Orpheum folds end of this week for the summer, maybe to open in September, but nothing definite. House dropped vaude a couple of weeks ago and grosses looked fair with such piz as "Bring 'Em Back Alive" and "What Price Hollywood." Doug Kimberly and Ron Gamble, mgr. and assistant of Orpheum, will vacation till fall. House is now under L. division since elimination of Northwest division over which Homer Giff presided.

Warm weather draws to the beaches so much that it is hard for the shows to get by, but reduced in number by one, it will help the others.

Estimates for This Week

Orpheum (RKO) (1,500; 25-35)—"Roar of Dragon" (RKO). Richard Dix ballyhooed, closed till fall for entire week; \$3,500, fair. Last week "Bring 'Em Back Alive" (RKO) went big for first three days, packing 'em then leveled, winding up around \$5,000.

Blue Mouse (Hamrick) (650; 25)—"Street of Women" (WB). Might have been worse, \$1,700.

Rialto (F-W) (1,200; 25-35)—"Reserved for Ladies" (Par). "Two days" and "Sky Scaper" (Sou). Average \$2,500. This house now on rag policy of two and five days. All the other managers think this is clicking, with big showing some improvement. Last week "Washington Masquerade" (M-G) and "Ben Hur" (M-G), synced, good at \$2,800. "Ben Hur" in for but two days did excellently.

## Wash. Deep in Pict. Stars; Earle, \$20,000; Fox, Strong at \$23,500

Washington, July 25.

Picture stars all seem to be headed for this Capital. Somebody said the charge was suggestive of the influx of the Bonus Army, at least as to numbers.

The opposition houses are attempting to outdo each other in the advertising. For instance, Fox this week is advertising "Scarface" (A) for two, but three picture stars," meaning George Sidney, Una Merkel and Anna May Wong. "The Sign" (Masquerade) (U) as a house announcing Betty Davis and Warren William. However, Earle still has the edge as they had two last week in Loretta Young and George Brent, bringing total up to four.

Of course, the meaning business—but the pictures in the straight film houses are getting their share.

Estimates for This Week

Columbia (Loew) (1,232; 15-25-40)—"Monte Carlo Madness" (UA). Not over \$10,000, but "Hot Fire Austin" and at \$15,000.

Earle (Warner) (2,424; 25-35-50-70)—"Miss Pinkerton" (FN) and Betty Davis and Warren William heading vaude bill. About \$20,000, week with "Man from Yesterday" and Brent and Young on the stage; okay.

Fox (Loew) (3,434; 15-25-35-40)—"Madame Racketeer" (Par) and three stars, Sidney, Merkel and Wong. In take about on a par with last week's "Scarface" (A) when the picture was the sole attraction, meaning \$23,500.

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Philadelphia, July 25.

Personal appearances of Loretta Young and George Brent and a good Earle tie picture in "By Whose Hand?" instead of a good \$15,000 on week for this house. Last week house took \$13,000 for five days—the abbreviated showing being due to the change in opening day from Saturday to Friday with this week's program.

The reason for the change is prompted by the desire to give the Earle the same rating as the now closed Macabre, which was a Friday change house, and also to take advantage of the routings of the several Warner-First National stars who are now touring in personals.

Discussion among managers in town at the present time—both independent and chain houses—is for the forthcoming "prosperity drive" soon to be launched, an effort to bring back some business. Plans are not altogether formulated, but among the ideas is minute talks by various Philadelphia leaders (both general and neighborhood) in the theatres to spread an anti-depression doctrine.

The Boyd goes on Wednesday night (27) with a Hollywood premiere of "The Sign" (Masquerade) "What Price Hollywood." Goes on Friday Thursday. Not having read much of the Macabre's business in the past, it is hard to say if the Warner group is figuring on this deluxe house to drag some of the cash back into town.

The Fox this week has on the screen "Monte Carlo Madness," foreign import, stars, sync, sync, sync, sync with Vaughn De Leath and Zaida Stanley as headliners. Ought to be a good one, but it is hard to say. The little Arcadia has far less cashing in on the critic raves with "This Is the Night," which had its first run only casually exploited, run at the Earle.

Arcadia, with a certain restricted clientele, is one house which gets a break from notices and generally tries to book the pictures which get some attention. It has been found particularly successful with "The Guardsman" only just fair in its original run and with "The Man Who Killed" a top when first played.

Estimates for This Week

Stanley (2,700; 35-55-75)—"Man from New Mexico" (Monogram). Last week in prospect. Last week same figure was hit by "Merrily We Go to London" (WB), \$13,000.

Fox (3,000; 35-40-75)—"Monte Carlo Madness" (FD). Not a strong draw, but with Zaida Stanley and Vaughn De Leath on the stage, week may get \$20,000 or better. Last week "Almost Married" (Fox) fair \$18,500. Earle (2,000; 40-45-55)—"This Is the Night" (Par). Stage show headed by Loretta Young and George Brent. Last week for strong draws; \$12,000 in view.

Miss Pinkerton (FN) took \$18,000 on five days, fair.

Patrol (U) (1,700; 35-55-75)—"Raid Patrol" (U). Fair \$5,500. "Roar of the Dragon" (RKO) took \$9,000 last week.

Kariton (1,000; 30-40-55)—"Merrily We Go to Hell" (Par). House generally does better with second than with first runs. Expect close to \$4,000. Last week "No Greater Love" (Col) took fair \$3,500.

Arcadia (2,000; 35-55-75)—"This Is the Night" (Par). Class trade for small house ought to give this an extra \$2,000 or so. Last week \$2,200 for "Sinners in the Sun" (Par), weak.

## 'Lady and Gent,' \$16,000; Buffalo Resigns to Heat

Buffalo, July 25.

Takings down to summer low and slightly under, but always one or two high spots to punctuate the summer lull.

Estimates for This Week

Buffalo (Publix) (3,600; 30-40-72)—"Lady and Gent" (Par). Average \$16,000. Last week "Make Me a Star" (Par) and Rudy Vallee for only six days, good \$19,500.

Milliondrome (Publix) (2,400; 25-35)—"Hippodrome Lady" (Par), good \$8,500. "Hippodrome Lady" (Par), good \$8,500. "Hippodrome Lady" (Par), good \$8,500. "Hippodrome Lady" (Par), good \$8,500.



# Hollywood

week. May be \$2,500. Last week 'Texas Bad Man' (U) and 'Flames' (Monogram) was fair at \$2,100.



# FILM CRITIC OF NEW YORK DAILY NEWS . . LARGEST CIRCULATING PAPER IN AMERICA..CANVASSES BROADWAY CROWDS!

*Irene Thirer*

BECOMES INQUIRING REPORTER  
FOR PARAMOUNT

Personally asks a hundred representa-  
tives of a million passers-by how anx-  
ious they are to see "Movie Crazy,"  
"Blonde Venus," "Night After Night,"  
"A Farewell to Arms," "Horse Feathers,"  
"Big Broadcast," and "Love Me Tonight."



*-and here are typical replies →*

# "WHEN WILL WE SEE QUERY OF ALL AGES, VALUE OF THE NEW

## THE QUESTION ASKED BY MISS THIRER:

"Here's a list of the new group of Paramount Pictures. Look at the casts, titles and stories... what do you think of them?"



**PEGGY KELLY**

315 West 113th Street,  
New York

### MODELING

● "They all look good, but some more than others. I always see Marx Brothers, Harold Lloyd, and Chevalier because I like comedy most. Harold in Hollywood should be very funny. I read 'Farewell to Arms' and think Helen Hayes, Gary Cooper, and Adolphe Menjou should be great. To see Clark Gable and Miriam Hopkins together in 'No Bed of Her Own,' which I read in the Daily News, is a real thrill. Herbert Marshall was very fine in a play I saw, and I expect he will be a star after being with Dietrich in 'Blonde Venus.' I will see all of these pictures."



**EDWARD  
PALIDINO**

433 Van Dwyer St.,  
Stapleton, S. I.

### PATROLMAN

● "I don't get a chance to see many pictures, but I listen to the radio a lot and want to see Bing Crosby, Boswell Sisters, Cab Calloway, Burns and Allen, Kate Smith and all the stars in 'Big Broadcast.' This interests me most, and next, 'Farewell to Arms' which I have heard is a very good book. I always try to see Harold Lloyd and the Marx Brothers. Yes, if I have an opportunity I want to see these pictures; they look very attractive. I'd like to say that there hasn't been a good police picture yet."



**MRS. CAROLINE  
NEUMAN**

2362 Seventh Ave.,  
Astoria, L. I.

### HOUSEWIFE

● "Chevalier easily heads the list for me, but I will say that I will not allow my husband to let me miss many of these pictures. After Chevalier I like Dietrich, and 'No Bed of Her Own' and 'Night After Night' look like the type of heavy dramas we both like. I do not care so much for comedy, but my husband does, and so I see them anyway. I imagine he will be tickled with 'Movie Crazy,' and 'Horse Feathers.' Incidentally, isn't Fredric March a Paramount star? Why isn't he cast in these pictures?"



**MISS JULIE VOLPE**  
1809 Longfellow Av.,  
Bronx, N. Y.

### HAIRDRESSER

● "There are certainly a lot of big stars in those pictures—most of my favorites, in fact. When I go to the movies, I don't pay much attention to the title but if it's got a star I like, then I don't want to miss it. Chevalier's my weakness, and after him Clark Gable. I think Marlene Dietrich is the best looking girl on the screen and the best actress. 'Blonde Venus' sounds good but why don't they put her in a picture with Clark Gable some time? I sure want to see Mae West in 'Night After Night.' I like Nancy Carroll, too. 'No Bed of Her Own' ought to make a swell picture. I read it when it ran in the tabs."

# THEM?".. IS HUNGRY

## PROVING BOX OFFICE

### *Paramount* GROUP!

#### THE PLACE:

At the busiest street in the world, in front of the Criterion Theatre, at 44th Street and Broadway, at 2:00 P. M.



**PEGGY MESSENGER**

Claridge Hotel  
New York

#### SECRETARY

● "Gang pictures kept me away from the movies for some time and I am glad to see that Paramount is putting real casts into love stories and comedy. My first choice is 'Blonde Venus,' because I think Dietrich is fine in any story and this sounds exceptionally good. I read 'Single Night' by Bromfield and suppose that is 'Night After Night.' Why do they change the titles in the movies? I haven't read 'Farewell to Arms' but always wanted to and will be satisfied to see the picture, especially with Gary Cooper, Helen Hayes, and Adolphe Menjou in the cast. I do want to see all of them, though."



**AL ABRAMS**

2136 61st Street,  
Brooklyn, N. Y.

#### SALESMAN

● "I think they are fine merchandise which the public will want to buy. I guess most salesmen are good movie fans, and I feel confident that I will certainly not miss Harold Lloyd, the Marx Brothers, and Chevalier, because we all need laughs nowadays. 'No Bed of Her Own' sounds like a woman's picture, but 'Farewell to Arms' should appeal to everybody. I wasn't a Dietrich fan until I saw 'Shanghai Express' which changed my opinion, and I certainly want to see 'Blonde Venus.' They look good to me."



**JAMES HEALY**

539 West 144th St.,  
New York

#### PROPERTIES

● "The thing that attracts me most is Harold Lloyd. Why doesn't he make more pictures, and also the Marx Brothers? They seem so few and far between. I suppose that 'The Big Broadcast' will be shown at advanced prices, but I think this is a mistake because it doesn't matter how big the casts are, the public cannot afford to pay more these days. All of these pictures attract me and I have a feeling that they are going to be good shows by looking at the casts and titles."



**MISS ETHEL KENT**

164 West 44th St.,  
New York

#### ARTIST

● "They all look mighty entertaining. I've been wondering when some movie producer would be smart enough to make 'Farewell to Arms.' Helen Hayes is perfect for the part of the nurse. There's my old friend, Harold Lloyd. Where's he been lately? I'll certainly want to see him in 'Movie Crazy.' My whole family are Marx Brothers fans but personally I like Lloyd's type of comedy better. Maybe you can tell me why a star as popular as Dietrich makes only a few pictures a year. 'Blonde Venus' is the first one I've seen advertised since 'Shanghai Express.' Guess I'll make a note of 'The Big Broadcast'—it's about time a radio picture was made on a big scale."



# IRENE THIRER FOUND THE BUYING PUBLIC—YOUR PATRONS WANT THESE PARAMOUNT PICTURES!

**HAROLD LLOYD**  
In "Movie Crazy"

**MARLENE DIETRICH**  
In "Blonde Venus"  
with Herbert Marshall,  
Cary Grant, Directed by  
Joseph Von Sternberg

**"NIGHT AFTER NIGHT"**  
with George Raft, Nancy  
Carroll, Mae West, Wynne  
Gibson, Alison Skipworth

**A FAREWELL TO ARMS"**  
with Helen Hayes, Gary  
Cooper and Adolphe Menjou



**FOUR MARX BROTHERS**  
In "Horsefeathers"

**"THE BIG BROADCAST"**  
with Stuart Erwin, Lilla  
Hymans, Bing Crosby,  
Burns and Allen,  
Boswell Sisters, Kate  
Smith, Cab Calloway,  
Millie Brothers,  
Arthur Tracy

**MIRIAM HOPKINS AND  
CLARK GABLE**  
In "No Bed of Her Own"

**MAURICE CHEVALIER**  
In "Love Me Tonight"  
with Jeanette MacDonald,  
a Rouben Mamoulian  
Production

## Irene Thirer

Motion Picture Critic, New York Daily News.

● For the first time in the history of this business a producing company has been brave enough to invite the critic of the largest daily newspaper in the country to personally get public reaction to coming product! ● It isn't what we want . . . it isn't what you want . . . it's what the public wants that counts... Paramount's daring in this move is only because of their complete faith and assurance in the box office power of these eight coming Paramount Pictures.



Paramount's **PARAMOUNT** Year

## M-G Cuts Export Production, but Fox Expanding

Los Angeles, July 25. While Fox is working toward an increased Spanish production schedule, Metro has decided on a general foreign retrenchment. Latter studio, which has been working with two simultaneous companies on both German and French synchronization and a single unit on Italian will reduce to one for each of the languages, with German out entirely.

Fox, confining itself solely to Spanish and now fitting two synchs, goes into direct shots and is importing more talent from Europe. Lopez Rubio, playwright, got here this week with Martinez Sierra, writer, and Catalina Barrenechea, player, arriving here in three weeks.

**Fox Musicals**  
First two for the Fox direct-shots will be musicals. Jose Mojica will be starred in the first, 'Dick Turpin,' and Raul Roulien, formerly used in 'Delicious,' in 'East Man on Earth.' Miss Barrenechea will be starred in comedy drama. James Tilling, former Fox domestic director, will go back to meg the musicals.

Settlement at Metro drops technical crews from the roster. Let out from the directorial staff this week was William Cowen, German megger.

Schedule on this lot now calls for six each of Italian, and French, which will be staggered to keep the production going to the end of the year.

Fox program calls for 20 Spanish talkers, eight of which will be direct shot.

## NEW BRITISH DEAL UP FOR MUSIC IN FILMS

London, July 25. The contract between the British music publishers and film producers covering the synchronization of their published numbers for use in musical background scores expires in September and negotiations are in progress looking to a new understanding.

It is likely the present agreement will be extended until the end of the year so that the trades involved may study the attitude of American publishers whose agreements also expire in September.

Present British agreement calls for payments on a uniform basis for numbers used in pictures. No publisher is known to have grown rich by its terms.

## Dub 'Igloo' for World

Universal will make dubbed versions of 'Igloo' into three languages outside of the current English, French and German which will be dubbed into the film in the native countries.

Spanish dubbing will be stuck onto the picture in Hollywood.

## DUTCH PROSPECT FOR U. S.

The Hague, July 14. Lina Deyers, the popular Dutch star, spending her holidays at Zandvoort, Amsterdam's sea-resort, has been speaking over AVRO, answering questions put to her by Max Tak, conductor of Tuschinsky Bloops in Amsterdam and 'Variety's' correspondent.

Miss Deyers is signed up for Paris now to play in a film directed by Proux; she is now taking singing lessons and hopes to go to Hollywood later on. She had an offer a year ago, but her father vetoed a journey to States.

Ritchey to Europe

J. V. Ritchey, New York film exporter and importer, left for London Tuesday (19) to be gone about a month.

He'll talk to his London and Paris reps with broad and possibly make an alliance for Germany.

M-G-M Foreign Trumpeter  
Leo West-ganger has been named European exploitation chief for Metro.

He'll set up headquarters in Paris and service all the Continent.

## Far Flung Laemmles

Berlin, July 25. A. Szeiker, Universal chief here, has been replaced by Max Friedland, a Laemmle relative.

Szeiker remains with U with the likelihood he'll be sent to supervise the company's activities in Brazil, where he served before coming to Germany.

## U TO SHOOT 3 BERLIN FILMS

At least three productions are already set for Universal in Berlin. Paul Kohner is representing U as German production manager and has completed negotiations for studio space.

Kohner will handle the Iceland picture 'S.O.S. Iceberg,' being made by Dr. Arnold E. Panck. Shots brought back by Panck will be handled by Berlin and finished there for both the foreign and the U. S. markets. Also Kohner will start work immediately on the first of two pictures starring Louis Trenker, which will be titled 'The Rebels' and shot largely in the Alps.

## Italy Out After Name Meggers to Build Up Its Native Industry

Rome, July 25. Cines is making ready for a big push on film production for the coming season. New idea is to hire best possible directors, getting them from the world market, and putting them to work in Rome.

Alevisandri, director, G. B. Pabst, German director, who is expected here within a few days to start work on an original script written for Cines by Luigi Pirandello.

Negotiations are now on with Sergei Eisenstein, the Russian director, with Cines promising to let Eisenstein pick his own scenarios.

## Dupont's Olympic Shots

E. A. Dupont, German director, is expected in New York this week to make a production unit. He is bringing a production unit and will take some spot shots for 'The Marathon Runner,' German film based on the Olympic games.

Picture is being made for Mataro Film Co.

## Seek Leniency

(Continued from page 5)  
panies on a common carrier basis. This is similar to the W. W. Hodkinson plan. It is also similar to one proposed some years ago in which the American Express Company is said to have figured.

Whether the A. E. C. figures in current banker film plans is not known. One of the downtown men concerned in the film biz is Eugene Leake, president of Adams Express. He also is president of Film Securities Corp. controlling factor in Loew's. Nearly all the principal banking connections of the industry are affiliated with E. S. C.

It is believed that any move toward effecting this plan will likely first come by way of the Chase group. This firm not only controls Fox Films but General Electric Picture Equipment, besides being indirectly interested in Film Securities Corp. Chase thus holds the biggest share in the film biz of any banking house in the country.

Proposal, as outlined, also relates to the readjustment of the entire sales system of films, including removal of protection clauses with certain regions of pictures as to price value directly at the studios. Another consideration calls for the apportionment of the foreign markets as between the larger foreign companies and those in the U. S., as exists in other industries.

Financial men concerned in the move are now abroad, but not for the purpose of being so known. Nothing is yet to stir until they return, as they are the principals being considered to initiate the carrying out of the plan.

## TEITEL EXTENDS HOLD ON FOREIGNS FOR CHI

A. Teitel, head of Foreign Talking Pictures of Chicago, has closed with Capital Films of New York for handling of all the latter company's foreign films in the mid-west. Capital's list now includes about 30 German pictures and a few Polish and Hungarian subjects.

Teitel, who is in New York for closing of the deal, is also talking over the possibility of handling Leo Brecher's and Max Goldberg's films in the mid-west. If either or both deals are completed he will have a practical monopoly on distribution of the foreign language pictures in his section of the country, the three distributors among them handling 95% of the German films for the U. S.

Teitel's company already has the mid-west rights to the Pittsburg Italian films. He also owns several German films outright.

Foreign Talking Pictures has consistently centered its activities in Chicago thus far and has developed about 100 possible playing dates for foreign films in that section of the country, Teitel says.

## Zoning Armistice

(Continued from page 4)

out over the weekend after sudden fireworks disrupted formal peace terms of the previous weekend, exhibitors and circuits will arbitrate their own political differences.

Two-for-one sales, however, are out in Cleveland. By the terms approved by Horwitz, counsel for 81 Ohio exhibitors, who ended the Hays back from Chicago on a threat of contempt of court after Hays had left with the understanding that peace had been accomplished, the exhibitors' plan is not up until Dec. 31. If it can be dissolved before the Indie-Hays agreement will be inaugurated on such a date, otherwise the terms of the Cleveland treaty will have to wait until Jan. 1.

The other angle which caused the Horwitz group to bolt after attorney work on Monday (18) had announced a compromise, concerned ticket sale classifications. The new agreement provides that admission descriptions will take in an entire house, meaning that there will be no special balcony prices unless stipulated.

Tough on Lawyers

Lawyers for the exhibitors and distributors had their most hectic week because when they were not arguing with Horwitz, and facing orders to show cause as to why the industry's exhibitors should be revealed, they were discussing the uniform contract with the MPTOA executive committee.

Armed with resolutions demanding acceptance of the 5-5-5 plan by exhibitor units all over the country, including some from even the competitive organization, Allied, the committee told lawyers that 90% of the exhibitors in the country now want uniformity.

Distributor representatives expressed themselves as amazed at the completeness of the petition. They conceded it was as much a surprise to them as it was to the lawyers who have been figuring the 5-5-5 political indie football.

MPTOA executives referred to their home over the weekend they did so with assurances from all but one major company, Warners, that they would give it serious consideration. Even before the MPTOA was established Saturday, was less adamant and more open to reason on the formula than before.

Before the private sessions developed, however, the indie hand was held full away. The MPTOA committee came into town fully prepared to break with Hays, unto seeking legislative control of the industry which would be established unless they got a last word on the 5-5-5.

Horwitz, alone in the Bar Association hall and the Federal chamber of Judge Conrad, poured his threat for Hays' private papers against eight major company attorneys. At the time of settlement last Saturday (23) Horwitz said that he still has 71 witnesses who can call in the event of further trouble. The Cleveland lawyer emphasized, however, that this time peace looks certain. He left for Cleveland last night (Monday).

## Mere Prospect of French Quota Forces Exhibs Into Natan Combo

### Adroit, the British

London, July 25. London censors have figured a way out for Paramount's 'Merrily We Go to Hell.' Title was irrevocably banned.

When Par asked for a likely substitute title company was told 'Merrily we go to — might do.'

## ITALIAN UPSET MAY AID FILMS

New upset in the Italian government is figured as likely to benefit United States filmdom there.

Members of the cabinet removed were more Nationalistic in their politics than the new incumbents. It was largely through their efforts that the ruling was passed forbidding spoken English (or any other language except Italian) on Italy's screens. Likely that this ruling will now be modified or changed, allowing for the entrance into the country of occasional original prints with super-imposed titles.

Germany's political troubles will not change the picture situation. The new quota law was made public before the governmental headache visited Italy way until the country's more vital difficulties are straightened out.

If the new German government could be moved to look into the thing, being it would be even worse from the standpoint of American companies, since it is even more native-minded in outlook than was previously the case.

## INGRAM TO MAKE FILM WITH NILE BERNHARDT

Alexandria, July 25. Fatma Rushdy, Egyptian actress, currently touring Morocco, is negotiating with Rex Ingram for production of a film starring her.

Picture is titled 'The Marriage of Nilotis' to do some preliminary shooting in Egypt and the rest in Morocco. Studio shots will be made at the Aubert studios in Paris, where the film will be cut and assembled.

## Second Mexican Native Film, Moreno Directed

Mexico City, July 21. A second nationally made talker has been launched here by the National MP Production Co., which produced the first.

The follow up production is 'Aguilas Frente Al Sol' ('Eagles Before the Sun'), somewhat along the lines of the first, concerning a Mexican dancing girl who induces a bad Chinaman to kidnap and whisk her to his homeland, where she becomes a spy.

Feature, based upon a novel by Henry de Loges, was directed by Antonio Moreno, who was also at the meg for 'Santa,' and was produced in the company's studios here. Features of the production are shots of all outdoor games played in Mexico, from ancient Aztec diversions to polo.

Hilda Moreno, young Cuban actress, who was with the 'Ziegfeld Follies,' and George Lewis are starred. Sound system was that perfected by two Mexican brothers whose work has been established here. Local critics praise the production.

Early action in producing Mexican sound pictures is promised the public by another all-native enterprise that has been established here.

It is called Cinemex, S. A., and claims to have ample financial support. Moving pictures are J. R. Baires and David M. Fierro.

Metro Far East Survey

San Burger, special Metro foreign exec, left Saturday for Hollywood in the event of further trouble. The Cleveland lawyer emphasized, however, that this time peace looks certain. He left for Cleveland last night (Monday).

Paris, July 16. The French quota, though not officially issued, has had one anticipated result in strengthening Natan's booking combine with exhibitors.

Latters are naturally afraid of a shortage of product, and prefer making sure of covering their needs by joining the combine rather than take chances and wait for American product which they may be unable to get through the quota.

This is all the more so since several American firms advertised their intentions to close if the quota law was passed. First immediate result was Hal's chain going to the combine, including the ritzy Collee; and, on an agreement, providing for more than mere booking, the boulevard Olympia.

Natan, who has just announced a personal production program of 20 features to start with—besides other releases—can now guarantee exhibitors complete bookings for their features, having also contracted for his circuit for more than 20 Paramount productions.

## Only House in Sydney To Maintain Deluxe Policy Shows Profit

Sydney, June 26. There is one theatre in Sydney—the only one that has never changed its policy from the opening several years ago—because of this, the Prince Edward, under the generalship of Dan Carroll, has continued to be regarded as the most successful theatre operating in the city.

Even in the most depressing times, the full orchestra was kept on, and single features have played as high as 24 weeks in some cases. Average run for a single feature here is between four and six weeks, excluding smash successes.

Carroll circuit will pay 8% in dividends this year.

## PARAMOUNT, UNIVERSAL RESUME CHILE TRADE

Universal and Paramount have resumed shipment of films to Chile. The U. S. film companies are still active in Chile, and the business with the country until the U. S. money tied up in banks down there is released.

About \$450,000 is frozen in the South American country belonging to U. S. film companies. Money has been accumulating for some months due to the fact that money export embargo was established. With the American revolution the government made things even worse by insisting that the money be used for investment within the country.

Universal's action in resuming trade is due to the belief on U's part that it has contracts with firms in that country which it cannot afford to break. Paramount has found means of investing its U. S. American money under what is hoped favorable conditions and wants to continue business relations.

## Prague Bans Foreign Dubbing of Pictures

Prague, July 14. The ministry of commerce has published a decree that all titles and heads of films must be printed and made in Czechoslovakia, regardless whether of domestic or foreign origin.

This will mean that American films must be dubbed in the Czech language before being presented in the Czech movie theatres and follows the new German law that proposed for France.

## BIP'S Own Sound

London, July 25. British International has been experimenting with its own recording apparatus for some months, and intends applying RCA to the termination of the contract at the end of the year.

System is sound on film, and already fully patented.





# EAGER CROWDS

day and night to see this

# BOMBSHELL

# GORILLA

## LET THE CRITICS TELL YOU WHY

Best product of Johnsons . . . this means plenty, for the Johnsons' product has rarely been topped. Anyway, it's grand entertainment and lots of fun.

*Regina Crewe,  
New York American.*

The picture becomes highly exceptional. The scenes of the native dances and the tribal customs are among the most continuously interesting, fascinating and humorous I have ever seen.

Here is an exhibition out of darkest Africa which really speaks and which is well worth seeing.

*Wm. Boehmel,  
World-Telegram.*

There is nothing in town more hilarious than the efforts of two of the pygmies to light the cigars that Mr. Johnson has given them. In their dances, their flirtations and, in fact, in their very friendliness these miniature tribesmen prove to be a highly humorous and likable people.

*Richard Watts, Jr.  
Herald-Tribune.*

Congorilla effective. Instead of just seeing lions prowl and natives moving their lips you can at the same time hear the roar of the lion, the dialect and chants of the natives, the grunts of the hippo, the snort of the rhino, the swish of water churned by crocodiles, the beat of tom-toms, the screams of gorillas and the squawks of camels . . . but most fascinating are episodes dealing with a tribe of pygmies who pull off a bit that would rate as excellent in any comedy studio.

*Rose Pelwick,  
Evening Journal.*

I had a good time at Congorilla and the audience, judging from its audible reception of it, did also. It is truly good jungle entertainment.

*John S. Cohen, Jr.  
N. Y. Sun.*

It forms a good model for the future for Mr. and Mrs. Johnson and all the rest of the camera and gun brigade . . . The photography is very fine and so—oh well, Congorilla as a whole is, too.

*L. N.  
New York Times.*

# WATCH FOX THIS YEAR!

*Blazing Ahead to Leadership!*

# COLUMBIA

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**100% TO**

**R.K.O.**

THEATRES from COAST to COAST!

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DOCTOR—A serious case of feature indigestion!

NURSE—Is there any hope?

DOCTOR—Sure! If they'll only give him more variety in his diet.

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EDUCATIONAL'S answer to the challenge of depression and of double features is the most brilliant line of short subject entertainment in its history, with the widest variety of subject matter, and the biggest box-office name value. Whatever type of short picture you need to give proper balance to your show, you can find it in this great program of one and two-reel featurettes.

With Stars Whose Names  
Belong On Your Marquee

64

TWO-REEL  
PICTURES

9 ANDY CLYDE  
COMEDIES

6 MORAN and MACK  
COMEDIES

9 MERMAID  
COMEDIES

Featuring HARRY LANGDON and other famous stars

8 TORCHY  
COMEDIES

Featuring RAY COOKE  
Produced and Directed by C. G. BURR

8 VANITY COMEDIES

At Christie Productions

6 THE GLEASONS'  
SPORTS FEATURETTES

with Eugene Pallette and Russell and Lucille Gleason, directed by James Gleason. Norman L. Sper Productions.

6 IDEAL COMEDIES

6 KENDALL deVALLEY  
OPERALOGUES

"THE GREAT HOKUM MYSTERY"

6 Episodes, each a comedy in itself.  
Produced by Johnnie Walker and Monroe Gold.



102

ONE-REEL  
PICTURES

26 TERRY-TOONS

Produced by Frank Moser and Paul Terry

6 BABY BURLESKS

Produced by Jack Hays

13 BATTLE  
FOR LIFE

The ruthless warfare of nature  
Produced by Nathan Woodard and Fairbanks

6 DO YOU  
REMEMBER?

Memories of the Gay Nineties  
Produced by Johnnie Walker and Monroe Gold

6 TOM HOWARD COMEDIES

Produced by Larry Kent

6 CAMERA ADVENTURES

Dramatic adventures off the beaten track  
Produced by Pat Dowling and Hobart Brownell

14 HODGE-PODGE

Produced by Robert E. Gilfeum

13 BRAY'S  
NATURGRAPHS

Produced by J. R. Bray

6 SPIRIT OF THE CAMPUS

Featuring REINALD WERRENATH and Alumni Glee Club. Produced by Larry Kent

6 BROADWAY GOSSIP

A Columnist Newsreel  
Reported by Leo Donnelly



EDUCATIONAL FILM EXCHANGES, Inc.

E. W. HAMMONS, President





## THE STAR WHO HAS NEVER FAILED YOU FOLLOWS THROUGH!

*Richard Dix... in a story that rides with the events of world upheaval. Strident! Daring! ... Big as history in a drama of war torn Manchuria today, ripped from the blazing news heads that shocked the world!*

**NEW YORK MIRROR** said:  
*"Lionhearted Richard! ... It's the kind of old-fashioned, rip-roaring movie to make the little boys down front swallow their gum and cheer."*

# RICHARD



**GWILI ANDRE**  
 the screen's new  
 entrancing beauty



# DIX

with **GWILI ANDRE**  
 Edward Everett Horton • Arline Judge  
 Zasu Pitts • Dudley Digges • C. Henry Gordon

# "ROAR OF THE DRAGON"

Directed by **WESLEY RUGGLES**



**DAVID O. SELZNICK**  
 Executive Producer

# Coast Shells Out \$75,000 in Taxes For 1st 4 Weeks

Los Angeles, July 26.  
Based on actual figures and estimates, picture house patrons on the Pacific Coast contributed around \$75,000 in tax admissions to the government during the first four weeks of the new emergency levy. This amount includes all picture or vaudeville houses. It does not take in light shows or other amusements. Estimated weekly tax gross for the Coast runs close to \$18,000, with RKO patrons heaviest hit in that line of this circuit's 10 houses (three are closed) have admission tariffs that come under the taxable figure. Only circuit town where no taxes are collected is Salt Lake, where top price is 40 cents.

Weekly tax return for Los Angeles proper is figured around \$7,500, with a total of \$30,000 so far collected. San Francisco runs second with total taxes paid amounting to about \$22,500 for a weekly average of \$5,625. Seattle is third, weekly average figure being \$1,200. Oakland follows with \$1,000 to \$1,250 weekly; Portland averages \$950, Spokane and Tacoma each run around \$150.

FANCHON & MARCO  
Presents  
The BANJO KING

**EDDIE BRUCE**  
HEADLINING  
"Gus Edward's Radio Stars"

FANCHON & MARCO Present  
**ZELDA SANTLEY**  
"VEILS" IDEA

## For Instance

Hollywood, July 26.  
Manner in which the studios are now using recognized free lance players is manifest in the case of Claude King. King has worked in 17 pictures within the past year but has aggregated only five weeks' work in all.

In the past, 17 pictures for a player of King's type would have resulted in more than a year's work.

and San Diego figures about the same.

Indie and circuit houses in the smaller towns are estimated conservatively to enrich the U. S. treasury an additional \$1,250 to \$1,500 every seven days.

Of 130 houses now operated by Fox-West Coast in its Coast, Intermountain, Montana and Midwest divisions, less than half have an admission price coming within the taxable figure of 40 cents.

Warners has one house in San Francisco in that class and half a dozen in the Los Angeles territory. Only Public-operated house out here is the local Paramount.

There are but a few of the larger suburban towns where indie picture houses have admission scales subject to the tax. This condition applies mostly where there are but one or two theatres in a locality and where top prices for admission can be maintained.

In Los Angeles, particularly, aside from the strictly first-run houses, most of the circuit and indie picture houses are operated on a more or less hit-and-run basis, several angles of which cut into grosses for the higher-priced houses where tax revenue is obtained. Double features, gift nights, two-for-one admissions, service charges on passes, etc., are freely used.

RKO and Public alone confine all Coast operation to single features plus vaude in the former's Los Angeles, El Paso and Oakland locations. F.W.C., largest circuit operators in the Coast territory, and Warners are included among the many exhibitors who feature quantity on their programs.

## Economy May Move Wash. Exchanges to Baltimore

Baltimore, July 26.  
New urge for economy in operation has once more brought up the question of switching film exchanges from their present location in Washington to this town, where companies are understood to have made tentative moves in this direction and not unlikely that the change may go through this year.

Radio maintains a sales office here and an exchange, p. a., though both are theoretically working out of D. C. headquarters.

Shift, though often mentioned, has never been shoved through solely because of railroad difficulties in shipping prints from Baltimore to towns south of D. C. Since Washington is the railroad terminus, shipping prints south of that point would necessitate double handling in changing trains in the Capital City. Yet, however, that switch to motorized delivery would not only do away with this difficulty but would result in a cheaper haul.

Of particular annoyance in Washington is the stringency of the fire regulations which worry and bind the exchanges at every turn.

## Houston Booth Men Accept Wage Cut to \$70

Houston, July 26.  
Booth operators have taken a 10% cut in wage scales until Sept. 1, 1933, when the present contract expires. It's one of the few cases in Texas where the unions have been willing to accept reduction.

New scale will be \$70 instead of \$77.50 as called for under the contract. Harry Sherman, Public labor exec, was in town last week and negotiated the cut.

## BOMB HURTS 9

Hartford, July 26.  
Nine people were injured here when a sulphide bomb exploded in E. M. Loew's theatre, this city. Makes the second in this city and the 10th in Connecticut and lower portion of Massachusetts. The Loew theatre, has long been open shop.

## Steffes Blames Hays For Film Conditions In Letter to Exhibs

Minneapolis, July 26.  
In a lengthy communication to all northwest members of his organization, W. A. Steffes, president of Allied States, attacks Will Hays, Gabriel Hays and others, blames them for the industry's present chaotic condition and requests that every exhibitor place his Congressional candidates on record regarding the Brookhart bill and actively support those who pledge themselves to vote for it.

"Believe me, I am sincere in the statement," says the greatest thing that could happen to this industry would be the passage of the Brookhart bill," declares Steffes.

Steffes proclaims the "protection" decision a great victory for the independents. Because Hays apparently has "double-crossed the boys" on the S-S-S contract, Steffes says, M. A. Lightman is ready to tear his organization away from producer domination.

## Sliding Scale Tax on Chain Theatres Proposed

San Francisco, July 26.  
Petition aimed at chain theatres filed at Sacramento, Calif., by Irving F. Newton, of Los Angeles, with 103 other signers, would establish a license fee of \$5 for the first three theatres or stores in a chain, \$100 for the second, \$1,000 from three to nine, \$1,500 for 10 to 19, and \$2,500 for 20 or more.

Proceeds would go to the state's old age pension fund. It qualified it goes on the ballot at the Nov. 5 general election.

## Estate's 19th

Chicago, July 26.  
Estate's Theatre, which means Emil Stern, has taken over the American theatre, former west side RKO house and before that belonging to Jones, Linick and Schaeffer. House, closed some time ago because of mortgage difficulties and will not reopen under Estate's operation before fall.

Theatre is to be dusted off and spruced up, but policy not determined.

Makes the 19th link in the Estate's garland of neighborhood film palaces. House is being directly controlled by the Lomax Ginger Aile Co.

## TEX STRING EXPANDS

East Texas Theatres Will Add 20 to 30 Houses

Dallas, July 26.  
Show biz in this section sees a bright note in the expansion move by East Texas Theatres, Inc., self-naming. P. A. said. Clift has in mind adding 20 to 30 houses among the flock of smaller keys in eastern Texas, hinging around what's currently the country's largest old field.

Five towns are already set with the Crim (Kilgore), Arcadia (Baytown), Palace (Bryan), Texas (Groesbeck), Elgin (Elgin) and a new house under construction at Gladewater.

E-T hatched its expansion ambush over a year ago, originally figured on increasing its string to 100, but conditions forced considerable revising.

## Shipment Saving

Dallas, July 26.  
Ruling of the Texas r. r. commission slices rates on return film shipments to one-half, netting exhibitors in this state a saving of 25% on shipping cost.

New half fare applies only to the return trip if handled by the same agency which got the outgoing shipment and affecting equally express and motor lines. Estimated weekly saving of about \$5 for the average small town exhib.

Legislation maneuvered by H. A. Cole, Texas Allied head.

M. L. Meyer Joins Powers

M. L. Meyer has been named manager of the New York territory for Powers Pictures. He replaces George Dillon, resigned.

## TOCC WILL ASK UNION TO ACCEPT '26 SCALE

Theatre Owners' Chamber of Commerce, following conferences with attorneys, announces that when it has a final session with union heads, within the next 10 days, it will seek to have the booth wage and working scale revert to that which existed in 1926.

Charles O'Reilly, TOCC chief, declares that the union problem is now not a matter of a simple cut, but a complete readjustment. TOCC takes the stand that if 112 theatres, whose booths are now manned by Empire operators, were forced to submit to the dictates of Local 306, fully 75 would be forced to darken.

O'Reilly figures that each of these 112 houses pays out an annual average of \$20,000 in film and approximate another \$15,000 in overhead expenses.

## Lytle Up from Texas To Go Before I.A.T.S.E.

W. J. Lytle, Public's partner in operation of the Texas, Aztec and State, at San Antonio, is in New York with a view to attending conferences looking toward possible settlement of union difficulties in S. A. Lytle and Harry Sherman, Public's director of special relations, will confer directly with the I.A.T.S.E.

Sherman returned to New York Thursday (21), Lytle accompanying him after fruitless efforts to arrive at a peace with the San Antonio locals. All unions have been out of Public's S. A. trio since April 14.

Public's S. A. trio since April 14.

## Publix Obtains Rent Relief in 50% of Houses

In more than 50% of the theatres under its banner Publix has secured rent relief in some form or other. The circuit is more than satisfied with its efforts and will continue its work on leases where no progress has yet been made or which have not as yet been tackled.

In that the rent relief work extends not only to those houses in operation, but to all those which are closed, the number of theatres and leases run to around 1,500.

Average would run about a year. In around 25% of its theatres rent has been entirely deferred over June, July and August. Under such deals it is to be paid back, starting in September.

In some cases Publix has obtained rent moratoriums over the summer, with regular rent thereafter under lease. In this way the houses pay no rent during June, July and August; but start in again at the old figures Sept. 1.

While some landlords have reduced rental figures for the duration of leases, reductions on others have ranged from short periods (over the summer), up to two years. Average would run about a year.

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Public's S. A. trio since April 14.

Public's S. A. trio since April 14.

## When You REDECORATE REMODEL or REFURNISH... Consider the Economy and Advisability of RESEATING Tool

These are times when people are "snicky." Little things which in boom times did not irritate, now exasperate. Theatre owners and managers should constantly guard against negative influences... against the drabness and discomforts of dilapidated and faulty seating which turn patrons to more attractive houses for relaxation and diversion.

A sensible investment in redecorating or refurnishing is always money well spent. For it means a new setting... a cheerier, friendlier atmosphere which retains old patronage and stimulates new.

In your dressing-up program don't overlook the money-making opportunities in improving your seating—giving your patrons chairs that are luxuriously comfortable. For it is the chair which most directly brings patron reaction—which determines more than anything else in what regard your theatre is held—which proves in what regard you hold your patrons good-will and comfort.

An uncomfortable chair determines the patron opinion regarding the theatre as a whole, and if too frequently encountered, belittles your house and the motion picture as entertainment.

It is fairly certain that a restful chair inducing relaxation may make a poor picture tolerable, a fair picture good, and an excellent picture supreme!

## When Considering a Renovating Program, Get the Facts On Reseating Your Theatre

You will be surprised how little it will cost you—and how conveniently it may be accomplished by the American Seating Company payment plan.



American theatre chairs have become recognized as the standard in comfort and beauty—and in the long run, durability and economy. They are business builders for every theatre man who installs them. Let us send you the facts. You obligate yourself in no way.

## Two Books Free

Two interesting and instructive books—"DIXON'S PROMOTION" and "Acoustics and Its Relation to Seating"—will be sent FREE to owners and managers interested in efficient and profitable theatre management. Send for your copies NOW.

## American Seating Company

Makers of Dependable Seating for Churches, Schools, and Theatres  
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## FANCHON & MARCO Featured Acts

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**ZELDA SANTLEY**  
"VEILS" IDEA

**BERNARDO DE PACE**  
"Wizard of the Mandolin"  
Assisted by CELINE LESCAR

**EDDIE BRUCE**  
HEADLINING  
"Gus Edward's Radio Stars"

FANCHON & MARCO Present  
**SYLVIA CLARK**  
In "HER BIRTHDAY PARTY"  
BOBBIE KUHN as "UNCLE BOBBIE"

**WILTON CRAWLEY**  
"The Thunder Storm of Jazz"  
With HOT LIPS—HOT HIPS  
'NIGHT CLUB' Idea



# THIS NEWS STORY APPEARED ON FRONT PAGES THROUGHOUT THE WORLD!

WHEN THE OPENING NIGHT of a motion picture becomes a news-story of world importance, the industry may well stop and take notice!

ACTIVITY VIRTUALLY CEASED on the night of July 15th in Hollywood when M-G-M's "Strange Interlude" opened a road show engagement at Grauman's Egyptian Theatre.

HUNDREDS OF FANS battled in vain with the crowds. It was early morning before the mobs dispersed and traffic untangled itself.

IT WAS AN EVENT heard 'round the world. An event that will be duplicated throughout America as the producers of "Grand Hotel" present another triumph worthy of M-G-M's undisputed screen leadership.

WATCH FOR THE ANNOUNCEMENT of "Strange Interlude" at the \$2 Astor Theatre, New York.

METRO-GOLDWYN-MAYER  
proudly presents

## NORMA SHEARER CLARK GABLE... STRANGE INTERLUDE

A ROBERT Z. LEONARD Production  
Based on Eugene O'Neill's Play



# Mrs. Sid Page Needs an Operation, But RKO Threatens Cancellation or Offers a \$50 Cut if She Quits Act

Minneapolis, July 25.

Because her departure from the act would result in its cancellation by RKO, Mrs. Sidney Page is remaining in her husband's vaudeville turn despite that she is suffering with an illness requiring an immediate operation.

Mrs. Page does only a brief dance and stooge bit in the four-piece Sidney Page and Co. act, which is on an RKO route. While playing here Mrs. Page's condition became serious and her husband arranged to have her operated on at the Mayo clinic in Rochester, Minn.

Page engaged another girl to take his wife's place until she would be able to work again, and although the substitute proved entirely satisfactory, the booking office in New York notified Page that if his wife did not continue in the act, and an attempt was made to replace her, the act's salary would be reduced \$50 a week. In the event he refused to take the cut, Page was notified, his route would be cancelled.

Under the circumstances, Mrs. Page, despite her condition, decided to remain with the act for the duration of its RKO bookings and defer the needed operation. Although suffering severe pain, she goes through her routine at every performance.

## Chas. Mack and Former Wife Marry Out West, But Not Each Other

Hollywood, July 25.

Charles Mack, of Moran and 2nd marries Mrs. Myrtle Buckley, of Oakland, Cal., at Ensigna, Mexico, July 23, while on location with 'Hypnotized'. Mack, Bennett film unit.

Yesterday (Sunday), his former wife, married Leslie C. Lawler, broker, in Hollywood.

## O'Neal-Tishman and White-Hoffman Divorces

Papers have been sent on to New York from Chicago by Philip Richard Davis, representing both Bernice O'Neal (O'Neal Sisters) and Max Hoffman, Jr., in their respective divorces suits against Sam Tishman, the agent, and Thelma White (Hoffman), comedienne.

Both actions are for dissolution, sufficient grounds for a Chi divorce. Mrs. Beatrice O'Neal Tishman (professionally Bernice and Zelma O'Neal before Bernice retired) married Tishman in Chicago in 1925. Tishman, a vaude agent, brother of Irving Tishman, partnered with Jimmy O'Neal (Tishman & O'Neal, vaudeville producers), the latter the real father of Bernice O'Neal. Zelma O'Neal is Bernice's stage sister.

Max Hoffman, Jr., followed his divorce from Norma Terries, now in 'Showboat', married Thelma White, comedienne, in Englewood, N. J., in 1930. This is Miss White's second marriage also, with the Tishmans, the Hoffmans have no children.

## Little's \$2,500

Little Jack Little plays his first deluxe picture house date, the Earle, Washington, July 29, booking arranged through Paul Moss of the CBS Artists Service.

Salary for the D. C. week is \$2,500.

## Backstage Stickup

Hollywood, July 25. Stickup man got into the dressing rooms at the Chinese last night (Sunday) and held up Shaw and Lee. They got \$48 from Shaw, \$98 from Lee, and escaped.

## SANDERS' JAM

RKO Orders Investigation For Alleged Misuse of Its Name

An investigation is under way into complaints that Patsy Sanders, independent agent, who assertedly failed to pay off performers on a vaudeville road show recently booked by him, misrepresented by using the RKO name without authority. The RKO booking office is instrumental in making the investigation, with possible action by the District Attorney's office if warranted.

It is alleged Sanders sent out a show on percentage July 11 but paid off only \$1,000 of the total amount due the performers. Sanders has been indie agent for many years.

## Cantor Plans 20 Week Tour With \$2 Vaude-Revue

Los Angeles, July 25.

Eddie Cantor, on completion of 'Kid from Spain', will head for New York where he will organize a vaude-musical revue and play all key spots throughout the country at \$2 per show. Figures for the tour can run about 20 weeks after which he returns here for another picture.

Benny Holzman, who has represented Cantor in various matters during the last 10 years, is taking over the exclusive management of all the comedian's business affairs and is discontinuing his publicity partnership in New York with Nat Dorfman.

Cantor, while away, will resume his Chase & Sanborn radio contract, suspended while he is on the Coast. Cantor's picture will be completed around Oct. 1.

## Shaw's 20 Wks

Carl Shaw got one of those rareties last week on route. He is starting currently at the Palace, Chicago, on 20 weeks for RKO. Max Tishman agent.

## RKO Agents and Associates

Following are the 29 franchised RKO agencies and their floor representatives or associates under the new setup as compiled by the RKO agents' association to date (Monday), and subject to changes by Martin Beck. Offices listed are results of amalgamation by go-called No. 1 and No. 2 franchise holders or arrangements whereby No. 1 offices remain intact. Offices noted as 'not set' are those that have not yet made final arrangements:

Agency Name	Floor Representatives
Henry Bellitt	Not set
Chas. & Weiner	M. S. Bentham-Chas Weiner
Blondell & Mack	Arthur Blondell-Bert Mack
Benson & Kalchheim	Geo. Chas. Henry Kalchheim
Curtis & Allen	Chas. Allen-Miles Ingalls
Gus Edwards	Not set
Harry Fitzgerald	H. Fitzgerald-Danny Collins
Lee Fitzgerald, McCaffery & Rogers	Lee Fitzgerald-Danny Rogers
Fitzpatrick & Shannon	Tom Fitzpatrick-Sam Shannon
Forkins & Bierbauer	Chas. Bierbauer-Jack Klotz
Alex Gerber	Not set
Witt Lee & Lewis	Witt Lee-Harry Ward
Hart & Murrell	Roger Murrell-N. E. Manwaring
Jackson & Morris	Billy Jackson-Phil Morris
Jacobs & Kessler	Jennie Jacobs-Aaron Kessler
Keller & Wislin	Eddie Keller-Bert Wislin
Alon Simon & David	Pete Mack-Harry Simon-Ben David
Maddock & Agneta	Chas. Maddock-Nick Agneta
Chas. Morrison	Chas. Morrison-Larry Puck
Plunkett & Baerwitz	Sam Baerwitz-Max Tishman
Richards & Lenetska	Max Richards-Harry Lenetska
Harry Romm	Harry Romm-Leonard Romm
Rose & Morris	Maurice Rose-Hugo Morris
I. R. Samuels	I. R. Samuels-Gladys Brown
Stewart & Reilly	Lee Stewart-Eddie Reilly
Sullivan & Christie	Joe Sullivan-Wayne Christie
Witt Lee & Lewis	Not set
Tyrell	Not set
Weeden & Schultz	Not set

## Reciprocity

RKO is promising name acts a regular engagement at the same theatre later on in return for a gratis headline appearance for one show at the Prospect, Brooklyn. The house returned to vaudeville last week as a break-in and showing spot for the booking office. No future contract covering a reciprocal booking is issued to the free acts, but a promise is made verbally.

## VMA JOINT COMPLAINT BUREAU TO CONTINUE

Decision to retain the Joint Complaint Bureau of the V. M. A. was made as a result of the first week of investigating of the NVA's financial affairs by the NVA Fund's committee of three. Committeemen are Sam Scribner, Moe Silver and Major Leslie Thompson.

Along with the V.M.A. complaint bureau, Major Donovan is also retained, after having been previously decided. Under the change the bureau under Donovan continues as the major circuits' mutual referee with full authority in all vaudeville disputes between and among actors, agents, bookers and theatres.

Minor savings recommended by the committee thus far include reduction in the bookkeeping department under William J. Lee and elimination of the legal department headed by Martin King. King continues with the Fund as a director and legal advisor. Another economy is being arranged on rent and space for the NVA Fund's office at 1609 Broadway.

Lee becomes executive vice-president of the fund, of which Pat Casey is president, and is responsible to the board of directors with full charge of administration of the Fund and its properties.

Investigation for cutting purposes is being continued by the committee, which is due to make another report next week.

In the meantime the New York charity list continues to rise. It now amounts to about \$450 a month, or \$1,000 more than a year ago.

## RKO'S ST. LOUIS OPERA

Plan To Use Municipal Troupe's Principals In Autumn

St. Louis, July 25.

'Nina Rosa, the opera, may reopen the RKO St. Louis in the fall. Plans are reported already impelled by RKO heads in New York who have been solid on the idea through success of the local municipal opera company.

RKO plan is to engage the chief players of the local troupe for 'Nina Rosa'.

# With 60 Instead of 50 RKO Agents Now Privileged on Booking Floor, 'Congestion' Edict Called the Nuts

Los Angeles, July 25.

Lina Basquette is in Cedars of Lebanon hospital suffering a nervous breakdown, the direct outcome of a fall into the pit at the Fox Oakland, when seized with a fainting spell during the closing night's supper show (21). Miss Basquette, appearing with Jack Dempsey, recovered sufficiently to get as far as Fresno by auto en route here for their scheduled Friday (22) opening at Loew's State.

Her condition at Fresno, however, became such that she was rushed by plane to Los Angeles and taken direct to the hospital.

Hardly likely she will be able to rejoin the Dempsey act, which winds up three weeks with the local downtown stand. Jack Dempsey, playing the local State for Fanchon and Marco this week, is getting \$4,000 without Miss Basquette and no split on the gross.

On a \$16,300 gross last week, its first in-vaulting, RKO's Palace, New York, saw black for the first time in almost four months. Red prevailed during the closing weeks of the two-year-old show.

Although the Palace under the combination policy is gauged to break even on a gross of \$14,000, the opening week's profit was cut to \$2,500 by extra advertising expenditures.

Russ Columbo, was the opening bill's headliner, with 'Bring 'Em Back Alive' (Radio), the picture, after four initial Broadway weeks at the RKO's Mayfair. 'Current Affairs' film, also, Radio, is 'Roar of the Dragon' (radio) scheduled for the Mayfair but switched to the Palace for first Broadway run when figured not strong enough for straight film playing.

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About 60 agents, or an average of two from an office, have entry to the RKO vaudeville booking floor under the new agency franchise set-up compiled by the agents themselves through their own associations. There were 29 franchisees outstanding yesterday (Monday) when the list was sent to Martin Beck for any final changes he saw fit to make.

Like last week Beck stated he wasn't wholly satisfied with the agents' self-changes and indicated he would make some of his own. His first move was the transfer back to the list of No. 1 agents of the agencies Richard Lenetska, which had previously received No. 2 rating and was told to amalgamate with a No. 1 office.

Reasons given by the agents' committee and Beck for the cuts were conflicting and rather confusing. Beck declared the cuts were for the purpose of relieving what the bookers considered an overcrowded condition in the booking office. The agents' committee's idea, as outlined by Chairman Maurice Rose, is that the cuts are aimed at giving the remaining agencies a break in form of larger commission checks.

Results appear to favor the agents' theory, since the new arrangement actually gives floor access to more additional in the old system did. Formerly there were about 50 franchised agencies, with the rules limiting each agency to one man on the floor at a time. New set-up permits floor attendance at all times by two men per office, which allows 60 on the floor as against 50 in the past.

Squawks galore followed the release of the new list to the agents' body and are still going on. A few agents relegated to the No. 2 ranks refused to amalgamate with a No. 1 office or permit the association. (Continued on page 38)

## Meroff Burns at \$900 Cal. Asks for Release From Present Agent

Chicago, July 25.

Claiming that he was hoodwinked into accepting a \$900 cut for the Palace, Chicago, on the understanding that six additional weeks of RKO time in the east would be forthcoming, Benny Meroff has asked for a release from Bill McCaffery, his agent.

Meroff's \$900 cut but didn't get any further RKO time following the Palace, which was the wind-up of his western tour for the circuit.

Meanwhile Meroff, through the William Morris office, has been set with Public for a number of weeks. He opened (22) at the Michigan, Detroit, with St. Louis and the Up-town and Tivoli, Chicago, to follow.

## BECK'S MUSICAL FOR HIS OWN THEATRE

Martin Beck is considering a musical of his own for his Beck theatre, New York, next season. Bobby Connolly is mentioned as the stageer with Beck backing and producing. That a Connolly-produced show under his supervision is a possibility for the RKO Palace in the fall, as reported, was denied by Beck, who who stated the Palace will remain in vaudeville of one form or another.

## Holtz's 50%-If

The figure over which Lou Holtz will share with the house in his current engagement at the Capitol, New York, is 50%—if the Palace business indicated the gross will be around that figure. Loew is guaranteeing Holtz \$4,000 against the 50-50 percentage.

## Aunt Jimma Wins Out In Bent Fender Row

Magistrate Rudisch in the Gates avenue (Brooklyn) police court dismissed the assault charge preferred by Abraham Zimmer, who's in the radio business, against 'Big Tess Gardella' (Aunt Jimma) arising from an altercation following an automobile collision. The collision occurred in front of Miss Gardella's Brooklyn home.

Represented by Julius Kender, Miss Gardella denied she struck Zimmer and it was testified he did not walk away with his spectacles broken, as alleged. Whereupon the magistrate threw the matter out of court.

Because of Aunt Jimma's bulk, contrasted to the complainant's slenderness, the petty case drew considerable newspaper attention. Aunt Jimma says she will bring civil action for \$10,000 damages, charging malicious prosecution.

## Turpin with F&M

Los Angeles, July 25.

Ben Turpin is latest screen personality to sign with Fanchon & Marco. He will head an ideal.

It will not be cockeyed either, Marco insists.

## Brokenshire's Act

Norman Brokenshire, the CBS announcer, has framed a single act for vaudeville. RKO is dickering for the other speller through Harry Romm.



**WHITE**  
with **BELA LUGOSI**  
Star of "DRACULA"

**ACTUAL EXTRACT  
FROM THE PENAL  
CODE OF HAITI**

Article 249 Penal Code of  
The Republic of Haiti

"Also shall be qualified as at-  
tempted murder the employ-  
ment of drugs, hypnosis or  
any other occult practices  
which produce lethargic coma,  
or lifeless sleep; and if the per-  
son (Zombie) has been buried  
it shall be considered murder  
no matter what result follows."

NOTE ● The practice of Zombieism is punishable by  
death in Haiti! Yet though hard to believe, Zombieism  
is being practiced in this country. Look around you!  
Stranger things are happening than you ever dreamed!

A Victor  
and Edward **HALPERIN** Production

Directed by **VICTOR HALPERIN**

**A SENSATIONAL PRODUCTION  
THAT LENDS ITSELF TO  
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# UNUSUAL TIMES DEMAND UNUSUAL PICTURES

● Give the public a "FRANKENSTEIN", a "DRACULA", a "SCARFACE", a "BRING 'EM BACK ALIVE" and out they come...the paying thousands...packing your house...breaking your records...EVEN IN THESE TIMES!

# ZOMBIE

Is that kind of picture...a glamorous love-tale told on the borderland of life and death...the story of a fiend who placed a beautiful woman under his magic spell, rendering her soulless, lifeless...yet making her perform his every desire.



## UNITED ARTISTS Exchanges



## MINEVITCH IS CANCELLED BY A BEARD

One European-grown publicity beard in full bloom stood between Borrah Minevitch and the current week at Loew's Paradise, New York. They wouldn't let Borrah on Friday (22) at the opening performance unless he shaved. Borrah refused to part with the publicity chin muf so the house told him to consider himself cancelled.

Steaming under the foliage, Minevitch is protesting the cancellation

at the V.M.A. and wants the week's salary for the Paradise, contending the cancellation was unwarranted. The story is that early last week, when booking Minevitch, Marvin Schenck, the Loew booker, advised the harmonica orchestra's maestro to kindly visit a barber before the first show at the Paradise.

Minevitch has been in Europe and the beard is strictly an exploitation importation, grown over there. When cancelling the Paradise booking, Schenck said the act he booked was the one Minevitch did before he went abroad; and that the Minevitch he saw then wasn't hiding underneath a Barnum & Bailey brush.

Minevitch came back with the muf on the crest of a flood of international publicity following a pseudo-shanghai-ing by Corsican sailors.

### Romm and NBC 50-50 on Buddy Rogers' Commish

Harry Romm and the NBC Artist Bureau reached a 50-50 commish and booking agreement in their dispute over the placement of Buddy Rogers and his band for the Capitol, New York. Rogers is set for the Broadway picture house the week of Aug. 4 at \$5,000.

Romm and the network both claimed representation rights to the act. It was agreed that the contract shall carry the NBC name as the agent.

### At Oriental Again

Chicago, July 26. Ted Lewis is set for the Oriental (Public) Aug. 5. This puts Lewis in a tie with Sophie Tucker in the matter of repeat engagements for the Oriental.

Also makes Lewis two up on Duke Ellington.

### JOHNNY SIMONS ILL

Hollywood, July 25. Johnny Simons, of the Weber-Simons agency has been confined to his home for the past month with a serious pulmonary condition.

His physician says it will be several months before Simons can return to his office.

### \$16,000 IN 3 ACTS AS N. Y. PAR SHOW

George Jessel and Norma Talmadge, as a team at \$11,000, Bing Crosby at \$3,000, and Burns and Allen at \$2,000, are set as the bill at the Paramount, New York. Date will be either Aug. 12 or 19, depending on the runs of shows up ahead.

With the three top acts drawing \$16,000 in salaries, the cost of the Par stage show that week will exceed \$18,000.

### Richman's 4th H. O.

Harry Richman, at the Paramount, New York, will stay a fourth week.

Publix has booked Frances Williams and Jack Haley, among others, to appear with him starting Friday (25).

### Nitza Vernelle No Likee Her Billing—Walks Out

San Francisco, July 25. Nitza Vernelle, dancer, walked out of the neighborhood Fox El Capitan last week when she found herself getting third billing and someone else drawing the star dressing room.

Hoover demanded changes or else, but got the else and walked. Bob and Eula Burrof substituted.

### JIMMY DUNN'S CHI WEEK

Los Angeles, July 25. Franchon & Marco has signed James Dunn, Fox player, through the Vincent Gardner agency, for week of July 29 at the Chicago theatre, Chicago.

Dunn will get \$2,500 plus air transportation both ways.

### Mills Handing Belle Baker

Personal management of Belle Baker has been taken over by Irving Mills.

Although the arrangement is now in effect, the Mills office has been advised by Miss Baker not to book her for either stage or radio before fall.

### 6 More Big Shows For Cap; Film Names And Colored Troupe

The Capitol, New York, is planning on about six more weeks of big stage shows, after which the new season's film product is expected to start coming through and ease the strain.

An attempt will be made to make one of the future bills an all-Hollywood lineup, including such screen names as Wallace Beery, Robert Montgomery, and Lupe Velez. Beery, on the coast, has thumbed down the idea of personal appearances. However, he and Montgomery are Metro players and the Capitol is a Loew house.

Current floor show at the Cotton Club, Harlem, New York, has been booked through Irving Mills for the house, week of Sept. 23. Cab Calloway band will make up part of the unit of close to 60 people.

Unit is not figured for any other spot by Loew.

Although this week's stage bill at the house is close to \$13,000 on salaries, fact that the pit crew is out, due to the Lyman band, saves the house \$5,000 and reduces the actual show nut to \$14,000.

### Doubling Pit Men to Do Own Opening Act

Baltimore, July 26. Cornetists who can croon and fiddlers who can ho-de-hi are getting jobs at the local vaudeville Hippodrome. House is arranging a splurge on the orchestra, now that the musician's union rumpus is smoothed away, and will have singing, hoofing and doubling instrumentalists by the time the fall season gets going.

Wanting an orchestra that can be billed, Izzy Rappaport, owner of the Hipp, is boosting the roster from eight to 14 men and is holding auditions to pick the most versatile doublers and triplers. Aim is to take the overture out of the ordinary class and make it an act in itself.

### CBS PREFERS % THEATRE DATES

CBS Artists Service is now amenable to booking its attractions into theatres on straight percentage, preferring to do business this way with any or all the deluxe spots controlled by the major circuits. The Street Singer (Arthur Tracy) is thus booked into the Arverne, Far Rockaway, starting this Saturday (30) on a 33½% cut from the first dollar.

Opposition network frowns on the strictly percentage idea, adhering exclusively to a policy of booking them on a straight salary basis or not at all. In its deal with RKO the Columbia booking office sent out the Camel Hour on a guarantee, plus a percentage, collecting extra in most of the spots.

### CLAIRE FOR BALTO HIPPI

Ted Claire is set for the Hippodrome, Baltimore, to m.c. commencing Saturday (30). Phil Arnold will be his audience foil.

Claire is in at \$800 a week with the Hipp stay possibly indef.

BRO VAUDEVILLE INSTANT 88

### THE GENIAL ROTUND LARRY RICH

with  
CHERI  
"Miss Pet of Paris"  
TOMA GENARO  
South America's Newest Dancer  
TOMMY LONG  
"The Elongated Degrees of Comedy"  
AL HODGES  
"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)



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Fox, B'klyn  
Indefinitely

JIMMY MYRTLE  
CONLIN and GLASS  
Enroute RKO  
Direction, TOM J. FITZPATRICK  
Palace Theatre Bldg.  
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# O.L. OZ *presents* JOHNNY PERKINS TON OF FUN *Booked Solid* X

THE OUTSTANDING COMEDY HIT OF THE 1931-1932 SEASONS

!!!!What a bet for pictures!!!!

Now Playing Coast RKO Theatres

WILL SHORTLY SEE ALL MY COAST FRIENDS

## Publix Enlarging Its Detroit Production Dept.

Detroit, July 26.  
In the new set-up of two stage shows being produced locally, a larger production dept. is being installed here. Staff will produce for the Michigan and Fisher under the direction of Eddie Welsfeldt, in charge of production here for several years.

Next to Welsfeldt at the Fisher will be Fred Evans and at the Michigan will be Carlton Winkler. The Fred Evans ballet will continue at the Fisher with a new permanent line brought in for the Michigan. Girls for the Mich. were in the Loew unit, 'Dive In'.

Unit costs will continue about as before with \$3,500 the nut at the Fisher and \$4,000 at the Michigan.

## More Busy Actors

Los Angeles, July 25.  
Fanchon and Marco placements include:  
Matt Brooks, comic, for Teddy Joyce unit, untitled.  
Jack Pepper and stooges to 'Okay, U. S. A.' LoRoy Tris directing.  
Vally Vernon, Wallin and Barnes, and Muriel Gardner to 'Star Gazing', Larry Ceballos production.  
F. & M. also signed Chester Fredrick, dancer, but have not yet assigned him.

## NO PAY-OFF FOR TAB, FOLDS AND MGR. SKIPS

San Francisco, July 25.  
A tab show booked into the Plaza, Sacramento, by the local Ellsworth booking office has folded after nine days when Harry Kirby, alias Harry Lawson, skipped and failed to pay off.

Part of the cast got nearly half salaries by drawing at the box office during the brief run, but those who didn't draw are out of luck.

## Stoognagle and Budd's Midwest Theatre Dates

Colonel Stoognagle and Budd swing westward this week, with the first stop taking them into a three-week stretch for B. & K. in Chicago. Either team opens this Friday (29) at the Chicago and the next week moves over to the Oriental. Either the Uptown or Tivoli get them the last stanza.

From Chi they go to the Ambassador, St. Louis, and the following week the pair are slated to unlimber their gags from the Wisconsin stage in Milwaukee. Latter two are Skouras dates, with the former bringing \$2,500.

Pencilings made by the CBS Artists Service.

## It's That Tough

Los Angeles, July 25.  
When a girl dancer fainted on the fifth day of a booked engagement in an Opportunity Revue at the L. A. Orpheum, it was discovered she and her partner had not eaten for two days. Further investigation revealed that among the other amateurs hoping to win salaried stage jobs through their work in this revue, several were in need of food.

Without funds, the candidates were willing to work free for a week, hoping to win either the top prize—spotting in a national revue by RKO—or two one-week engagements at the local house for the runners-up.

## 'Whoopie' F&M Pace Setter for The New Season

Los Angeles, July 25.  
After months of negotiations, Fanchon & Marco closed with the several authors of Ziegfeld's 'Whoopie' and have started rehearsals. No name principals cast so far. Only thing definite is the Ziegfeld name will be used heavily on exploitation.

This was Florenz Ziegfeld's last deal, closing it with Martin Beck in New York. Beck turned over the right to F&M to produce. Consideration was \$20,000.

At the same time, F&M closed for national rights to 'Follow Thru', which they will also put in rehearsal immediately.

With 'Desert Song' already on tour, and Mary Eaton under contract for a musical unit, F&M have their fall production schedule well under way.

Producers have also engaged 'Snub' Pollard and Walter Hiers for featured parts with Ben Turpin in the Teddy Joyce unit, now in preparation.

Mme. Schumann-Heink's one-week engagement has been extended for appearances in Oakland, Sacramento, Seattle-Portland, and Los Angeles, a total of five.

## F-WC Books KFWB Air Act for Naborhood Try

Los Angeles, July 25.  
Emerson Treacy and Gay Seabrooke, on the air for KFWB for the past year and a half in a sustainer, 'Growing Up', have been booked for personal appearances in F-WC neighborhood and suburban houses.

## BARD'S ALL-STAR COAST REVUES ON CO-OP BASIS

Hollywood, July 25.  
Ben Bard will produce all-star vaude revues at the El Capitan following the run of 'Hullabaloo' at that house. Deal with the theatre gives the house the first \$3,500 with the next \$4,000 to the players on a co-op basis and 50-50 over that.  
First bill will include Bard, Louis Errol, Chic Sale, Walter Catlett, Rosetta, Ruth Roland and California Colleagans.

## OR ELSE

Jeff Davis Thus Reacts to RKO Agent Edict

Jeff Davis, one of the franchised RKO agents told to amalgamate or else, decided on the latter course and packed up his possessions and family. He left for Boston over the weekend and will settle in the agency business there.

Davis was a Keith booker for years, becoming an agent about two years ago.

## Vaude Out of Audubon, Anticipating RKO-Pool

Skouras Brothers are jerking vaude out of the Audubon, uptown New York, Aug. 3, in preparation for the pooling deal arranged with RKO.

House will go straight sound.

## Mills Bros.' RKO Week

Mills Brothers break their Publix tour for an RKO date, going into the Albee, Cincinnati, Aug. 12. At the end of that week's stand the foursome take a three weeks' vacation.

They pick up, thereafter, the balance of their F-P contract, which has 12 weeks to go, with the resuming spot not yet decided.

## ACTS FOR L. A. PALACE

Los Angeles, July 25.  
Palace, formerly the Orpheum, now operated by Principal Theatres as a grind, is experimenting with stage attractions, in an attempt to compete with the Los Angeles, across the street.

First flesh booked is the KFWB Sunday Nite Hi-Jinks outfit. Radio unit was previously spotted in several F-WC suburban houses.

## LEONIDOFF IN CHICAGO

Leon Leonidoff, Fanchon & Marco producer, is in Chicago for Balaban & Katz on assignment from F. & M. for an indefinite period.  
Leonidoff is to assist B. & K. in spotting name talent and help round out F-M. units as they hit Chicago.

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## Golden Anniversary

50th

week to play

## RKO PALACE, NEW YORK

CHICK

## YORK

and

ROSE

## KING

with

## TRUE YORK

and

## EDDIE WILSON

Yes, Sir

This Week

(July 23)

Is Our

50th

Engagement

at

## RKO PALACE NEW YORK

## Kenmore Resumes Vaude to Help Pay Off RKO Promises to Acts, Estimates Total \$100,000-\$150,000

Investigation into a large debt incurred by the booking office the past four months has been started by RKO. Purpose is to prevent another costly situation such as was experienced during the previous George Godfrey booking regime. It is estimated that anywhere from \$100,000 and \$150,000 in obligations is outstanding to acts, producers and agents through promises made for playing time and which neither the booking lead nor the circuit can at this moment fulfill.

To partially relieve the debt strain the Kenmore, New York, returns to vaudeville Aug. 6. Although the Kenmore won't be forced to carry the burden by playing out time that is owed to acts, it's return to the vaudeville books will be expected to provide some badly needed extra dates. Comeback of N. Kenmore

is a compromise between the RKO theatre and booking departments. Latter requested the return to vaudeville of three RKO theatres to help pay off.

### Extra Time for Cuts

Most of the booking office's debts are the result of promises made to acts and producers last winter and spring as concessions for their acceptance of salary cuts. These acts were already under contract for higher salaries but agreed to take less when promised additional time.

One producer alone, whom Godfrey promised 16 weeks extra for each of three acts that took cuts, has bookings amounting to \$45,000 coming to him under that deal. So far he has been unable to collect.

Inability of the booking office to pay off its obligations is due to the scarcity of available houses. That this condition would prevail was known at RKO at the time the promises were made.

Among minor debts is one of \$5,900 owed to three acts that jumped 2,000 miles from Chicago to the Coast for three and a half weeks of work out there and were cancelled enroute.

In many ways the booking office's debt troubles are a repetition of those of three years or so ago. Under similar conditions Godfrey's obligations piled up faster than they could be paid off. It eventually cost the circuit \$250,000 to straighten out that situation.

### SPOKANE FOX'S UNITS

Spokane, July 16. After showing pictures only for several months, the Fox will add three stage days weekly, starting Aug. 5. F. & M.'s "Desert Song" will be the first presentation. Four shows a day for a 65-cent top.

## Actor-Customer Repartee At New A. C. Burlesque

Atlantic City, July 25.

Garden Pier theatre, after trying the straight westerns on its screen at 15c, finally turned to burlesque and picked 'em in at all three shows opening day. Billie Fields and Jean Gordon head the company.

Matinee opens house at 25c and the two evening performances are priced from 25 to 50c.

Strip numbers are drawing catcalls and cheers and there are frequent exchanges in wise-cracking between performers and audience. Chorus of 15 acts on the theory that what is won on the beach can be no worse on the stage.

### 2 Weeks Enough

Connie's Ina Rova, doubling from the Harlem nite club, closed Friday (23) at the Central theatre on Broadway after playing two weeks of a tentative five weeks' booking.

Colored floor show was in the burlesque house on salary basis by a deal between Connie Immerman and the Minskys.

### Another L. A. Burley

Los Angeles, July 25.

Another downtown picture grind the Arcade, goes stock burlesque July 31. House, formerly operated by Gus Metzger, was turned over to the Dalton Bros., who also operate

Interchange of principals and chorus with the Folies, with possible bicycling of entire production between the two houses, is contemplated by the Daltons.

### 'SKILLET' ACT SET

Six more RKO weeks have been added to the Skillet route, these to follow their current week at the Palace, Cleveland.

Boys swing to Rochester, N. Y., for Aug. 6 opening, with Buffalo, Toronto, Albany, Boston and Providence, all set to follow in consecutive weekly order.

## Saranac Lake

By Happy Banway

Blackface Eddie Nelson was an ogler of the lodge, renewed handshakes with Dutch Danny Murphy who has put over a comeback via a mess of added fat and exercise. Elsie Johnson has licked a mess of trouble, is now adapted to this mode of curing and is showing a wonderful comeback.

Marion Perotte has licked a mess of asthma, now sporting a sparkler while picking up news items.

Pearl Wilson, formerly burlesque and vaude who staged a big comeback, now broadcasting over the Canadian Toronto station to a big success.

Patsy Stover and Val Emiline (Broadway Billy) left here unannounced to try their luck elsewhere. Patsy Stover N.Y.A.-ed it for a little while.

Thelma Meeker returned to the lodge after a month's vacation at home.

Joe Baker, formerly Baker and Carrol, shot in from Boston as a new arrival at the lodge. Received the incipient okay and a few months ahead will do the trick.

Fred Rith, now up, took the nerve operation to good results, due for added exercise, and is feeling his best.

Tommy Vicka, fashion plate of the lodge, now on more added exercise and allowed to do a little "OK to Buffalo" between rest periods. Patients made happy by superintendent Katherine Murphy via weekly entertainments and Sunday auto rides.

The Irving Berlins vacated here at Loon pond, got a mess of fish, ogled this N.Y.A. city and called it the best vacation spot on earth.

Harry Moss tramped up to Tupper N. Y. with a review of 20 showfolks and gave an entertainment for the vets at the U. S. Hospital. The show was put on via the efforts of Teddy Lorrain, a vet trapper who is curing at the hosp.

Ben Shaffer shot back to bed with high tempting routine. Ben recently went through nerve operation to a fairly good comeback.

Jack Nicoli, ex-hooper and producer, has licked a serious setback.

Between cures he is trying to keep that door away from the wolf via a little taxi biz. He is feeling well enough to be up and around.

Billy Rankin producer of the Mid-night Frolics, Chicago, shot in unannounced on Fred "Bones" Bachman, Bachman at his best but bedding it for a short period.

With the capable assistance of Drs. Wilson, Tabershaw, Leach and Huxton, Dr. Edgar Mayer, principal medico of the lodge, is conducting a general checkup on all patients.

By the way are you writing to those that you know in Saranac Lake and elsewhere that are ill?

Mickey Arnold was a caller at the lodge en route to Montreal. Accompanied by his sister Jean, they ogled the lodge and said that it was the best ever.

Ruth Morris ("Variety") arrived in town for a month's vacation. She will spend most of her time golfing and teaching her daddy Bill Morris how to play bridge, at the Morrises' Camp Intermission.

Jerry Vogel, of the Plaza Music Co., New York, shot in a mess of special cooked goodies to every one of the patients here. Not a week passes that Jerry does not remember the patients. What a man, what a man. Thanks, Jerry, from all the gang up here.

RKO VAUDEVILLE INTACT 25  
(Week July 16), Kansas City

**ROSETTE and LUTTMAN**  
In "Dance Stories"  
With GRACE & BEATRICE WYLLIE  
(Dir. of Max Fishman, Plunkett office)

**DE VITO and DENNY**  
with  
**DOT STEVENS**  
in "Lady Harbinger's Reception"  
(Direction of Chas. Wilshin)

**LITA GREY CHAPLIN**  
"The Charming Chinites"  
Personal Mgt. Nicholas Gyory  
(Booked by Weber-Simons)

RKO VAUDEVILLE INTACT 25  
(Week July 23), Erie Lake-Casino

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)

# TAKING LONDON BY STORM DAVE APOLLON

UNANIMOUSLY ACCLAIMED BY THE BRITISH PRESS AND PUBLIC  
AS THE BIGGEST SENSATION THAT EVER APPEARED AT THE  
**LONDON PALLADIUM**

### Daily Mail

ROUND THE HALLS

Best Transatlantic Act for a Year  
By Our Theatre Correspondent

"Crazy Month" is officially a thing of the past at the Palladium, but the management has made an excellent start in the return to semi-normal conditions. Mr. Dave Apollon and his Mexican band, who are appearing there this week, are easily the best Transatlantic variety act seen in this country for a year or more. The assisting artists make first-rate turns in themselves.

### Sunday Express

Meet Dave

And, writing of foreign acts—were wet—It's well worth your while to see a well-known, most-seeking nose round the Palladium box-office, because the programme bears the entirely unfamiliar names of Dave Apollon and his Mexican band. Do not let the unfamiliarity of the name scare you off to the pictures, for Dave and his five assistants constitute one of the best acts with which variety has regaled us.

### News of the World

At the Palladium, too, we had the pleasure of hearing Dave Apollon and his band. The United States have sent many bands and artists to this country, but none has been so acceptable as Apollon.

### The Performer

Dave Apollon, from America, who takes pride of place in billing, has every reason to feel proud of his achievement on his Variety debut in this country, for it was apparent at the end of his act that the audience would have had him on for the balance of the evening if they could. Apollon, who is an amazingly clever instrumentalist, either as pianist or mandolinist, is one of the finest, slickest and most entertaining headliners to have yet come here from America.

Opened London Palladium July 4, for Two Weeks, and Immediately Booked as Follows:

JULY 18—HOLBORN EMPIRE

ENTIRE MONTH OF AUGUST—LONDON PAVILION

America  
BERNARD BURKE (JACK CURTIS, OFFICE)

DIRECTION

Europe  
WILLIAM MORRIS and FOSTERS' AGENCY

**CAPITOL, N. Y.**

This week's layout is a climax in New York. July 22, the Loew office experiment on framing stage shows of staggering cost, one led by the Holtz-Baker at \$3,500, is the high money mark at about \$15,000. They may have been more in Washington Masquerade starring Lionel Barrymore that ought to do business on its own.

The combination looks foolproof and weatherproof, but it didn't turn out so at the start. Thursday night attendance was more capably, they had set up the tapes for a holdout, but the mob didn't rush in. Apparently nothing could draw with the weather what it was that evening Friday evening there was rain and the thermometer laid off for the week-end. Show them had a chance to demonstrate its power. Instead of a clean cut, it scored just better than average, and must be a disappointment to the house.

Capitol is making a grand ballyhoo of its costly stage entertainment, devoting more trailer space to the angle to the Holtz-Baker film. They can't go any further than the Holtz-Baker-Abe Lyman aggression in comedy. The Holtz-Baker probably serve as a final test of the policy. If that billing won't turn the summer trick what's the use? It is a failure. The Holtz-Baker always meant money to the former straight vaude stand. If the Holtz-Baker-Jewel cannot show a weatherproof this year, the count is all in.

Entertainment quality of the Holtz-Baker is not the quality what it may. Two talking comedians as the backbone of a stage layout in the huge Capitol starts with a hand on the Holtz-Baker. Holtz down to a mike, and much of what he has to say was lost down from the stage. The Holtz-Baker leaves quite a lot of people wondering what the laugh is about. Baker stays put, and on this frame-up he better for the Holtz-Baker. The Holtz-Baker is a comedy. Those down from liked Holtz vociferously, and their presence in the show indicated it for the others. Your correspondent was among the far-off ear-strainers. He testifies to the same one. Holtz and Baker together for a later talk toward the close of the stage interlude. It is a riot of the Holtz-Baker and this mob, and consisted of nothing more than five minutes of 'nonsense' business that must have been a waste of time. Holtz and Baker will figure in the Loew decision what to do about more \$15,000 bills.

Lyman's session was more to the point. The Holtz-Baker and Baker snappy bit of modern synecopation broken up with endless musician and a comedian. The Holtz-Baker man, it may be Lyman, however, that a duet in 'one' by the Lyman, pair of hillbilly singers was rather a tame affair. The Holtz-Baker and Baker, 'That the crowd went for it heavily doesn't change the fact that it is a waste of time. The Holtz-Baker is not a film to the act of a 25-piece orchestra.

Hannah Williams, abundantly billed as Mrs. George W. Kahr, was included in the preliminary advertisements, but was out from the start on an emergency 'tonal' operation. Her entrance in the show, with his hand is currently at the RKO Palace.

That left the female interest represented by the Holtz-Baker and Gloria Gilbert, too dancer who specializes in human top spins, and the Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

All in all it's not a brilliant staging of costly and expert entertaining talent. Show has only such commands as the Holtz-Baker and Baker of the Lyman orchestra as its finale. Otherwise the thing doesn't build to a climactic finale. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

**PARAMOUNT, N. Y.**

New York, July 22. Harry Richmond and Bert Lahr, tappers on another heavy name and money show at the Broadway Paramount and rating \$5,000 a week. They are forced to step aside by a girl who is inconspicuous in the billing, but who runs away with the show. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

holding over from last week, do well enough, but their applause results are shadowed by Miss Powell. Lahr is rather disappointing. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Attired in gold cloth and a tuxedo, Miss Powell makes a nonchalant entrance that suggests anything but a show. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Under a new Par policy the stage shows get a special act or black-out weekly for the principal players. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Par's 'Madame Racketeer' is the picture. Attendance not very heavy Friday night.

**IMPERIAL, TORONTO**

Toronto, July 22. It's dance week at the Imperial. With the exception of the Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Natcha Natcha is the headliner, and the build-up to her entrance is a masterpiece. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Major portion of the bill has the 16-girl lineup doing most of the dancing. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Clever piece of stage mounting is the lavish Dresden number. This is a full stage, before a huge chandelier, the Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Sandwiched among the dance of the Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

**Gaumont Palace, Paris**

Paris, July 15. Gaumont Palace is doing tremendous business (week ending July 15) despite the fact that it is the revival of 'Atlantide', a silent film made over 10 years ago by Louis Feuillade. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

After a mixed newswall show goes immediately into an ambitious stage production by Paul Oswald, titled 'Oriental Fantasy'. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

After intermission the feature is immediately shown, and there is a lot of applause. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Both houses are going in for the most obvious kind. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

**PARAMOUNT, L. A.**

Los Angeles, July 21. Careless production, plus a stage loaded with amateur performers, makes this stage layout of little value to the house. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Dance, Grates and Rand, three more of the hot-cha type, go nowhere with too much face-slapping, falls and rugging and too little dancing. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Entertainment value of the Callaghan production, which is seen when the audience comes to life after a lukewarm half hour. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

**EDOUARD VII**

Paris, July 12. House, located at the Boulevard and originally built for legit, has been the Fox showcase for about a year. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

**NEWSREELS**

**TRANS LUX**

Broadway now has only one all-newsreel theatre—the Embassy. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Some of the liveliest news as well as humorous and entertaining magazine material are missing in what remains of the news end of the Lux program. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Strongest speech Lloyd George has made in the newswall was caught by Paramount. Speaking on reparations Lloyd George told the Britishers that if they were willing to accept American money they should be just as willing to accept American ideas.

Both houses are going in for the most obvious kind. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

A good human interest subject is the making of a new revival series in Washington. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

**STATE, L. A.**

Los Angeles, July 25. With Jack Dempsey as the added b. o. lure, it was turnaway business at the afternoon show today (Sat.), and augurs a possibility of one of those all-too-few profit weeks for the downtown area. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Unit is simply, though effectively staged, with drapes and columns used mostly. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Jan Rubini returned after a several weeks' absence, and directed the overture, a special arrangement for George Formell, as the Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

**FISHER, DETROIT**

Detroit, July 25. This can be classed as just another show designed to fill time between running of the feature. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

**EMBASSY**

A very, very light hot weather program, consisting mostly new slaps of familiar topics.

Two plugs in the same program for Atlantic City, including high diving and those scrapping cat. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Again Bohemian wedding rites are reviewed; Germans sing and dance; a German girl is lauded the adage of 'get old happily by minding your own business'; Spaniards indulge in a free-for-all with bulls; a German zap flies over London; Stanley Baldwin talks; King Carol's guard parades; amateur boxing in the Garden; workers on skyscrapers indulge in idle gossip.

That looks like a money is the city having to do with an Australian jazz orchestra. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

It has been suggested several times in the past few years that movie editors might get together when presenting a subject which requires a figure to be mentioned. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Laurel and Hardy almost make a short of their trip up Broadway in a handcar, and a ticket serves for stop purposes.

F-H was the only reel Saturday, to have views of Governor Roosevelt visiting a New Hampshire beach on his recent boat trip.

Although Universal several weeks ago released a group of prohibition shorts from the Island Joneses was the most complete exhibition of dry sentiment ever to reach the screen. It is getting some laughs from a lineup of dry of its own at Washington.

Other clips include bad spill on a Pennsylvania bridge, a tennis Olympic aspirant, cricket in London and tennis in Berlin, Gawd visiting a New Hampshire beach on his recent boat trip.

Both houses are going in for the most obvious kind. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

demonstrations in Germany, Suva, and a group of men for tennis return, aquaplaning, a blimp and army planes in Texas. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

**OLYMPIA, PARIS**

Paris, July 12. Olympia is doing comparatively fair business with an Omo feature and a comparatively pretentious stage presentation by Andre Boy titled 'Beach Games'. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Show opens with a mixed newswall, immediately followed by an animated cartoon. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

The presentation includes the 12 Mersey Girls, who have been persistently held over for months can now be regarded as the regular feature with the Mersey Girls. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'

Then comes the feature, Omo 'Bonne Adventure'.

**FISHER, DETROIT**

Detroit, July 25. This can be classed as just another show designed to fill time between running of the feature. The Holtz-Baker and Baker, who early ago, when she crashes, goes into a strip and reniles to Holtz shocked protest, 'What, isn't this Minck's?'







**Numerals in connection with bills below indicate opening day of show, whether full or split week**

Out' in New York  
Lips  
Harold Lips  
write the screen  
and Haliburton  
Romance.' L  
Fox scenario e  
Metro's  
Metro has b  
Mask of Dr.  
ing being done  
Re  
Bert Green

**M-G Wants Winner**  
Metro negotiating with Charles  
Winner to fill a part in 'The  
Dust,' John Gilbert's next.

**Spiegelgass Moves Up**  
Leonard Spiegelgass, former assistant to Al Rockett at Fox, succeeds Bob Yost as head of scene and reading department.

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**ERPI's Sole Burden**  
Suit filed last November by Cy Newton Andrews against the As

and others for \$100,000,000 damages for infringement of sound patents has been amended in the U. S. District court with the names of all defendants except ERPI out.

**Newman with W-W**  
Mike Newman back from New York to handle special exploits

**Friedman Fox Caster**  
Phil Friedman, former U cast director, replaces David Todd Fox contact casting director.

**Dropping a Pilot**  
Baron Valentin Mandelstam, French government representa

**LeMaire's Added Duties**  
Rufus LeMaire, in addition to casting for WB-FN, will also handle all business negotiations on signing of writers and direct-

**W-W Go African**  
Leo McCarey set to direct Wheeler-Woolsey feature for Columbia, starting Aug. 20. Pic will have an African background.

**Lubitsch's 'Angel'**  
 'I Married an Angel,' play by Johann Vaczary, has been bought

**Rodgers, Hart on Loan**  
Richard Rodgers and Lo  
Hart, Par songwriters, loaned  
UA to provide a score for Al  
son's 'The New Yorker.'

Contract between Ruth M. minor, and Sam Goldwyn up court approval. Seven-year term runs from \$100 weekly to \$150. Contract between Radio and Ed both Furness and Phyllis F. also up. Former will receive \$100 to \$750 in seven years. Last starts at \$30 and ends at \$60.

**'Street' for Carthay**  
Carthay Circle, dark for months, reopens Aug. 5 with 'Back Street.' Universal booth sidetracks Radio's 'Bird of Paradise,' penciled in for August run.

**Ruth Biery Overseas**

**Horkheimer Moves**  
H. M. Horkheimer, indie producer who planned a series of indie features to be made on the Pathe is moving to Tac-Art.



# Diary of a Stooze

By Claude Binyon

Hollywoodland, Friday.

It's all over. Mr. Bowery has sobered up and gone back to work at the studio on account of Tille and I guess they'll be married after all. Worst yet, he hid all his liquor and my head hurts and I can't find anything to drink so I will stop. There's only one way that it will end. My head will keep hurting worse and worse and pretty soon I'll be dead. Tille may think she loves me but I'm no good, I guess. Whenever I have a chance to be nice to her I start insulting her and it makes me feel worse than it does her.

When I was back in Peoria I used to think that I would turn out to be a famous stooze in vaudeville and people would talk about me making good like they do about the Corcoran of Andy on the radio, and Mr. Tom Gorman who is with RKO-Pathe, and Mr. Ben Serkovich who got to be a big press agent and police captain give him badges. And Mr. Harry Frazee, who was the greatest producer of shows that ever was born in Peoria, but he died.

Well, when I die my folks will be ashamed of me, but after I finish this diary tonight I'll write them a letter and explain to them that it was too much for me being a funny man of mystery with sadness in his heart.

And maybe some day somebody will see this diary, maybe even Tille, and she'll see in it that I really loved her all the time but didn't know how to show it. If she can't see it I'll put it in plainer.

Tille, I love you very much, Tille, and I hope you will be happy with Mr. Bowery because he is a good man. I don't care about him double crossing me and not going to the dogs with me, on account of how he has a future and I haven't got anything but the banjo he gave me.

I am sorry I can't buy you that home on Broadway, Tille, but when a man goes to the dogs he hasn't (Continued on page 40)

## Jim Thorpe's Break

Los Angeles, July 25. After some years of hard luck, Jim Thorpe, former widely known athlete, is getting a break locally lecturing on the various types of athletic competition in connection with the Olympic games. He will also cover the games for one of the wire services.

Two years ago, the one-time Carlisle star was discovered working as a day laborer here. Since then he has occasionally worked in pictures, and recently he organized a protective association of American Indians who do screen work.

## Chi Showmen Oppose 17-Mile Coney Plan Along Lake Shore

Chicago, July 25.

Agitation by politicians and some of the newspapers for the erection of bath houses, along 16 or 17 miles of beach front on Lake Michigan is not pleasing local showmen. With these attractions now wholly lacking, the beaches would become open-air theaters.

Oak Street beach directly in front of the Drake Hotel has depreciated nearby Gold Coast property notably, so showmen anticipate an ally from local interests against any move to further mar the landscape with unsightly bath houses. Natural and logical development of the present movement would be to turn the entire stretch of lake front into a Coney Island with concessions, hot dog stands, and all the paraphernalia of public beaches, showmen point out.

It is estimated that on a hot day 650,000 people go from their homes in bathing suits to the various beaches all the way from the Indiana state line on the south to Evanston on the north. Except for the far west end, the neighborhood a substantial part of Chicago's populace has comparatively easy access to one or more beaches. No other city has such a situation.

And well the theatre men know it.

## Reno Makes Sure

Reno, July 25.

In all seriousness and with the dignity of United States senators the Reno city council by unanimous vote repealed the city's Little Volstead act a few days ago and now Reno has no local dry law. The act has been on the city's statute books almost as long as the prohibition law has been in effect nationally and it has been just as effective.

The measure was repealed by the council because members felt that Reno would be in national disgrace if, by chance the Volstead act was modified by the last Congress or a repeal amendment got by the Senate and House, and was submitted to the states.

At any rate the liquor dispensers can operate here now without being afraid some Reno police officer will hop on them. They never have, but they might.

## Frisco Fights Tin Hare

San Francisco, July 25.

Down Town Association has joined hands with other interests in fighting advent of dog racing into Frisco. A proposed ordinance is before the Board of Supervisors permitting operation of a racetrack within city limits. A pup circuit is proposed for the old Recreation ball park.

Meanwhile the neighboring town of El Cerrito has two promoters after dog track privileges there. One has offered to pay \$50 weekly in license fees, while his competitor has countered with a \$3,000 a season bid.

New, June 20. Songwriting pair now together on the coast had kept the marriage secret. Melvin F. Ballerino, assistant casting director, married in Hollywood Aug. 12 to Ruth Smith, University of Southern California student.

## Gus the Guzzler

Minneapolis, July 25. 'Guzzling Gus' Comstock, champion coffee consumer of the world, with a record of gulping 85 cups in three hours, has announced that he is ready to defend his title in his home town at Fergus Falls, Minn., near here.

Gus' regular business is peanut vending at state fairs.

## Catalina Takes It On Chin, Lower Tariffs Failing as Mob Draw

Los Angeles, July 25.

Despite additional advertising and wholesale price slashing, Catalina Island is going through the worst season it has experienced, since the late William Wrigley bought the island. Steamer fare to the island has been cut from \$3 round trip to \$1.75.

Figured to attract the mob, island features a \$25 rate per week, which includes everything the resort has to offer from room and board to the added attractions, such as the glass bottom boats, speed boats, fishing, dancing and bathing. Even at this low tariff business has been terrific.

Hard hit is the St. Catharine hotel, class hotelier, which has been getting as high as \$24 per day, American plan. Rate now is reduced to \$14 daily. Missing are the picture mob yachts which usually anchored off the hotel's dock on week ends. Drawing in their financial horns, the picture people have moved to the yacht on the water with a 'for sale' or charter sign appended.

Other beach resorts are feeling the pinch, with Sunday only day when spenders make the shores. Games, dance halls, rides and other amusements are for the most part closed during the week, satisfied to cut the nut in favor of getting a little money on the week ends.

Summer cottages at the beaches, which formerly rented for \$200 per month during July and August, are offered for \$75 monthly. Higher priced houses cut accordingly.

## Adirondack Cabins at 75 and 50c.

## Closing Resort Hotels in Mid-Summer

### Time-a-Creep Banned

Albany, N. Y., July 25.

Albany has barred time dancing. One promoter attempted to open the Clinton Square theatre Wednesday night (20) or one of those time-dance affairs and advertised 30 girls would act as hostesses.

Before a customer had a chance to get in the cops were at the door and no one was admitted.

The building was converted into a restaurant after Chris Buckley closed it as a picture house.

## Girl Dives Into Tank Of Beer, but Rohan's Show Is Reno Flop

Reno, July 25.

For the third time this year Reno turned a cold shoulder on a celebration designed to garner some dough for the promoter, James Rohan of Oakland, and incidentally boost the week-end crowd of visitors.

Rohan staged his show, together with two days of horse racing, but the gate was so thin that the horsemen had a hard time getting fee money and the promoter is out practically all the jack he dumped into the ballgame.

Booked as the 'Reno Gold Rush', show had as its opening feature a race from Oakland, Cal., to Reno between two automobiles, all of a vintage of 1915 or before. Some 40 cars started the trip and 20 finished. The winner got \$500.

Rohan hoped to pack the populace into the race track grandstand at \$1 per head to the tune of \$30,000, during the three days, but receipts the first day failed to top \$2,000.

There was nothing wrong with the show, which included a balloon ascent and parachute drop by a girl, a high dive into a tank of beer by a girl and the baking of a two-ton apple pie.

Rohan wished the show on Reno and had no local backers.

Gouverneur, N. Y., July 25.

Mountains in the New York Adirondacks are wearing furrowed brows. Almost over night they have become dotted with hundreds of tiny cabins, run on a hotel basis, but, perhaps, not so fussy about baggage.

The owner of one cabin string will always talk about the others, and the point: on are invariably described as more hectic around the other side of the mountain. The proprietors don't mind letting a sober party pull in and camp, but if any evidence of a bottle they start calculating the wear and tear on the cabin. In most of these camps payment has to be made in advance and a register signed.

### Hot Dog Oases

The cabin idea has become so popular that almost every hot dog stand on the main highways is surrounded by stop-over rooms. Practically all of the cabins are new since the movement didn't really get underway until this summer. In fact, it's probably safe to say that there are more carpenters and painters working in these mountains now than in Manhattan.

But with the growth is coming the inevitable competition resulting in price cutting. Where at first \$1 per person was taken for granted as the minimum charge, some of the spots are now charging 75 and 50 cents.

The first to suffer by this chain-cabin wrinkle are the regular mountain hotels, some of them have already closed. Others are about to darken despite it being mid-summer. People who have spent their two weeks for a period of years at these hotels haven't shown up this year. The hotel men merely point out the open windows down to the slopes to the shacks around a gas station.

## FANS ALL STEAMED UP OVER THOSE DECISIONS

By JACK PULASKI

Second fight at the Garden's bowl in the wilds of Long Island City, between Kid Chocolate and Jackie Kid Berg, won by the latter, roused the ire of fight writers and fans. Had it been a title contest there might have been as much rumpus as that caused by the Sharkey-Schmeling affair.

Berg put up a courageous, oncoming exhibition, as he always does. He boxed in with flying fists, but it did not look like his night. The point score by rounds indicated that the Cuban bon copped seven of the 15 rounds, with Berg winning five and the other two even. Fight was lively and worthwhile, but neither man was down; in fact, neither has a real sock.

One judge and the referee gave the match to the English boy, the other judge ruling for the Keed. It looks like some of the judges to date that those odds-on boys close to the ring were offering two to one that the Cuban would cop; and no tears. Bern Bon was accurate but found it a surprise permitting Berg to pile up points.

Chocolate was the favorite before the match, despite the fact that Berg is a much better boxer than Chocolate was some years ago, at which time Chocolate shed tears. Fans figured that the Limey had slowed up and the Keed had developed. Chocolate instead is better than Berg and a third bout between them is due next month. There is an added reason for the repeat, that of a match with Tony Canzoneri, the light weight title later in the summer.

Another outdoor scrap last week was a return match between Frankie Petrolle and Sat Battalino. Bat again is better than Berg and should lay off those Petrolle. He was down for a seven count.

Last night (25) at the Bowl a heavyweight elimination campaign was started by Paulino and Schacht mixing it up. Top price was \$2.30, same as for the Carnera-Groves event, which Carnera won at Ebbets field. The fight was good, who promoted the show, took a loss.

## AL CAPONE DEVELOPS YEN TO BE BARNUM

Dallas, July 25.

Prospects of Al Capone graduating into the circus biz in post-Atlanta days rises out of reported dickering coupling the ex-con with the Miller 101 outfit. Understood that certain Oklahoma realtors are nursing a deal whereby Capone would buy the top along with \$15,000 acre of Col. Jack Miller's Ponca City ranch.

Diamond Jack Alteris, Colorado dude rancher, is doing most of Capone's talking, and the latter claims the latter wants to turn the acreage into an Italian colony and not a playground.

Ed Clark, a deliverer for the Miller properties, admits being quizzed by alleged Capone agents, but withholds the name of the prospective buyer.

## MARRIAGES

June Gledhill, non-professional, to Jose Rodriguez, editor at KRL and KEEA, July 12, in Los Angeles.

Frank Berling, manager of the Hotel Sherman, Chicago, and Joan Winters, dramatic actress, in Maine secretly July 17.

Eddie Smith, Loew agent, and Joseph Short of Jean and Linton (vaude), July 13, in Los Angeles.

Mary Jane Spier, radio singer, to Jack Crawford, in Everett, Wash., July 20. Groom is an orchestra leader.

John Davis, Jr., son of 'Coffee Dealer' to Jean Gale, non-pro, in San Francisco, July 23.

Audrey Farncroft, opera singer, to Fred Scott, singer, in San Francisco. Bride recently divorced from Alexander Fried, music editor of S.F. 'Chronicle'.

Winifred Lenore Davis, singer, to Alexander Sinclair Hammond, singer, in Los Angeles, June 20.

Constance Olga Johnson, dancer, to Bradley A. York, in Los Angeles, June 17. Groom is a boxing trainer.

Charles Mack to Mrs. Myrtle Buckley at Ensenada, Low, Calif., July 23. Groom of the 'Two Black Crows' (Moran and Mack); bride not in the profesh.

Nacio Herb Brown to Jean Borlino Lockhart, secretly, in Virginia City,

## "I'm Telling You"

By Jack Osterman

### TALKING PICTURES IN MY OWN HOME

Depressed over the passing of the 'Polter' creator, we looked on the wall of our living room and asked our autographed pictures to write a column. First came Ziegler, who said, Jack, your Dad, Jake Rosenblatt, worked for me. When 'The Red Feather' was a flop in New York he took it on the road with Grace Van Studdford and made plenty with it. I begged him to wear a tuxedo but he refused and wired, 'Flo, let the ushers and the guys in the box office down. You hired me to get dough and I'm getting business in a business suit.' I never wired him again and everything was okay.

Remember the time, Jack, you came back stage at the New Amsterdam with Dave Stamper and sang a song you wrote for Edna Leonard, the 'Mogelito Tonyade' like the number put in in the show and paid you a royalty. I never gave you a job, Jack, but I gave you 'The Three Musketeers' and that's where you found Mary Dolores Daly, so at least you have me to thank for a wife.

Then Raymond Hitchcock stepped out from another frame. Jackie, remember when you found Mary stage at the Globe and wanted to join 'Hitchy-Koo' and I told you you were too young? You know, Jackie, your Dad gave me my first job. I think you put in a kid, but why not be a manager? Why be bothered with grease paint? We didn't take your advice, Hitchy, but we haven't been bothered with grease paint lately either.

Who is that dignified character stepping out to say 'Hello'... Dave Belasco. 'Hello, my lad. It's been a long time since I've seen you. I mean to see David Warfield in 'Peter

Grimm' and it scared you so you had to leave after the second act. Then you went to the coast where my brother was manager of the Alcazar and he allowed you to be an usher because you loved the theatre. The last time I saw you was at the opening night of 'Mimi'. It cost me a fortune, but I didn't mind it. Jackie. The theatre is a beautiful thing, keep on loving it, after all the only thing worth while is to love somebody or something.

Jeff De Angelis stepped down for me to say that the first show we saw was 'The Beauty Spot' with Marguerite Clark and himself at the Herald Square theatre.

There's a hush, a swish of a beautiful fan. Who is stepping off the wall now? Nora Bayes. 'Hello, boy. What about that week at the Riverdale? We had so much fun, it was a two-a-day and a great bill. Then I invited you over to my house after the show. Jascha Heifetz was there. Edgar Allen Wolfe cooked spaghetti, you played in the room where my three adopted kids were sleeping. Those were the good old days. Yes, Nora, only who realized it!

Who's that limping and sputtering his way out of the frame now? Eddie Foy. 'You're a pretty little thing,' he says looking over our shoulders at the typewriter. Remember when your mother played with me in 'Piff, Paff, Poo?' You were three years old and I let you lead the orchestra one matinee while I sang 'I'm the Ghost of the Troupe' That was 'Stranded in Peruvia'. Then we went to dinner in Denver and how you misbehaved, throwing a spitball at Betty Hopper. But Hoppy didn't mind. Understand one of my kids was a hit in 'Cat And Fiddle' and that Bryan is still fooling them in Hollywood.

Well if you mob give them my love. Remember when we

(Continued on page 35)



## East

## 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.

Motion Picture Studio Crafts to the Los Angeles appeal to the American Federation of Labor for aid in their efforts to get an agreement with the producers. The appeal was up at a meeting of the federation's executive council in Atlantic City, with the latter deciding to take the matter under advisement.

Reported also at the conclusion that the picture stunt men were organized as a union on the coast and were on the verge of asking for a charter direct from the A. F. L.

President Hoover signs a bill protecting the copyrights and patents of foreign exhibitors at the Chicago Century of Progress exposition in 1933.

Reconstruction of that part of the Coney Island boardwalk destroyed by fire two weeks ago is set for completion by Aug. 1. Money for the carpenters and laborers on the job is coming out of the county's unemployment relief fund.

Narcotic squad starting a fake raid for Fox newswear. A New York Chinatown ran into a new riot. Cops pinched eight Orientals for showing the camera raiders with meien rings, bottles, etc.

Court of Appeals dismissed a picture licensing case. The New York operator's union, holding that for the later could not get salaries as long as they did the picketing in a lawful manner.

William G. Norton, manager of the Music Box theatre, New York, was removed to the Polytechnic hospital, suffering from a heart ailment.

Claiming that the picture was made from a stolen plot, had loaned the actor, Matt A. Kennedy filed suit against Frank Fay and the Brothers and Sisters, claiming the profits obtained from 'God's Gift to Women'.

Decision in two suits involving the affairs of the New York operator's local 300 was reserved by Supreme Court Justice Black. There was a plea for an injunction restraining the union from paying \$25.00 to Max Steiner, one of the members of the local from criminal conspiracy charges coming up for trial in the federal court. The appointment of a receiver for the union, made by Samuel M. Sinay, Ernest Gieseman and Charles McDermott.

Agnes Ayres has been signed to head the cast of another edition of 'Myre Go Round' which William Wayne is readying for a tour of New England vaquash spots.

Opening of 'The Devil's Tale' by Joseph P. Kennedy, staged, slated for July 26 at the Provincetown Playhouse, has been moved to Aug. 1.

Executive order signed by President Hoover put the radio division of the Department of Justice out of existence and at the same time transferred the duties of that division to the Federal Radio Commission.

Order will result in wholesale dismissal with the other supervising control only taking over those employees found indispensable to the service. President's action had authorized the release of an appropriation bill for the legislative branch.

John Weber joined Majestic Pictures as general sales manager and assistant to Herman Gluckman president.

Strained relations existing for months among the administration of A. L. Erlanger and his employees, climaxed by a surrogate court appearance in which Saul J. Baron charged former Supreme Court Justice Mitchell L. Erlanger with withholding some of the principal assets of the estate, resulted in the ex-justice of refusing to return several documents given him merely for inspection.

For inspection of the requested papers were described as confessions of judgment, one from the A. L. Erlanger Amusement Enterprises for \$557,613 to the late producer, and the other from the A. L. Erlanger Realty Corp., of \$100,000 for \$81. A third document was recorded as an executed mortgage for \$100,000 on the latter's Manhattan theatre to A. L. Erlanger's security.

Reorganized Foley ordered Mitchell Erlanger to show up the papers by he should not deliver the papers.

Two lions escaped from an arena in Luna Park, Coney Island, and created an exciting 10 minutes before trainers and the crowd were back into their cages. No casualties resulted.

Claiming \$10,200 due for legal services, Attorney T. Roger Mahon filed suit against Mrs. Sue Mahoney, widow of the comic, W. Mahoney. Lawyer in his petition said he had

been retained to straighten out Mrs. Mahoney's marital and legal difficulties and just when the suit was about completed she changed her mind, dropped the action and refused to pay him his fees.

John Golden's move to take a 21 months' lease on the Royale theatre, now in the hands of receivers, was approved by Supreme Court Justice Collins in New York. Lease application was opposed by Lee Shubert, an effect of the corporation holding a second mortgage on the property. Shubert, at the same time, offered to lease the house on more advantageous terms, but the court decreed that the Golden deal revealed 'the superior responsibility' and was free from 'entangling alliances'.

Government drive to dry up Broadway by padlocking major night spots was handed a sharp setback by U. S. Court of Appeals, in the New York district, ruled that service of a padlock complaint on a bartender in such proceeding did not constitute a violation of law. In every case service had to be made upon the proprietor himself. As a result of the opinion over 100 padlock complaints already served on employees, and not on owners, take timely flying.

Louise Squires, Bert Gordon's former vaudeville partner, got a \$25,000 verdict from the F. W. Woolworth company because her scalp was badly scarred from the explosion of a water-wave comb bought in one of the chain's stores.

Billy Rose gets an option on 'The Great Magoo' by Ben Hecht and Charles MacArthur. Placing play in rehearsal in early fall.

Lodewick Vroom obtains the operating rights to the Erlanger estate, New York, from the Vincent Astor realty interests, ousting the chairman of the board from the picture. Vroom assignment followed disposes proceedings brought by the estate of the Erlanger estate, prizes for failure to pay rent on the house.

Dry agents raid the Club Calais, New York, taking Sam Winter, manager, and all other employees, conducting for the first time. Latter included four members of the orchestra.

Hugo Riesenfeld will make his debut at the Lewisohn Stadium, New York, Aug. 9-10, by conducting for the Albertina Rasch ballets.

Portion of the receipts for the Jimmy McLaughlin-Lou Brouillard bill in the Yankee stadium Aug. 4 will go to the Actors' Fund.

Dr. Henry Moskowitz of the League of New York Theatre's local the fight against the postcard that theatres be made to pay for the city firemen assigned to the firemen for the firemen, that legit is going through enough of an economic crisis without having to be subjected to any additional burden.

Barbara Heggie, daughter of O. P. Heggie, made her stage debut at the Cape Cod Playhouse.

Academy of Music in 14th street was given the holdup tap for the second time within two months, the latest haul netting \$1,200. Alfred G. Crowe, the house treasurer, opened the safe following a rap over the head with a pistol butt.

Elen Henderson, formerly with the Police, an assistant to the department on the grounds that her husband, William Duryea, turned out to be a bad character and not a wealthy person as she had been led to believe, and that they were married.

Creditors of the 'Daily Graphic', which ceased publication July 1, were advised at a meeting that revival of the paper was still possible. Joseph Schultz, counsel for the Macfadden Publications, reported that the negotiations were still on and that a man formerly with the 'World' was interested. Schultz promised that employees with wages shelled down the period of a year and a half to \$5,000. Brokers who

Libby Holman has asked her late husband's uncle, W. N. Reynolds, to become executor of the Smith Reynolds estate. Though the latter's personal fortune was comparatively small, he was slated to receive \$15,000,000 from his father's estate. The estate was not yet ready to be necessary to establish Miss Holman's dowry rights in the estate.

Debt of \$25,000 run up by the League of New York Theatres in its fight on ticket speculation has been shaved down after a period of a year and a half to \$5,000. Brokers who

were supposed to have benefited by the attempted curb, the league announced, have come through with their subscribed amounts in regular order, although not legally obligated to do so. Number of producers had endorsed the note for the money.

Sally O'Neill underwent an appendicectomy operation at the Medical Arts Center in New York. She is recuperating.

To save the Parish Players, Stool Creek, Conn. from folding, Senator Hiram Bingham prevailed upon the immigration department to allow R. Hafford Forster, former manager of the Shakespeare Memorial Theatre at Stratford-on-Avon, another temporary stay permit. Forster has been the players' director since they organized this summer. Extension expires Oct. 20.

Federal attorney's office in New York questioned Eddie Dowling regarding the operations of the National Diversified Realty Company, whose promoters' indictments had been returned. Over \$500,000 in real estate had been sold by the 6,000 Catholic clergymen and laymen in a plan to make religious pictures. Understood that the Dowling incident was the subject of the 'Rainbow Man', by Senator, a subod of the N. D. C.

## Coast

For injuries received in a Los Angeles accident, Lorraine Donoghue, singer, given \$200 judgment against Robert Stotts.

John Milian awarded adoption of Paul and Robert, sons of Creighton Hale and his former wife, now Mrs. Milian.

David B. Hampton, N. Y. literary agent, in Los Angeles for visit. Came with Harold Bell Wright.

Bungalow purchased by Carter De Haven, and moved to a new site in Hollywood, California, to the ground. Previously, actor had trouble with movers and then vandals who broke the windows and stole the plumbing.

Paul Muni purchased a five-acre walnut grove in Van Nuys, Calif. Will build two houses, one for his mother, other for his brother.

Santa Monica Police Chief Webb and his wife left for vacation in New York. Webb is engaged to his daughter and son-in-law, the Rudy Valleys.

Blaming a Hollywood gossip sheet for the rumor, Harry Bannister, on landing his plane at Lake Orion, near Los Angeles, was engaged to Nancy Lyon, Los Angeles film actress. Reason: He's 42, she's 18.

Ethel Clayton awarded second divorce in Los Angeles from Ian Keith on cruelty charges. Had first divorce at same time. Keith had to make property settlement. With settlement signed, awarding her \$25,000, and \$5,000 alimony, she brought second, uncontested, suit.

L. A. county grand jury indicted Detective Lieutenant George H. Brown, of the narcotic detail, on a charge of extortion. Charges growing out of hijacking proceeds of Million-Dollar theatre robbery by the 'Red' Simon and his followers. The theft and is now under a one to 10-year sentence to San Quentin.

Action brought by Joyce & Selnick, agents, against Constance Bennett, for payment of \$15,000 commission, which she set in trial following overruling of Miss Bennett's demurrer by Judge Minor Moore in L. A. Superior court.

Los Angeles county judge reduced the \$100,000 fine to \$10,000 in securities owned by Charles Chaplin.

Ralph Forbes returned to Hollywood from Reno to work four days in 'Smilin' Through' at Metro, then back to establish residence for divorce from Ruth Chatterton.

Operators of a dance marathon in Hawthorne, Calif. two years ago, target of a \$30,000 damage suit by Mrs. Anna Hicks, who said she was injured while watching the grind.

Carol Tevis, film actress, divorced from William Thomas Britton on mental cruelty grounds in Los Angeles Superior Court.

Norma Talmadge arrived in Los Angeles for a few days and denied

plans for divorce from Joseph M. Schenck.

Yarn from Tokio says that Elnoko Sato, young waitress, said for Hollywood, in September to visit Charlie Chaplin, who is supposed to be sending \$10,000 as expenses for herself and 20 girls.

Claire Windsor to San Francisco to fight \$100,000 alienation of affections suit brought by Mrs. Marian Read.

Mrs. Alison Shaffer, 30, former Paramount film cutter, died at Hollywood hospital after taking poison. Despondency over lack of employment given as reason.

John Francis Dillon, film director, filed voluntary bankruptcy petition in L. A.

Suit to force payment of \$182 clothing bill filed in New York court against Harry Bannister in L. A. Municipal Court.

New complaint against 13 officials and employees of the Culver City, Cal., dog track charges gambling and conspiracy in connection with option betting. Previous suit was dismissed when state's witnesses would not testify.

Reported that Mariene Dietrich is only film personage mentioned in Charlie Chaplin's book, being written for serialization in a woman's magazine.

Claire Windsor in Oakland to negotiate out-of-court settlement of Mrs. Marion Read's alienation of affection suit.

Dr. Charles J. Pfueger, physician, suing Willard Mack for \$1,825.

Edna Turner, film actress, given a divorce in Los Angeles from Richard Turner on testimony he was a fugitive from justice.

Dorothy Day, from musical comedy, found herself again married to Russell D. Plummer, sax player, when a Los Angeles Superior Court judge set aside previous divorce awarded her by default because pair failed to agree on alimony.

Jack Dempsey and Estelle Taylor sued for a \$4,300 bill by Dr. George Martyn.

Holding company suing to foreclose mortgage on El Mirado hotel, Palm Springs, Cal., for \$72,154 rentals and delinquent taxes.

Garden of Allah, Hollywood apartment house, back in hands of original owner, W. H. Hay, who sold it to Alvin Dwyer, for \$72,154 rentals and delinquent taxes.

Three London barristers suing Edwin Carewe, in Los Angeles, for \$2,622. Amount claimed due for service of foreign distribution of Carewe's production.

Apartment of Stuart Palmer, mystery writer, who came to Hollywood a month ago to work for Radio, ransacked while he and wife were asleep.

In Hollywood, Howard Hughes denied statements made in New York by Alvin Dwyer that he had loaned her to other companies for \$1,000 a week. Says he's making \$150 a week on contract he said to Warner.

C. F. Carter, Hollywood, owner of Wolf Chalice to finish the film dog brought suit in Santa Ana, Cal., for \$10,000 damages against William Tarr and Bert J. Morano, ranchers, who are charged with having shot and killed the animal and its pup. Defendants recently pleaded not guilty to criminal charges arising out of shootings.

Aftermath of a Santa Barbara auto accident was suit for \$5,000 damages brought by Richard Pollorena against George Hearst, son of W. R. Hearst.

Mrs. Harriet Ware asked Los Angeles police to finish her husband E. R. Ware, dance marathon promoter, who has been missing for four days. Wife fears foul play and threats of rival promoters.

Despondent and ashamed over her affair with a married man, several days before, Mrs. Edna Vallet, 45, divorced wife of Abel Vallet, Hollywood cameraman, committed suicide at her home in Los Angeles.

Francis Tappan, U.S.C. football star, was charged with the slaying of the former Mr. Antonio Moreno.

to be married in Los Angeles, Aug. 20.

Pearl S. Buck, American novelist, arrived at Vancouver, B. C., from China on her way to New York with her husband, Prot. J. L. Buck.

Said by police to have promised jobs in pictures to those who gave him deposits, Jack Irwin, who calls himself a Hollywood producer, was arrested by Hollywood police, awaiting trial on similar charges.

Helen Hittson, who claims she is a Hollywood actress, attempted suicide in Denver because of financial difficulties.

Friends of Permanent Progress, reform organization in Granada, Calif., fighting proposed L. A. Jockey Club race track. Election July 26 to determine whether track shall be established.

Greyhound racing at Agua Caliente starts an indefinite run July 30.

Action on adoption of three-year-old Dennis Arthur Armstrong by Constantine Bennett postponed in L. A. Superior court until Nov. 15.

Yacht 'Natalie' sold by Buster Keenan to Mrs. Margaret C. Talmadge, mother of his estranged wife, Natalie Keaton.

Survey made by Dr. A. H. Glanville, chairman of the executive committee of the Bank of America, estimates that \$120,000 will be spent by film studios in southern California during fiscal year beginning July 1.

Glanville states that losses in the picture business have been due to theatre operation and that major studio paper is the safest of investments.

Sally Ellers recovering from influenza at her Beverly Hills home.

Irwin S. Liner, projectionist, arrested in Los Angeles for the abduction of Mr. and Mrs. Edwin M. Clark with whom he boarded.

Luther Mitchell, insurance man, held under \$5,000 bond pending trial in Los Angeles on charge of criminally assaulting Marie Dayle, classical dancer.

Harold Ryce, formerly singer at a San Antonio, Texas, radio station, serving a year on a bigamy charge in Santa Ana, Cal., jail.

Hollywood police holding Anthony Blake, musician and dance recital manager, on bad check charges.

## Mid-West

Two 17-year-old girl patrons were burned by acid when a stenobomb was exploded at the Elmo theatre, Chicago, on Monday night. The manager, knew of no reason for the vandalism, he claimed.

Bill Sturges gave his sanction to Virginia Vail, nee Popovich, who was accused of stealing the story in her shooting Bill in a lover's quarrel. 'Cub's' Sturges didn't object to Virginia capitalizing on the notoriety.

Mrs. Florence Jarvis, whose husband, a magician, charged she stole \$160 from him, gave herself up in Chicago. She told the story in the dailies. She said she took \$32 only of hubby's money in making good her departure from Lake Geneva, Wisconsin. She posted \$1,000 and said she would fight extradition to Wisconsin.

Who owns Colosimo's cafe was the problem, vexing prohibition officials. The story in the dailies. The cafe was nabbed in a liquor raid June 18 would identify Mike Patson as Monahan's partner in the crime. He is impossible to prove who was the boss.

No-parking rules for the loop stands. Agitation for their removal was not strong enough to overcome the aldermanic opposition on behalf of neighborhood shopping districts.

Arthur Edward Phillips, who devoted his efforts in the midwest to teaching orators how to orate died of a heart attack in Port Washington, Wis.

Hugh Ellis, 67, radio inventor, was released from an alleged inequitable contract with the Chicago Mayor Robert Gentzel of Chicago. Promoters wanted to take a lien on all of inventor's patents as part of a proffered sales representation deal.

St. Louis is about to award a \$30,000 contract for the construction of a Municipal Auditorium. It is located at 14th and Market streets.

Chicago aldermen got all excited over the centenary of the Century of Progress Exposition of the 12th St.

(Continued on page 35)

# Broadway

Ray Johnson's new home is in Larchmont.

Hughie Leblang and wife off to West Indies.

Bo Dowling, ill for the past week, is recovered.

Jack Bannon moved out to Jersey for the summer.

Teasle Klausner going on one of those Nova Scotia-Bermuda tours.

Lester Lee and Charlie Levinson going to Yellowstone Park and back.

Leon Netter looking the picture of health after a tough siege of illness.

Mid-New York's apartment houses are referred to as the skyline of broken hearts.

Benny Davis parted with both tonsils at Medical Center hospital Saturday (23).

With the mizus out in Denver, Lou Goldberg is playing bachelorette at his Scarsdale manse.

Charles Broadway Levy back from Europe and already wants to scam to some vacation spot.

Harry Sherman finding it battling nature and already wants to scam to some vacation spot.

New Reno Danceland urges 'Divorce yourself from worries' as a motto for the crisp joint.

A mugg outwitted a Public exec even after latter's sec had sent out word the boss was out of town.

'New York office of Mayfair Pictures has been given that major touch, with thick rugs on the floor, etc.

Doyle and Donnelly are doing double m.c. in sailor suits in the Hudson day line Showboat's nightly run.

Harlan Thompson's answer to the dearest thing a girl can say, "Do you inhale?" is "No, but I breathe hard."

A house-warming is on tap for the combined Par-Public publicity advertising forces, all now on one floor.

Jack Foster, New York 'World-Telegram' radio columnist, sails on 'Paris' for a five-week European vacation July 29.

Marchesa Lippo Gerini returns from Italy for summer visit with parents. The marchesa is a daughter of S. Z. Poll.

Back from his vacation, Frank Wilstach said the most exciting part of his aerial round trip to Hollywood was the taxi ride in from Newark.

John Baibian had only gotten back into New York from a week-end in Chicago on learning of his brother, Max's, death that morning while in transit.

Max and Nat Lief are turning to vaudeville material writing as staff scripters for the Max Fishman-Jimmy Plunkett acts.

Ernest W. Gross, 'Variety's' correspondent in Frankfurt-am-Main, back to his Opel bicycle works in that city via the Bremen July 27. Vacationing here for five weeks.

# London

Michael Balcon off to Berlin.

Cecil Leslie on 'Evening Standard.'

Rex Davis, film actor, succeeds Lord Ednam as Conservative for

Wednesday (Lancs.) as Ednam is now Earl of Dudley.

Dora Maughan going home shortly.

Shirley Kellogg here, practically in hiding.

Geoffrey Weller on holiday in Cornwall.

Sir Thomas Beecham paying 50% to creditors.

Floesia Freedman sponsoring Links March of September.

St. Wright reviving old English cooking stunt.

Florrie Forde, the May Howard of England, is ill.

Alexander Korda after Gina Maio for illegals.

End Stamp Taylor complaining cannot get a film test.

John Southern entertaining the Mayores of Islington.

Kharum trying to establish permanent residence here.

Ray Tausen back here to compete in dirt track racing.

Palladium threatens to go 'crazy' again month of September.

'Sunday Dispatch' sent 200,000 extra on the Mrs. Barney story.

Malinor Quartet splitting, with one of its members going home.

Sale of pictures at this year's Royal Academy down by \$15,000.

Dora Maughan out of the Phoenix for good, now fixing up a road show.

Sir Max Pemberton urging history education through medium of screen.

Mrs. Edgar Wallace has acquired the touring rights of 'Musical Chairs.'

Nearly all talker critics refused to fly to Berlin, preferring train service.

Gaumont's house organ rapped Fleet Street for not publishing its studio opening.

Winnie Melville applying for separation from Derek Oldham, claiming desertion.

Eddie Grossbart and Carl Hyson staging own cabaret at Haydon Anglia on percentage.

Celia Adler, daughter of late Jacob P. Adler, booming her season at the Jewish theatre.

Charlie Levy and his assistant, Sam Groth, around seeing shows with Broadway in view.

Bernard Shaw's latest squawk is that recent prizefights have been 'disgraceful exhibitions.'

Billy Caryl and Hilda Mundy doing their act in bandages following serious auto collision.

Clara Novello Davies, Ivor's 72-year-old mother, seriously ill following fall at Albert Hall.

Joan Crawford expected to make personal appearance at 'Grand Hotel' premiere at the Empire.

Billy and Elsa Newell in slight taxi and tram car collision in Manchester, but nothing serious.

Wallace Parnell taken seriously ill on eve of his Prince of Wales production of continuous revue.

Percy Hodgkins, 'Evening Standard' Domino, badly bitten by mad dog. Dog got the worst of it, being shot.

Kate Carney, old-time revue queen, had house burgled and most

of her cozier feather props stolen, besides valuable jewels.

Dave Apollon giving the Pavilion show the once over, just to get acquainted with house that has him booked for month of August.

# Riviera

By Frank Scully

Claire Luce peeling.

Sssh, plenty of swim.

All coast Cuban-crazy.

Bea Lillie at Juan Les Tan.

The Frank J. Goulds checked in.

Georges Milton's picture finished.

Ingram now says early October for 'Baroud' release.

Ginger Thompson 'key-pounding' for 'Antibes.'

Mickey Dickstein no take three-year-old Richard next time.

Gordon Pollock has all the shots he needs for the Swanson pic.

Mrs. Ronald Coleman posing with the Chaplin kids, before their Fox test.

Prince of Monaco all right, but the principality's finances are terrible.

Rex Smith can and Eddie Mayer at the Hotel Luxembourg, Nice, or Villa Varley.

Scribes look for the crew and boat which fronted Borrah Minevitch's.

Unless 7,000 francs is paid in the next month, Frank Harris may be ousted from his grave.

The Sidney Howard at Juan les Pins is not the American playwright, but the English comic.

Edward de Merts top decorator of nite clubs now, with Havana; on roof of Hotel Royale, Antibes, his best job.

Monte Carlo's summer casino now open—troupes performing on float in sea, with onlookers parked on dry land.

Kay Boyle's name may have been Mrs. Dick Brault, 'Year Before Last' (adv.), but it's Mrs. Laurence Vail now.

Mistinguet singing 'My Man' with Fannie Brice in town caused all dagger-like looks to be withdrawn from circ.

Gertrude Lawrence still too deep in sun tan at Cap Martin to hear the Shuberts' figure on that banned 'Sings and Sees.'

Cannes, fighting desperately to keep Monte Carlo and Juan Les Pins boxed, is importing names for its Boite a Matelote nite club in \$1,000,000 Palm Beach Casino. First import, Hal Sherman, the shuffler.

# Loop

Sol Violinsky in town.

Walter Immaman vacationing.

Archie Herzoff got sick during the heat wave and lost 10 pounds overnight.

Girard Ellis lost a section of pedal epidermis at the beach and is limping about.

Ben Pratt' embarrassed by the

courtesies shown him at NBC for his work at the political conventions.

Mike Barnes' new German acrobat is so daring Barnes is afraid he'll break his neck before he pays off on the \$1,000 apparatus.

Frank Berling's marriage was reported in three columns on page one of the 'American' when ducktown mysteriously, and news of the event trickled back from the east after Joan Winter became Mrs. Berling.

Mark Fisher's failure to show at the Chicago theatre Saturday had the production department frantically using Art Kahn for the first show and Ken Murray for the second. Murray came to visit backstage with Bert Wheeler and did the performance as a favor.

Sophie Tucker while at the Oriental was reported as paying in full a \$5,000 note to a local politician. She was the endorser for a friend. Soph wouldn't discuss the matter, but dated back to 1928, but said it was 'settled quietly and forgotten.' Soph has moved to the Edgewater Beach hotel to be convenient to the Della, where she is now engaged for four weeks.

# Hollywood

Nickel ice cream sodas are back. Crocheted coat hanger graces Mel Shauer's office.

Elmer Fryer, Warner cameraman, vacationed in Oregon woods.

Eddie Rubin vacationing for two weeks but didn't tell where.

Jack Wiener, former RKO agent, here from New York, and wants to settle.

Jimmy Ashcraft here in advance of Frank Buck, who will personal at the Orpheum.

Will Rogers doesn't like the title of his next picture, 'Jubilo.' Wants to call it 'Gigolo.'

'Dummy' who used to sell papers in front of Henry's has a dramatic part in Radio's 'Liberty Bells.'

Decent human skeleton, such as used in mystery plays and medical schools, sells for \$125 up.

Tammany Young is cast as a character named Protropolis in Al Jolson's 'The New Yorker.' Young is trying to find out what the word means.

Foreign actors throwing parties for their country's athletes here for the Olympics. Affairs are scheduled nights with various consular entertaining. Consular parties mean good liquor.

# News of the Dailies

(Continued from page 34)

Beach to a private concern which charged citizens a fee to go back in Lake Michigan. Politicians who have been rigidly excluded from the World's Fair management were quick to seize the opportunity to denounce the exploitation of public waters. In retaliation they threatened to deny the exposition use of city drinking water.

Lincoln, Neb., has taken legal action to stop station KFOR from moving into restricted residential zones. H. A. Shuman owns the station.

Last outpost of puritanism is fighting valiantly in the midwest to bar from public places such as municipal tennis courts the new-fangled 'shorts' that girls now fancy for summer sports. Judges were being called upon to render legal judgment on the alleged impropriety of the attire.

Harry Nepo's Lindy theatre, Chicago, was bombed in another of the chain of uninvolved mysteries reported at regular intervals. Nepo is his own operator for one shift with a unionist in the booth the rest of the time. He was a storm centre in the projectionist's lockout of last year.

Mary Pickford, accompanied by an Italian cousin, detained in Chicago for a shopping tour. At the station she was met by another pal, an English lord.

Max Hoffman, Jr., now straightening for the comedian, Joe Penner, in vaudeville, charges his wife, Thelma White, with desertion. Divorce action filed in accommodating Chicago.

Hoffman was formerly the husband of Norma Terris, this being his second divorce.

Betty Green, 24, cabaret entertainer, went free of a burglary charge when the complainant, Dr. Stephen Conway, decided she wasn't really a burglar but the dupe of an unknown housebreaker. Yes, a Chicago case.

# 4 Magazines for 5c

A peripatetic Broadway newsstand is now selling four magazines for a nickel. A spiel goes along with it. Tussing magazine selling now into the camp of the pitchmen is not new, although it started around New York within the past year; but four mags for a nickel is top so far.

The four mags for 5c, or less for each than the cost of any morning newspaper, are 'Jest' and 'Bushwa,' on the order of 'Ballyho'; one called 'Kookoos,' smaller in size, and 'Griff.'

The newsstand, built along regulation lines, is on rollers.

## NEW YORK THEATRES

"One of the finest plays of the year," subtle, beautiful and tender—12 times.  
**"Another Language"**  
 with Glene Anders, Margaret Wychert, Dorothy Stickney, John Lee, Joe E. Brown.  
 Theatre, 45th St., W. at 5'way, Eve. 8:20. Wed. Mat. & Sat. 7:30

**WKO THEATRES COOLED**  
**MAJESTY**  
 Smash Week! 2nd  
 3rd

**CAPITOL**  
 The WASHINGTON MASQUERADE.  
 DICK MORLEY, MARY MORLEY, COOL KARE MORLEY, NITA ASTHUR, in Person—Phil Baker, Lou Holtz, M. G. M. Players—Helen, Norma, Frances, Gloria Gilbert, Lorraine Marshall, Yasha Bunchuk

**LOEW'S 25th St. 25th St. 25th St.**  
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**THE COOLEST SPOT IN NEW YORK CITY**  
**Dine and Dance in Our >> ROOF GARDEN <<**  
 26 stories above the scorching pavements of Manhattan. With an unexcelled view of New York's matchless skyline and the broad expanse of the Hudson.  
 To the Tunes of  
**• NOBLE SISSLE'S •**  
**Internationally Famous Band**  
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## 15 YEARS AGO

(From 'Variety' and 'Clipper')

Cowboys in 'Pioneer Days,' Pawnee Bill's wild west at Luna park threatened to go on as a regular attraction until show was about to start. Fast talking got them on and the ring leader got the rush.

About 250 plays were being read for the new season. Boom time expected.

U.B.O. dropped the extra Sunday idea. Under the current practice of playing where Sunday shows were not permitted were shifted elsewhere or 'owed' the circuit a Sunday night. Now announced that a seven day week would all be played in one hour and it was only six days for full salary.

Stock companies were worried over the outlook. Difficult to contract competent players for regular season with so many road shows going out.

Leo Feist music company held its annual convention. Managers and department heads. Attended by 60 men.

W. S. Hart and Tom Ince formed their own picture co. Hart dropped out later.

Exhibits who bolted from the Chi. convention and were coaxed back by W. A. Brady, bolted again when Lee Ochs was re-elected president of American Exhibitors Ass'n. with Charles Pettijohn as manager at a salary of \$10,000 a year.

Navy built a big wooden battleship, the Recruit, in Union Square. Vandeville shows once a week helped the recruiting.

A. H. Woods was laying plans to rush over to London with a flock of new plays as soon as the war ended. He had engaged passage on the first voyage of the Olympic, his favorite steamer, following the cessation of hostilities. Looking for a ship but he didn't think it would be that long.

## 50 YEARS AGO

(From 'Clipper')

Emma Stickney, star equestrienne, died in Detroit July 24.

'Clipper' weeping editorially over light summer business.

Jam at the American theatre, N. Y. when Fanny Louise Buckingham refused to complete her performance of 'Mazepa' claiming salary due. Audience refused to leave when the lights went out, delighted and both sides told their story.

Madison Sq. theatre, a bandbox house just back of the 5th Ave hotel on 24th st., was still filling with 'Gems of the East.' Forced to cool air into the auditorium. One of the first.

Country theatres were commencing to advertise their open time for fair weeks. County fairs in those days helped business.

'Clipper' virtuously chided a contemporary for printing the names of actresses who weighed 200 pounds and 'stirps big' would be seen in tights in a Baltimore show. Thought it indecent.

Hilliard's Great Pacific circus listed as its attractions a magician and ventriloquist, a fire king, Punch and Judy show, a phonograph and a quartet. Phonograph still something of a novelty in the band districts. Slot machines not yet developed.

Harry Montague, who had run the Bella Union, in San Francisco, was east, looking for a job. He was Sam T. Jack's ace for years. He had a trunkful of antepieces. The late George Beban did some of his best character work in these skits.

## Inside Stuff—Pictures

Reversal by the Court of Appeals at Albany, N. Y., of injunctions granted to Brooklyn theatres against picketing by the Sam Kaplan New York operators (No. 208), because those theatres employed the rival Empire union's men, is accepted as having considerable significance in the light of the fight in 30th's struggle against the Springer-Cocals group in Manhattan and Bronx, N. Y., which also employs Empire both men and which recently obtained an injunction against picketing, free shows, etc. Decision, however, may be interpreted as also giving Empire the right to picket houses were 30th's contractors using its operators. Most of Kaplan has indicated that he will immediately start to picket the theatres involved. This implies the Springer-Cocals houses although it is presumed the Court of Appeals will also have to rule on that particular case first.

Empire, meanwhile, has been receiving considerable support from Indies around New York, not the least of which is the S-C chain of around 30 houses. Injunctions wiped out by the Court of Appeals in its latest decision were previously granted to Stillwell Theatres, Inc., Roseway Amusement Corp., and Windsor Circuit Corp., all of Brooklyn.

Neither Will Hays, nor his organization, can fire a press agent who is found to have deliberately put into circulation a questionable advertisement. The ruling of the Hays directorate on this matter puts the proposition strictly up to the individual heads of member companies.

Resolution, however, was adopted for the moral effect of making advertising directors realize that it is more than a pamphlet.

Representative advertising and publicity men are steamed over the Hays resolution to punish those responsible for the copy found to be in violation of the code. The copy men feel that Hays should go after the production end, especially as to titles.

The current problem among picture ad writers, they hold, is not so much a discernment in taste, but an ability to fathom the whims of the people in and outside the industry who will register a squeak. Ad contingent also points to those theatre managers who are so desperate to make a showing that no copy is too sexy or strong for him.

Department of Commerce has just published a pamphlet on wholesale distribution of motion pictures in the U. S. It has to do with the year 1929 and is the result of reports from 540 exchanges doing business that year for a total of \$220,740,875.

Of the exchanges from which detailed reports were received, 44 were owned by producers, 75 were Indies and 14 were exports exchanges. Producers' exchanges contributed 94.67% of the total business.

Report is obtainable from the Superintendent of Documents in Washington at a cost of five cents.

A. G. Ritter, attorney for Adolphe Menjou, has written letters to news services, weekly magazines, etc., requesting them to make a correction of the statement that Harold Menjou driver of a car in which a young woman recently was killed, is 'a son of Adolphe Menjou.'

Lawyer points out that the 20-year-old boy was the son of Menjou's former wife, that at the time of the couple's divorce in 1928 he was given into custody of his mother, and that the film star has had no contact with him since. Menjou was the lad's adopted father, through court proceedings taken in 1924.

The northwest's first 'mystery excursion,' sponsored by the Great Northern railroad, attracted 600 passengers, 90% women. Theatre men in the district tabbed the experiment closely.

Passengers started for a destination not known to them. It proved to be Spicer, Minn., on the shore of Green Lake about 50 miles from Minneapolis. At Spicer the passengers were provided, with fishing, swimming, dancing and golf and also dinner. Cost was \$2 per person and the railroad claims to have made a profit on the venture.

Both Warners and Radio are capitalizing on the recent Florida prison-camp sweatbox expose. Warners' 'I Am a Fugitive,' goes into production Aug. 1 with advance publicity, picked up by the wire services for a lengthy play, stressing the similarity between scenario and fact.

In the case of Radio, added scenes were made when the story broke, after the picture 'Libby' had been released.

Universal has 'Laughter in Hell,' Jim Tully's Georgia prison camp novel, but has no immediate plans for production.

Columbia tossed the opening gun in its Pittsburgh 1932-33 campaign last week with a noisy private screening. Home office and his divorce. After almost went haywire when the portable apparatus, set up in the hotel, went blooey just before the picture was to start. Quick thinking sent the boys in to lunch, allowing for a new machine to be substituted.

A number of indie theatre chains which have bought Warner-First National product for the coming season have closed the deals in New York with the home office rather than through exchanges in their respective territories.

As a result of the dealing at present at the home office, A. W. Smith, Jr., and Crawford Sears, division sales manager, have had to defer proposed trips over their territories.

Paramount officials in New York and on the Coast were not surprised at the news broke last week from Paris of Chevalier and his divorce. When the Frenchman came to New York three weeks ago enroute to France, orders preceded him from the Coast that the publicity department was to do nothing as to his presence or departure but keep him as far away from newspaper people as possible.

After a screening at the Public H. o. of 'Man Called Back' (Tiff), accord was reached in merchandising the picture in line with the recent death of Smith Reynolds of the tobacco family. It's J. I. McInerney's idea.

Publix will sell the outside booking in that way, but at no time will identify the Libby Holman or Reynolds names.

Sidney Samuelson, after he had finished his debate with Louis Nizer in Atlantic City on the merits and demerits of the Brookhart bill, demanded of attending exhibitors that they render a decision.

They refused to give a verdict but half hour later they ratified a resolution adopted some time ago condemning the bill.

For 'Congorilla,' Fox's picture at the Winter Garden (WB), New York, the premiere was handled in Hollywood fashion with loudspeakers, lights, etc.

Mike Vogel, of the Fox exploitation end, did the microphone announcements and bally. It even brought out the autograph hounds.

Deal whereby A. C. Hayman was going to take back his theatres in Niagara Falls, N. Y., from Fox-Shoups has blown over.

Parties reached a settlement wherein the houses are retained at reduced rentals. Theatres concerned are the Cataract and Strand.

Paramount last week evicted from its New York office building a man claiming, for some time, that he was a newsgatherer for Walter Winchell.

## Inside Stuff—Radio

When 'March of Time' resumes on Columbia for a sustaining build-up as a preliminary to being taken up commercially again by its former sponsor, it will make the first instance of a network paying a production fee to an advertising agency. Batten, Barton, Durstine & Osborne will do the collecting.

During its run for the mag 'Time,' last year, the program was entirely produced out of the B. B. D. & O. office. Instead of assigning the production of the new series to its own studio staff, CBS figured that it would be preferable to let the outside producing group handle it. Recompense asked by the agency was 15% commission on the talent used on the first six programs going on under the sustaining banner, and the chain assented. The agency thus becomes a talent booking agency for this one program.

Arrangement also gives the agency the last word on the contents of the show, such as the news events selected for dramatization, and the lining up of the cast, leaving Columbia only to concern itself with providing the facilities.

B. B. D. & O. was the weekly's rep in connection with the other advertising last season, and it is understood that it's slated to take over that capacity again at the end of the sustaining period.

Several recent attempts to use women announcers by Coast stations have failed. Radio commercial men say the girls do not carry the sales punch that men do. Only spot-for-femmes in this berth are for the cooking recipe and similar feminine programs, they say.

A recent instance demonstrated that a male announcer could profitably present a commercial program selling women's permanent hair waves where a woman announcer had failed. In this case sponsor complained of insufficient sales from the announcements in conjunction with a night spot orchestra. Station, to keep the account, decided to rewrite the copy from a man's angle, and use a male announcer. Evidently the women listeners fell for the masculine sales talk as the account was saved with the commercial outfit reporting a leap in calls from their other advertising.

Dave Green, p.a. for Jack Denny, edged in on some of George Hall's thunder at a special Sunday night broadcast stunt from the hotel Taft lobby, New York, at which hostelry Hall is the dance maestro. Stunt was on behalf of the Columbia Laboratory dramatic players who did a scene in the lobby utilizing the new newspaper, Mike to pick up their dialog and also the lobby noises for realism.

Green conceived the idea of slipping a bellhop a buck to interrupt the scene and page Jack Denny. That meant carrying Denny's name over a large network of CBS stations. Green is a bit regretful over his capricious press agent's policy while Hall and CBS are presently peeved at what they term unethical competition.

When Sidney Johnson, known to Canuck radio listeners as Sid Lorraine, married Rene Butler in St. Peter's Cathedral, Toronto, he set a record for a busy wedding day.

He was up until 2 a. m. the night before rehearsing his radio program, rose at 5 a. m., rehearsed again from 7:30-8 a. m., broadcast from 8-8:30, rehearsed from 8:30-9 for the next morning's program, got married at 11 o'clock, moved into his new home, took the traditional trip to Niagara, and was back on duty at the broadcasting station the next morning not a minute late.

With KFI, Los Angeles, claiming that NBC did not give them sufficient notice on their first RKO Pictures-Hollywood program, instead of going through that station, Saturday's program was sent by remote control through KFSD, San Diego.

Arthur Kales, manager of Don Lee's stations here, who refused to allow the broadcasting of the program, was called Sunday to San Francisco to confer with Don Gillman who is coast head of NBC to see if the program can be straightened out by next week.

Jerry Wald, ex-radio columnist of the ex-N. Y. 'Graphic,' is managing Harry Barris, the songwriter-entertainer. Wald is faced with accusations if he cuts in on some present columnist's berth, so he's writing for the periodicals. He has articles lined up for 'Colliers' and 'Vanity Fair.'

Hearing of a possible change on one paper, Wald went after it and drew the ire of the radio critics' circle for supposedly trying to chisel.

Commercial accounts that refused to waive their time on the two chains during the broadcasts of the Democratic convention are possibly regretting their action. Burn-up letters have been coming in to these advertisers and their stations.

Some of the letters are vitriolic, along the lines of 'As long as I live I'll never use blank's product,' etc.

Advertising reports from the chains show only 10% increase for June over same month a year ago. Monthly jumps have been running 30% and better.

Network explain the drop is due to the number of accounts affected by the Republican and Democratic conventions.

## Inside Stuff—Music

Jack Robbins is back from a road trip of four weeks with a flock of squawks, principally against his own staff. Among other conclusions is Robbins' decision to do away with overly complete professional copies and substitute intimate artists' copies instead. These carry only the melody strain, with cue-in suggestions for harmonizing which only a professional song demonstrator could master.

It eliminates the bass accompaniment so that non-pros who have been in the habit of chieftain professional copies will have to go out and buy their own.

Robbins is backed up by his 51% partner, Metro-Goldwyn-Mayer, in a 'one wolf' attitude, refusing to subscribe to any central shipping idea the music publishers are discussing.

This is a plan to operate through a central shipping organization to save on the overhead of physical handling of music. Robbins is for maintaining his own individual shipping dept. regardless.

Gus Kahn's first New York visit in two years sees the Chicago lyricist consulting with the publishers and composers. As a general thing the tunesmiths either visit Kahn in Chi for the lyric matching, or the publishers send out lead sheets for him to fashion the words to.

He is the most prolific present day wordsmith.

Piedmont Music Co. (Arthur Fields and Fred Hall) haven't turned over their entire catalog to Campbell-Connelly but various deals are still in negotiation.

Only single numbers have been acquired by C-C from Piedmont.

After witnessing a session of picture scoring, Sir Hamilton Hart, English conductor in Hollywood for the Bowl series, told Alfred Newman, who was recording the musical score for 'Mr. Robinson Crusoe' that film scoring was far more difficult than symphony conducting.



# New Musicals Put Back for Month Till Showmen Study Sept. Outlook

Most of the flock of musical shows promised for the new season's start have been set back five weeks or more. Indications are that only 'Ballyhoo' with its four-way management, and 'Flying Colors', the Max Gordon revue, will appear on schedule, with the first named in first. Earl Carroll's new 'Vantiles' is next in line, but will not reach town until late September.

Whether the fact that this is election year or that the other producers have decided to wait to note conditions at the season's start, is definite that Broadway will not have its fresh musicals until the football season swings in. Same probably applies to a number of straight productions.

The delayed attractions include Brown & Henderson's 'Forward March', George White's 'Scandals', and Schwab & De Sylva's 'Humpty Dumpty'.

**'Scandals' Plan Changed**  
White has also changed his plan about sending out last season's 'Scandals' which was due to tour to the coast. Show started on the road last winter to sensational business, playing auditoriums. It ran into bad going and suddenly halted in Chicago. With that 'Scandals' in the storehouse, White's squawk about Willie and Eugene Howard appearing in 'Ballyhoo' appears well founded.

With the latter show slated for the 44th Street, 'Flying Colors' will play the Shubert. Lee Shubert is also set personally on 'Humpty' for \$25,000, representing a third interest.

## 'FOLIES BERGERE' FATE HANGS ON EQUITY RULE

Equity will today investigate the Max Rudnick proposed show 'Folies Bergeres' in rehearsal for the Liberty Theatre. Rudnick is calling it a 'variety revue' with Equity interested in determining whether it is really vaude or a revue.

Set for the show are James Barton as star, Ada May, Fred Hidebrand, De Haven and Knight, Roy Sedley, Jack Squiers and Nina Mae McKinney. Rudnick and the producer Abner Silver wrote most of the score and Allan K. Foster is doing the staging.

Two lines of girls are being used, one colored and one white, idea being to split the show up into black and white sections. Miss McKinney will head the Harlem group.

Rudnick, in preparing the show, has been careful to call it a 'variety revue'. Learned, however, that there are some production numbers planned and special material arranged. Equity's angle is that if it's really a group of vaude acts, even though they double in brass, it's okay. But with production going into the piece it falls under legit jurisdiction and Equity wants bond put up for the actors.

Rudnick's opposition to call his show a full fledged revue is understood based not on the desire to avoid putting up a bond but in the hope of being able to play twice daily and Sundays. If getting an okay on the vaude tab he can do this, while as a legit show he is restricted to eight performances a week.

With the heavy cast involved, Rudnick's claim is he can play to successful business at \$2 top only by showing twice daily.

## Curtis Selling Stock Units at Upset Price

Hollywood, July 25.  
Fred Curtis, former New York agent, has left the Katherine Kelly office, and is now lining up a unit stock proposition for what, when it gets underway late in September, will have ten play days.

Unit will have individual companies up in four lots to play each town, and then go to the next. Shows will be organized and produced in Los Angeles and sold in cities, including all expenses with no script royalty, for what, when it gets underway late in September, will have ten play days.

Theatres to be played on circuit will run north to Vancouver, and east to Salt Lake.

## Richman's Own Show

Harry Richman is flirting with the idea of doing his own show on Broadway this fall. Loyce Whitehead, 'Chestnut radio songstress', is lined up for it.

Jack Pearl is still flirting with Phil Baker for the latter's own production.

## A New UBO, This Time Legit, Gets Under Way Aug. 1

The United Booking Office, booking co-op of Shubert and Erlangers, and unknown for some time, goes into action Aug. 1 with offices in the New Amsterdam Theatre building.

Heiman will be the chief, assisted by Augustus Pitts and Jules Murray, who moves in from the Shubert Theatre building. Bookings will cover legit properties outside of New York to avoid conflict and effect savings in operations.

United Booking Office used to be the name of the old Keith vaudeville exchange.

## 2% of 'Chameleon' Gross No Love to Idle Man

The percentage thing on Broadway has reached the box offices, or nearly so. The producer of a show offered the b. o. job to a regular treasurer for 2% of the gross and, although the ticket seller was among the many unemployed, he backed away.

Show is 'The Chameleon', which opened at the Masque last week, with Richard Dix in the lead. In the box office. There is a non-equity cast. Prior to opening Adam Gostony, who adapted the play from the Hungarian, sent word to dramatic editors that he was dissatisfied with the way the play was presented by Lioral Hyman. Show drew a critical panning.

The treasurer who turned down the percentage job returned it out rightly. At a \$5,000 gross he might have drawn \$100 and at \$2,500 his pay envelope would have been \$50. With the show having little chance to reach the latter figure the ticket seller tabbed the job a waste of time.

'While it is understood Equity made no protest to the stage hands' who did try to halt the show via John Golden, who is receiver for the Masque. Golden advised Equity that Hyman had rented the Masque (four walls) for two weeks and he had no right to the status of the show on union matters.

## Shubert's Shaw Season With Robert Lorraine

Lee Shubert expects to put on a season of G. B. Shaw revivals, to start about the mid-September. First will be 'The Great Dictator' starring Robert Lorraine.

Lorraine has been loaned by Shubert to William A. Brady for 'Domino', now in rehearsal and will stick with that play until Shubert is ready to start rehearsal of the Shaw cycle.

Cast of 'Domino' now includes Rod La Roque, Jessie Boyce Lodes, Lorraine and Gertrude Katherine Alexander dropped out.

## Alvin in Discard?

Pittsburgh, July 25.  
Reports about here that Shuberts are trying to book their shows for next season into Nixon, Erlanger site, which would mean Alvin is in the discard. Nixon is getting the Guild-Shubert subscription plays.

Alvin is a WB property, but for the last several seasons has been leased to Shuberts. When legit organization took over, Shuberts early last spring, house reverted to WB, but continued running under a booking arrangement with the Shuberts.

Nixon will pull down the shutters week of Sept. 13 with the new Schwab-DeSylva musical, 'Humpty Dumpty', for a tryout.

## Aber Twins Go East

Hollywood, July 25.  
Aber Twins, vacationing here for the past month, return to New York next week for rehearsals of the new Phil Baker revue. They played one week at the Paramount.

# Ziegfeld Dies Suddenly, Business Involved, Its Future Undetermined

Florenz Ziegfeld, perhaps the most publicized theatrical manager in America, died at Los Angeles Friday. He survived pneumonia as did the late David Belasco, only to succumb to a heart attack. He went west suddenly about three weeks ago after doctors advised him to try the dry climate of New Mexico, two spots being discovered on his lungs, but he hurried to the coast with an attack of pleurisy a few days before he expired.

The manager was known in the profession as 'Ziegzy'. He was frequently referred to as Flo, but was sometimes called the abbreviation of his first name and generally advertised as F. Ziegfeld, Jr. His father was a noted Chicago musician. His age was given as 63, but he recently told a physician that he was close to 70.

Although he spent more than \$200,000 in producing a single show he rarely experimented with talent, leaving to the owner before the names whom he lured with high salaries.

Ziegfeld reached the height of his career when at the New Amsterdam he produced a musical show downstairs and an after the theatre revue on the roof, known as the Midnight Frolic. Latter passed out of the picture when Klavie Erlanger were his partners in the Ziegfeld 'Follies' and when the former split, the late A. L. Erlanger retained one-third interest. With his partner standing, the 'Follies' name is somewhat in doubt.

## His Own Theatre

The Ziegfeld Theatre at 64th Street and Sixth, was built by William R. Hearst from plans by Josef Urban, who designed the settings of many of his shows. Lately it was reported the house might re-open to the owner before the expiration of the lease. Reports, too, were that he had suggested recently that one attorney be assigned the Ziegfeld Theatre. There is no doubt about Ziegfeld being financially embarrassed. It was stated more than a year ago that he had lost \$2,000,000 in Wall Street.

Ziegfeld was meticulous in his presentations and exacting to his employees. He generally framed his own ads and gave instructions as to the set-ups. He was able to attend the performance.

Ziegfeld, the son of a Chicago physician, was born March 21, 1869, and was brought up against a background of musical life. His father was the organizer of the Chicago Musical College. He sent the young man to Europe when 22 years old to further his musical studies. And Florence Ziegfeld Jr. gave the first indication of his future bent by coming quickly back to New York as an impresario with a Hun-dred-dollar group of Russian dancers and an English singer in tow.

## His First Failure

It was his first managerial attempt. It was his first failure. He started his own production company in 1896, when he was 27 years old. It was a piece called a 'Parlor Match' and it starred Anna Held, who he married.

The show didn't do so well at first. Then came the publicity breaks. A milkman sued Miss Held for a large amount of milk. What did she use so much milk for? She took daily baths in it. The papers went for the story. The show began making money on one of the classic press agent plants of all time.

He started Miss Held in a series of plays after that. The 'French Maid', 'Papa's Wife', 'The Little Duchess', 'Miss Innocence', 'Red Fanny', 'Fidelity', 'Peggy', 'Pink Lady', 'Miss Napoleon'. The last three were failures. Ziegfeld gave up and went to Europe.

In Paris, where he lived for about four years, he saw and became enthused over the 'Folies Bergeres'. 1906 he came back to New York with the idea of putting on a similar show. In June, 1907, just a bit more than 25 years ago, he produced his first Ziegfeld 'Follies'.

Other Musicals of Note  
His annual 'Follies' productions weren't enough. Ziegfeld turned to vaude musicals. Among his muskies were 'Bally', 'Show Boat' and 'The

Boots', though 'Rio Rita', 'The Three Musketeers' and 'Louis the Fourteenth' got him plenty of notice on their own. The last musical comedy he produced (with the exception of the current 'Show Boat' revival) was 'Smiles' and a flop. His quickest flop was 'Betsey', which died at the New Amsterdam after only a few performances in 1927.

In 1927, he opened his name (though with 'Rio Rita'). The lease on this house still has four years to go.

Ziegfeld married Billie Burke April 14, 1914, and produced two plays for her. 'The Wife' and 'Rose Brlar'. Two years after their marriage came the birth of their one child, Patricia.

Ziegfeld's career was a turbulent one. Always he was in the newspapers; always he was in trouble of some sort; constantly he was being haled into court for one thing or another. He was sued by authors, stage designers, costumers, directors. It didn't seem to matter.

## Seizure in February

In Pittsburgh, during the rehearsal of 'Hot-Chin', he was taken ill. He had a heart attack in February and he never fully recovered. In June he had a set-back and was confined to his home at Hastings-on-Hudson.

Several weeks ago he left for the Coast. He spent several days in a New Mexico sanitarium and was reported holding his own and getting better.

Suddenly, at 10:30 Saturday morning, with only Dr. Marcus Radwin attending, his heart gave way under the strain.

## Los Angeles, July 25.

Mrs. Florenz Ziegfeld will not return east for at least three weeks. As to the future of the Ziegfeld enterprise, it is understood that the Carroll theatre is simply on a percentage deal and that the Ziegfeld theatre will probably be returned to the owner. It was reported by A. C. Blumenthal, who took 'Show Boat' was a friendly gesture and no permanent arrangement has been made by him as to future handling of the showman's affairs.

The funeral services yesterday (Sunday) noon were very simple, lasting but a half hour, with about 50 people present at the services. Rev. Dr. C. E. Tolson, who presided, read a short service and John Boles sang.

Casket was sealed, with no one outside the family having viewed the producer. The casket was placed in the cemetery vault, where it will remain until Mrs. Ziegfeld returns east.

Probability is that the showman's body will be taken East by his widow, Billie Burke. She has been playing in 'Bill of Divorcement', being filmed by Radio. Meantime work on the new musical, 'The Ziegfelds', shooting concentrated around Miss Burke's scenes.

For several hours after Ziegfeld's death telegrams regarding the business affairs continued to arrive at the hospital. His daughter, Patricia, had been at his bedside until about an hour before his death, when taking down typical Ziegfeld telegrams, all of considerable length, for New York.

Paramount Saturday afternoon tried to make up a symposium for the new musical, 'The Ziegfelds', Cantor and others who worked for the producer to say a few words. Both Cantor and Rogers declined, feeling Ziegfeld's death too keenly to participate in such an undertaking.

## Shore Dates to Sept.

Atlantic City, July 25.  
Tom Love, veteran theatre manager of Philadelphia, is taking charge of the Apollo here when it re-opens Aug. 1 with the William Brady's, 'Domino', starring Rod La

Bookings will extend into early September but beyond that plans for keeping the house open are vague.

## Fields Succeeds Atwell

Cincinnati, July 25.  
William Fields has signed as general press representative for Laurence Olivier, who has been in Atwell, who recently resigned to write a book. Fields will be in advance of 'The Green Pastures'. He has been doing publicity for the Ringling-Barnum show.



## PARIS SET FOR BIG SEASON—IF

Paris, July 16.  
Ambitious plans for next season are made by many theatres, but unless production money is found, a good many postponements are likely, and revivals substituted. Camille F. Wynn is to put 'Five Star Final' on at the Ambassadeurs, rewritten by Henry Tordes, and 'White Horse Inn' at the Mogador, staged by Erik Charrell.

The Gaite Lyrique, which once expected Jeanette MacDonald and Richard Tauber in 'Land of Smiles.' The oeuvre will get a play by Achard for Fresnay and Gabry Morlay when latter returns from Michodiere is to get Edouard Bourdet play titled 'Fleurs des Poies,' meaning 'The Ritz,' and starring Victor Boucher. Play is a comedy.

Vernuelli will replace Pagnol at the Theatre de Paris with 'Enlèvement' ('Abduction'). The Gymnase will of course have a Bernstein play—possibly his work 'Le Messager,' or else one of his plays as a revival.

As to Sacha Guitry, his plans are indefinite; but he is expected to appear with some revivals and a new play.

## Daughter of A. G. Hays A Hit in Paris Debut

Paris, July 16.  
'Musical Chairs' opened in Paris at the Albert Premier, produced by Irene Mauget. It was exceedingly well received, and word of mouth publicity is likely to give the play a longer run than is usual there. Play is nicely produced and is being well acted by the English players, especially by Edward Stirling, who heads the cast, and does the father.

Lora Hays, daughter of the American lawyer, Arthur Garfield Hays, who has played small parts in films and on the stage here, got her first big part as the heroine, and carried away the audience. Despite her comparatively short experience, she has considerable stage authority—besides looks—and seems worth watching.

## Goldin in Sweden

Stockholm, July 14.  
Horace Goldin's Magic Revue has played the Cirkus theatre since July 1. It is rather a tough proposition to put over any kind of show during this month in Sweden when people flock to the country for the short summer.

However, the show is novel and is going fairly well.

The main attractions are 'sawing a lady in half' and 'making a soldier fade into oblivion by a cannon shot.' The show has several good variety numbers also.

The King was present on the premiere night.

## Mexico Dance Crazy

Mexico City, July 21.  
Classical dance crazy has young Mexicans of both sexes off their balance. Officials of recently established School of Dancing, conducted by the Ministry of Public Education, report that 800 youths and girls have applied for enrollment.

An entrance requirements are stiff, only 150 were accepted.

## Veterans' Reappearance

Budapest, July 14.  
'When the Wheat Ripens,' new musical played on co-op basis at Summer Operette theatre, featured two old-timers, Klara Kury and Imre Szilard, returned to the stage after 20 years.

## Verkade's New Try

The Hague, July 14.  
Verkade, whose company went bust twice within a year has now got a few actors together and is trying his luck with a 'spoken revue.'

The book is by 'Cor Hermus' and the title is 'The Motley Parade.'

## Actor Becomes Monk

Paris, July 16.  
Henri Vernuelli, all-round artist and stage actor, last at the Pigalle before he went into monastic life, has entered a Chartrouse monastery. He is the first actor to do so; but several actresses of late have gone into convents.

## 8 FOR ABROAD

Flock of Sailings for U. S. Acts  
Going Abroad

Eight acts, seven on William Morris office bookings and one through Eddie Myers, depart this week for European variety and cable engagements.

Morris' seven are Starr and Jenkins, Enos Fraszere, Senator Murphy, Darline Wallace, Sully and Houghton, Billy Griffith and Falls, leading are Cassa and Lehn in the Myers placement.

Among next week's departures from New York will be Jack McLaughlin, Dixon and Pal, and Wilson, Kepple and Latty.

## RKO Agents

(Continued from page 23)

to pick a business partner for them. One of the refusals came from No. 1 Sobol, who said a hand-picked partner was needed at him once before and the results weren't so satisfactory.

Wire pulling through more or less important political channels is going on already in behalf of some of the agents affected by the cut. This has always happened when the agents are in the booking office. The result in the past was that the cuts eventually don't go, and the agents revert to their former standing. Beck is said to have his hands full of requests on behalf of out-cast agents from their political friends.

No. 2 agents who have made other connections and refuse those privileges as associates of the No. 1 or preferred franchise holders thus far, with their new affiliates in parentheses, are Roger Murrell (Max Hart), Phil Morris (Billy Jackson), Jack W. Bonham (C. Bonham), Harry Katchem (George Choo), Harry Rogers (Leo Fitzgerald & Bill McCaffery), Sam Shannon (Tom Fitzpatrick), Charlie Bierbauer (Marty Frosch), Aaron Kell (Jennie Jacobs), Charlie Winfield (Eddie Keller), Wayne Christie (Joos Sullivan), Nick Agents (Chas. Maddock), Sam Baerwitz (James Plunkett), Eddie Rose (Stewart), Mitt Lewis (Max Gordon).

No. 1 offices that have not yet picked an associate from the No. 2 list and aren't set as to floor representation are Weeden-Solomon, Henry Edwards Edwards, Phil Tyrell, Alex Gerber.

The Curtis & Allen, Weber-Simon, Charles Morrison, Harry Romm, Harry Fitzgerald and Richard Leaden offices are permitted to remain as formerly established, with their regular floor reps sanctioned to continue as such.

Maurice Rose and Hugo Morris, both No. 1 offices, decided to amalgamate anyway and now are partners.

Sammy Fishman goes with the James Plunkett office as an associate, but will have floor privileges of his own choice. He refused to take a partner, preferring instead to turn his acts over to the Plunkett office for bookings. O. L. Oz, formerly of Morris & Oz, goes with Bondell & Mack on the same basis.

No. 2 ex-franchise holders who have failed to connect and are out by declaration or through being considered inactive are Norman Jeffries, Lew Carter, Max Hayes, Sol Turek and Bart McHugh. Louis Spielman and Harry Norwood were granted further time to connect.

A new floor was created by combining Nos. 2 agents—Pete Mack, Harry Semon and Ben David—all of whom will be permitted on the floor under their partnership arrangement.

Much comment is brewing over the fact that agents who have been in the booking office for 15 to 20 years have been declared out, while others whose floor history is comparatively recent are allowed to remain.

Numerous changes are anticipated from the final once-over by Beck. General opinion seems to be that the largely bellybanded agency will shortly go through the customary process of being forgotten, and that the whole affair is not only non-progressive, but also strictly the nuts.

If the booking office had arranged the cutting on its own authority without passing the buck to the agents, the move would be considered proper. It is generally felt that the floor. But since the booking office made the agents the goat the fireworks aren't being accepted as the booking office wishes them to be. The biggest objection is to the right of one agent to tell another agent to get off the RKO-owned booking floor.

## BLAME PUBLICITY FADE FOR 'FANFARE' FAILURE

London, July 16.

Trade depression and extremely hot weather have been responsible for the worst theatrical slump in the West End, and have seemingly elected 'Fanfare,' recently at the Prince Edward theatre, as the season's flop.

'Fanfare,' with judicious handling might have survived even these handicaps.

'Fanfare' as a spectacle is one of the best things John Murray Ayres has done since his arrival, not excluding 'The League of Nations.' As regards names, it had Violet Loraine, a former London musical comedy star who staged a comeback, and, who was really splendid. Juna, who also returned to the West End after several years in America, was as good as ever. The only unknown in the cast was Joe Cook, whose clever and versatile work had to be taken on trust, till the show opened.

The show was scheduled for the Prince Edward, a comparatively new house off the beaten path, which since its opening, two years ago, only became known for its musical flops. As a preliminary, 'Fanfare' was staged at the Theatre, Manchester, and two weeks in Streatham, at the Streatham theatre, a new outer London house. At both places the show was splendidly received, which was good omen for the West End. With all its drawbacks the Prince Edward was not exploited, and a show with an excellent cast and equally excellent unknowns, theatre could not make good without extensive advertising.

Three days after the show opened, the cast cut salaries and the admission price was dropped. But even then management seemingly kept the latter fact a secret. Imagine not telling Londoners they could get the best entertainment in London for the price of a good dinner on an orchestra stall seat? No wonder the show flopped, but it seems a pity to lose \$70,000, when an extra \$15,000 in advertising might have saved a lot of that.

## Ottawa Boom Town

(Continued from page 1)

waving on store-fronts and in newspaper advertisements to catch the odd dollar. The police are, incidentally, at the houses where they used to take in motor tourists from south of the line, they have taken in the tiny American flags and the wooden mats are out for the folk instead. There is an unpardonable lack of pitchmen, probably because Ottawa is 60 miles from the International border, and they overlooked a good thing anyway. Last, but not least, the Ottawa theatre, has actually opened once more and is presenting vaudeville running nine acts to the bill.

The Grand Fair, opening August 22, has already started to steam up and Manager Herb McElroy is complacently announcing that the headline attraction for this year of all years, with Ottawa tied with ample forces that will go down to posterity, is none other than the United States Marine Band. The midway, too, will be imported from the U. S. A.

For the first time in the life of any vicerey to Canada, the personal representative of His Majesty was called on to enter the House of Commons. Therefore, the Empire Conference started by breaking a precedent. How many other things will be broken before the session is over nobody knows.

## Ready to Trade

The curtain, rose in the green chamber when His Excellency, Lord Beasborough, entered to the tune of the 52 bells in the carillon of the Peace Tower, rung so that the natives, soldiers, attendants, chauffeurs and others on the scene would know that hostilities had started. Then, Prime Minister Bennett, speaking for Canada, delivered a swell pep-talk in which he sold the idea of the new treaty. He would trade this for that on the best terms. Right Honorable Stanley Baldwin from London; Mr. Bruce from Australia, and other principals did not know how to take Mr. Bennett and said as much, so that the opening act was short. The state dinner was given at night with everybody present as guests of Canada—except the new-born boy who had had the night before and were still feeling the effects.

Over at the Chateau Laurier Ho-

## London Show World

London, July 16.

The weather being kind, and the Office of Works (under Government benevolence), permission was given to stage matinees in Regent's Park week of July 11 when the New theatre company presented 'Twelfth Night.'

This is the first time any of the royal parks have allowed such performances.

'Behold We Live' Set  
The St. James theatre will reopen the middle of August with John van Druten's new play, 'Behold We Live,' which will be staged by the New theatre company. Cast so far includes Dame May Whitty, Gertrude Lawrence and Sir Gerald du Maurier.

Drinkwater's Film Job  
John Drinkwater has done the dialog and scenario for the talkie version of Temple Thurston's 'Sally Bishop' for British Lion.

This is the first time a distinguished writer has undertaken such a role. The silent production of this story years ago marked Henry Ainley's debut in films.

Dominion Statement  
A liquidator was appointed for the Dominion Bank, under the pending bankruptcy proceedings. A statement of affairs showed 'estimated' assets almost equal to liabilities.

Mystery!  
Some of the directors of Moss Empires, which are why their vaudeville shows are not making money. They allow about \$700 a week for stage salaries.

Murray Shifts  
Paul Murray has ended his business partnership with Frank Zellin, and is now in association with the Wieland Agency.

Higher Building  
London County Council now favors legislation permitting erection of buildings in London over 80 feet high, due to increased fire-fighting apparatus. In 1925 Swan & Edgar rebuilt their shop to a height of 100 feet to conform with the architecture of Regent street, but have never been allowed to use the top floor.

Coward Piece Finished  
Noel Coward's latest musical comedy, 'Words and Music,' has been completed and is now ready for production. Every bit of writing and composing has been completed, every sequence figured out, scenic and costume plans prepared, and when rehearsals begin the author-

tel the bellhops were still trying to figure out whether they had been tipped or kipped. They towed to every man with a beard, pipe or turban, and in return received everything but Confederate shill-palers. There were shillings from Dear Ol' Lunnin; saxes and shillings from 'Scots; Mexican dollars from Newfoundland; groats from South Africa; currency of sorts from Shanghai; clear store coupons from Palestine; and a real Yankee 50-cent piece (worth 75 cents from a man from Washington, who got in by mistake.

## Mounties Off Screen

Constables of the Royal Canadian Mounted Police, in bright new uniforms, are on duty at every nook and corner. Previously, Canadians had never realized how many mounties there were unless they had gone to a picture show. The local city police kept a discreet silence because Parliament Hill is the exclusive preserve of the Royal Canadian—and how!

Such is the impression of the Imperial Economic Conference to a goggle-eyed scribbler who has been hearing nothing but 'conference' since the snow melted.

## Kennedy and Florida

Jacksonville, July 25.  
Aubrey M. Kennedy, independent producer, who used to make pictures here during the old days, was a visitor last week.

Kennedy may move here next fall and is considering live cable representations as to local production possibilities.

## 6 WEEKS FOR 'CROSS'

Hollywood, July 25.  
Cecil B. DeMille's 'Sign of the Cross' into production at Paramount with E. E. Landi, Frederic March, Claudette Colbert, Charles Laughton and Ian Keith in cast. Picture is working on a six weeks schedule.

composer-librettist takes charge of the stage.

Audience Is Angel  
MacQueen Pope, manager and press-agent, and Reginald Denham, stage producer, will present a drama in the fall to be finished by theatre-goers.

The cost will be \$7,500, and they ask \$100,000 for first night. The subscription solicitation is already pledged.

Race of Jungle Films  
Fox has rushed the London showing of 'Congorilla' in order to side-step the New York RKO, who returns from the States shortly with the print of the Radio Jungle epic, 'Bring 'Em Back.'

## Non-Stop Variety Prospects

The Windmill, the original non-stop variety house, is still playing to S.R.O. trade, even in the afternoons.

Such outside, the Pavilion and the Windmill, the non-stop variety houses are down badly. Seventeen London theatres are dark.

## Wickedness Gets Ballyhoo

Much play in the tabs here about London's sudden burst of dirty stuff. Newman, who has a little London's roadside spots with no worse than they ever were, with the exception of a few spots which make a direct play for the stage.

## 'The Scion' Produced

The Embassy theatre produced 'The Scion,' play written by Bertram Hanson, which Hanson's brother, and originally with the Charles theatre about a year back. The piece concerns a boy who fears madness, who is afraid his father died in an asylum, but is reassured when his mother informs him he is sane. It is a week-end with another man. There are some scenes in the play. It is commercial value is little. Andre van Gyseghe produced with his usual quality and acted a small part capably. Catherine Lacey, who looks like a time lady, was in a below form, but Hugh E. Wright and Felix Aylmer were their usual excellent selves.

## Negative Cost-Item

Almost the entire body of London film critics filed over to Berlin, west ending July 9 as the guests of Gaumont-British and Ufa, to see the production of the Anglo-German co-production 'The Eve after,' which Pommer is supervising.

Production concerns are budgeting and criticism on the critics for the week-end trip.

## Hotel Rate War

A consequence of the price-cutting war which has been going on for some months between the leading hotels, and the American clubs particularly affects American clubs coming over here, is a move by the Hotels Association to fix a minimum charge for the week-end.

Many of the hotels have complained bitterly that rivals have cut rates to meet the competition. The charges are not economically sound. In many cases headlines are being put up practically for nothing, the hotel arguing it is well paid by the publicity.

## Geraldine Ulmer Blind

Geraldine Ulmer, an American prima donna of a quarter of a century ago, who came to her home here. In her heyday Miss Ulmer scored successes in practically every country in Europe, as well as America. When the 'Gon-doliers' was first produced here she had the soprano role.

## Thorpé Shifts Jobs

J. C. Thorpe, who was in charge of the British International studios at the Regent cinema, which he signed his directorship in that company, has joined the executive staff of Gaumont British.

## New Jannings' Play

Monckton Hoffe's play, written to order for the Jannings, will be produced in London end of September. Jannings will have the role of the German visiting the 'Gon-doliers' in England. Of course, he goes mad in the end.

Conrad Veidt is also scheduled for London. He is being Bernman Rossman, called 'The Pilot.'

## New Co-Optimists

Archie de Bear, who conceived the idea of 'The Co-Optimists' and managed the troupe many years, is now out with a new production, the 'Savoy Follies,' produced at the Savoy theatre July 7. It is patterned along the lines of the 'Gon-doliers' even to the pierrot costume. Piece won praise.

Gillie Potter is a worthy successor to the late Gilbert Childs, and Stanley Holloway, the only one of the old organization, is good. Florence and the little character actress and a splendid mimic, and Hal Swain's band in the pit helps.







# RADIO SALARIES AT PEAK?

## NEA IN CONV. PANS RADIO

San Francisco, July 25. Meeting here in annual convention NEA members last week took a healthy swat at the radio stations gaining new services for broadcasts of current events.

National Editorial Association pull figures stations and newspapers as competition and added that stations, therefore, shouldn't be allowed UP, AP, INS and other dispatches for reading over the air, inasmuch as those broadcasts often reached the public long before newspapers hit the stands.

Newspaper gang, after a series of hot meetings, left in a body for a day at the Sallinas rodeo, then to Los Angeles where the convention will be resumed.

## COAST CLEANING UP ON ALLEGED RADIO-RACKET

Los Angeles, July 25. Two Hollywood promoters arrested in past week on buncos charges growing out of complaints of victims who tried to buy air and sound careers. Hunter A. Keasey, conducting the International Broadcast News and Barrel House Cracker hours, which lasted a week over KMTB before the station yanked the programs, being held on five count of violation of state labor laws and five counts of grand theft. Joe-seekers claim they paid from \$130 to \$700 for positions that never materialized.

Frank Mitchell, who operated a sound instruction school, arrested on suspicion of grand theft when victims said they had paid from \$150 up and didn't get either salaries or their money back.

## A SECOND PROGRAM Cream Account/ Adds CBS Chain For Sax Rohmer Stories

Chicago, July 25. Italian Campaigns will have two programs this fall. Its "First Nighter" series of playlets will be on NBC for a fourth year. "Adventures of Fu Manchu" will start over CBS Sept. 16.

Sax Rohmer stories are networked after the rights were controlled since 1928 by Nate Caldwell. For a time in 1932 it was on the air over KOL, Omaha, as a sustainer. At that time the author waived royalties.

## Jack Brady Lost Voice, Shifts to Instrumental

Detroit, July 25. Jack Brady is now broadcasting over WJLB on a new program called "Easy Way Piano Method." Brady was a partner of the former team of Jack and Gene, Gene being of the present team of Gene and Glenn. Brady left the team when he lost his voice. His program now doesn't call for any vocals.

## Wynn's SRO

Ed Wynn is playing to S.R.O. on his "Texaco" broadcasts. NBC has been in the habit of giving out regular seats at its Times Square studio for guests to listen in on the Wynn etherizing. So many requests to catch Wynn doing his stuff that NBC is "sold out" on seats for the next three months.

Return Hospital Date San Francisco, July 25. Wife of Harold Perry, NBC player and singer, is back in an Oakland hospital for a second engagement, following a sidewalk accident last winter when her leg caught in a broken sidewalk and she strained her back. She was formerly Betty Jourdain, dancer.

## Hearst Switched

Los Angeles, July 25. William Randolph Hearst knew Will Rogers would be a better draw on the air than himself, so switched his scheduled time over NBC for his debt cancellation talk, rather than compete with the humorist. Latter was slated for the same hour on KFI's Bank of America hour.

Publishers was set to broadcast from KECA over the whole chain. Learning of the Rogers spot he footed a double bill and went on later.

## Mystic Allegedly Split Gross with KFWB; License Jam

San Francisco, July 25. KFWB may lose its license if the recommendation of Inspector Hyde is accepted by Federal Radio Commission. Reason is the broadcasting by that station of Alburton, mystic and fortune teller, who is said to have split his gross on money received with the station. KFWB operates part time with KROW, Oakland.

Another local station, KTAB, though previously broadcasting Zoro and other mystics, was found to have also etherized sufficient programs of public interest to balance the scales in its favor.

## FLIPPEN'S 52 WEEKS FOR CBS SUSTAINING

Jay C. Flippen has been placed, under a 52-week sustaining contract by CBS. It starts Aug. 2. Matty Rosen, Flippen's vaudeville representative, agented the radio deal.

The blackface stage single had a taste of broadcasting on a 13-week CBS palm beach suit commercial last spring. His work on that brought the network contract.

At the start and until possibly landing a sponsor, Flippen will be on twice a week as a staff artist.

## Skolsky's 'Tin Types' as 'They Satisfy' Feature

Sidney Skolsky is being considered for the new Chesterfield film in September. Plan is to have Skolsky m.c. and orate a celebrity Tin Type.

Ruth Etting and Nathaniel Shilkret's orchestra remain on Chesterfield. Arthur Tracy (The Street Singer), has been signed to replace Alexander Gray.

N.Y. News columnist departs for the Coast the end of this week to cover the Olympics. do Tin Types on the Olympic winners, and also do a Hollywood column and T.T. the picture celebs.

Harry Richman is cold for Chesterfield. The ciggie account owner is interested in the singer's demand for \$2,000 per program.

## WJJD's Compromise

Chicago, July 25. WJJD has been granted special authority by the Federal Radio Commission to operate until 3:30 standard time morning.

But the permission together with certain technical concessions is based on a proviso that WJJD promise not to do to both commission any more with future requests for operating after 3:30 p.m.

## ROBERTSON'S ACCIDENT

Dick Robertson, radio and phonograph singer, is in Monticello hospital, Monticello, N. Y., as the result of accidentally shooting himself in the right leg while cleaning a gun.

Robertson has a country place at Barryville, N. Y., near Monticello, where the accident occurred. He isn't in a serious condition.

## CHAINS SAY 'YES,' AGENCIES 'NO'

Advertising Agency Exec Claims There's No Limit to Value of an Artist for the Ether—John Royal, NBC V. P., States Salaries Must Come Down—Agency Exec's Attitude That Artist Stakes His All on the Air

## PERFORMER'S RISK

Have radio salaries for name attractions reached their apex, and will the coming season find these salaries sliding to lower levels? Network execs and advertising agency men differ widely on the question.

Networks, as a group, emphatically answer in the affirmative while the agencies almost unanimously hold the viewpoint that the peak has not been reached.

From the network's camp came a warning from John Royal that the topmounters of the entertaining ranks, both those already established in radio and aspirants from other fields, as well as prepare themselves for a tightening of the bag. Contravening this notion was the assertion by Earl G. Thomas, v.p., in charge of radio for the Hampton, Weeks & Marston agency, that no act can be regarded as overpaid as long as it attracts a maximum audience.

Although, as each took the occasion to point out, it is their business to keep the talent costs down so that the interests of their clients may be best served, the agency men declared that radio salaries will continue to rise until the medium has found a definite measure of value. And that day, to them, seems to be far off.

## No Peak Value

Radio at the present time, averred the advertisers' reps, can no more determine the peak value of an attraction than it can determine the peak audience of a program. By this time the average theatre has its boxoffice possibilities pretty well charted, but for broadcasting the gauge of listener attention is hardly much more conclusive than it was several years ago despite various survey efforts. That no two of these surveys have ever been found to jibe creates its own commentary on the situation.

Under these circumstances, according to major agency opinion, there is nothing left but the barter principle. The advertiser tries to buy a name that he figures will attract him a maximum audience as cheaply as possible. If the name clicks he has served his purpose and the advertiser can consider the salary well spent. If the returns prove otherwise, the sponsor views it as a flop and sets it down as an experiment that didn't work.

It's Royal's contention that the salaries now being paid for radio top liners, and particularly asked by stage names, are far out of line with what advertisers can stand. Overbooked salaries, the NBC v.p. has charged of programs argues, has raised havoc with the industry, and radio must start taking stock of itself to avoid a similar situation.

## A Gamble

On the other hand, Thomas, the agency man, says that an outstanding attraction from the stage or screen serves its value on the air regardless of the salary paid. As for an artist already established on the air, the money value to the client should maintain a commensurate as long as the performer is able to go on holding or building his audience.

Thomas brought out the curious point that a stage name is entitled to all the money he can get on the grounds that he is, with his

## Economy

Conferences are now being held at the NBC headquarters without inspiration from a free supply of cigars and cigars. Network's slicing of the budget has reached these items.

Until recently the humidifier and the clog containers in the board room were kept filled daily by the offices' supply department.

## Coast Is So Nuts on Radio Police Calls Paper Reports 'Em

Los Angeles, July 25. Los Angeles "Herald-Express" is running a series of news stories labelled "End of Radio's Unfinished Story," referring to L. A. police calls sent over short wave station KDFL. Paper prints the call and the news goes into the mail as to the nature of the summonses.

Series is creating considerable interest among the coast fans who are bugs on police calls.

## WONDERS WONDERING ABOUT CBS CHI SETUP

Ralph Wonders, head of the CBS Artists' Service, has put over the Chicago trip until Aug. 1, when he will reorganize the network's Chicago band division. A revision of personnel is scheduled when Wonders gets there.

Figures to go arrange the Midwest setup that one man will be on hand to take care of the office during the day and make a round of the local band sources during the night while the second member of the staff keeps swinging over the out-of-town trail.

At present time the CBS band bureau maintains only one man in Chicago, Bob Sanders.

## WFBR Gets Extra Hour; Starts Ad Campaign

Baltimore, July 25. One of the four local stations, WFBR, last week was given an additional hour on the ozone, running now until 1 a.m. and immediately began a wide advertising campaign based on that increase. Has taken to billboarding the burg with "W-F-B-R" and "W-F-B-R".

It marks the start of a heated tussle for biz among the stations. Local commercials are practically extinct at present, the three chain-affiliated ones relying on the NBC and CBS commercial allotments for the bulk of their income. Local stations, cheaply hooked up, are satisfied to go along with this tactic.

At present their only local comes from minute announcements, and even those are rare.

## Studio Romance

Pittsburgh, July 25. A romance that had its inception in the studios of station WCAE here will have its climax soon when Little Lawson becomes the bride of Pete Woldy. Both are Pittsburghers.

Miss Lawson is of Lawson sisters, harmony team at WCAE. Woldy is a band-leader at the same station. He was formerly with the stage orchestra at the Stanley theatre.

radio debut, gambling away his reputation on the air. In most cases he's working with material furnished or passed upon by the advertiser or the latter's agency. It figures to go to a good show because of restrictions, with rare exceptions, he is through in radio, and, according to Thomas, since the act has staked his all on that program he should be recompensed in measure.

## CROSBY WALKS OUT ON CBS

Hollywood, July 25. Falling to get together on a new contract, Bing Crosby is currently divorced from CBS.

Crosby says he won't go on the air again until September at the earliest, and after completion of his Paramount picture, "Big Broadcast," will go fishing off the coast of Mexico.

Singer and CBS called it quits by telegraph within an hour of a scheduled program, Monday (18).

Crosby contract expired July 15, with agreement that Crosby would waive the raise called for in the option and take a 20% cut. When contract arrived, Jones, New York, Crosby objected to clauses tabbing a higher percentage for booking through CBS's Artists' bureau. A telegraph, crossed off, followed, with the calling off of future broadcasts.

## FIRST COAST-TO-EAST AIR AUDITION BY CBS

Los Angeles, July 25. Endeavoring to sell H. H. Van Loan's proposed "Eminent Authors Hour," CBS put on a new, experimental audition, first of its kind emanating from the coast.

Program was sent from KHJ here for the benefit of a group of prospective commercial advertisers in New York.

Trial program had H. Bedford Jones, novelist, dramatising one of his own stories, and a score of a dozen or more well-known writers lined up for the idea, which will be a CBS feature if and when the time is said.

## IA'S 50,000 WATTER

WOC and WHO Apply to Fed. Comm'n for Permit

Des Moines, July 25. Dave Palmer, business manager of the Central Broadcasting Company, operating WOC, Des Moines, and WHO, Des Moines, refused to comment further regarding application of the company for an extension of time in the construction of a 50,000 watt station at Mitchellville, Ia.

Broadcasting company, through attorneys, has asked the Federal Radio Commission for a six-month grant of time in which to make available new facilities for the two Iowa stations it operates.

## Australia Tries Gov't Control of Programs

Sydney, June 24. From July on, big improvements are expected covering the entire radio field in Australia. The newly appointed Broadcasting Commission will take over control of the programs on the air by the A-class stations.

It is probable that a reduction in the yearly fee of 24 shillings per set license will be made. A station receive the biggest portion of this fee from the government, while 'B' stations do not get anything, depending upon advertising for their revenue. Listeners are eagerly awaiting the big cleanup.

## CBS Renews 4 Accounts

Four contract renewals were rung up by Columbia last week, three of them long-time programs. Evening singletone was the "Unsung Heroes" dramatic sketch out of Chicago, carried on seven stations and with a new stretch of 13 weeks effective Aug. 15. Show is sponsored by the maker of Fedric piston rings.

Other renewals consisted of Best Foods "Around the World" School, Jax Ball's Aunt Jemima show, starting Sept. 13, and Lehn & Pink's "Stories of the Living Great" series, effective Aug. 16.





## Shepard's \$1,125,000 Deal Inspires Rival Down East Network

New England chain formed in opposition to John Shepard's Yankee network is slated to start operation Aug. 1. All members of the newly organized sectional link, consisting of WTRF, Hartford; WEEB, Boston; WJAR, Providence; WTAG, Worcester; and WBSB, Portland, are affiliated with NBC, while the Shepard group is hooked up with Columbia.

Because of his exclusive ownership position Shepard, the early part of the year, was able to force CBS into making a special time deal with him, guaranteeing him an income of over \$1,125,000 during the ensuing year.

## Renew on Benny

Jack Benny's term with Canada Dry has been extended for another 13 weeks, second period going into effect Aug. 1. Three options ride with the renewal, each for 13 weeks. A salary raise is specified upon exercise of options.

Benny has been appearing twice weekly over NBC with this commercial account in association with George Olsen and Ethel Shutta. He has one writer assisting him in writing material for the program.

L. Wolfe Gilbert's first assignment at Fox studio is "Broadway Bad," for which he wrote a song titled "Little Man."

**AUTHOR ACTOR**  
**GEORGE FRAME BROWN**  
CREATOR OF  
**REAL FOLKS**  
**THOMPSON'S CORNERS**  
**HOW BEHAVING**  
**POST TOASTIES**  
Thursday, 9:30 - 10 P. M.  
WJZ AND NBC NETWORK  
Coast to Coast

**WESTINGHOUSE ELECTRIC**  
Presents  
**AL and PETE**  
(Have You Had Your Iron Today?)  
12:45 P. M. E.S.T.  
Monday, Wednesday, Friday—WJZ  
Tuesday & Thursday—WEAF

**WELCOME LEWIS**  
"Five Feet of Melody"  
Headlining Vaudeville  
OFFERING  
"Out of the Air"  
Direction: LEO FITZGERALD  
and WILLIAM McCAFFREY

**AL WOODS**  
TOP OF THE MORNING  
WOLF, Nite  
Sleeping Late Sunday

**KUZNETZOFF and NICOLINA**  
"STERO" Program, Wednesdays, 10:15 a.m., WEAF

## TRIO'S 6 MOS.

Oxol Re-signs Gordon, Dave and Bunny Until 1933

Gordon, Dave and Bunny, trio under contract to Oxol on CBS, have been re-engaged for another six months until February, 1933. They were originally placed under contract to the commercial during February, 1931, through Eaton, Barton, Durrstine & Osborne, and brought to New York for Oxol after work on the Fox Fur Trappers program over WYAC, Boston.

The trio of boys receive the CBS network two nights weekly under the billing of "The Funny-bones" on a sustaining basis. The trio consists of Gordon, Graham, Dave Grant and Bunny Coughlin.

## THREE COAST BANDS FOR NBC NETWORKS

San Francisco, July 25. Three local dance bands will get transcontinental broadcast breaks beginning this week when NBC inaugurates its nightly cross-country sustaining hours a week.

Amson Weeks at the Hotel Mark Hopkins, Ted Flo-Rito at the Hotel St. Francis, and Carol Lerner at the El Tabarin cafe will hit the air. Ted Weeks and Flo-Rito are also on Weeks' first program will be his initial broadcast under a new arrangement which takes his Mark Hopkins band from the KFRG local remote control system to the NBC western chain. Weeks also is on Lucky Strike once monthly.

Programs leave here at 9 p. m., hitting Manhattan at 11 a. m. The two week drop off KFRG and the western CBS network with his band from the Mark Hopkins when he transfers to NBC for a weekly transcontinental, in addition to the two week drop off and once monthly Lucky Strike broadcast.

## Disk Recording Co.'s Stock for Public Sale

Albany, July 25. First instance noted of stock in an electrical transcription company being offered to New York state investing public is that of National Electrical Transcription Corp., a Nevada concern.

K. D. Johnson & Co., 67 Wall street, was recently licensed by the Secretary of State to handle sale of N. E. T. Co.'s common stock. Corporation has New York offices at 120 West 42d street.

## Fannie Hurst on Wax

Makers of "Today," a nutritive kick, go on the air Aug. 11 with a series of quarter-hour disc programs combining music with a lecturer on child welfare. Figure to spread the program among some 30 stations in the east and midwest.

Already completed are the first bunch of waxes, numbering 13, with a Fannie Hurst script imprinted on one of them. Scott Howe Bowen is doing the spot booking for the shows.

## FANNIE BRICE LUCKY BID

Lucky Strikes likes a Saturday comedian idea and with Bert Lahr having been released the account is dickering with Fannie Brice among others.

The other two, Tues. and Thurs. programs remain, with Walter O'Keefe and Walter Winchell m.c.'g. plus bands, but Sat. nite name comic or comedienne will be enlisted. Meantime Ely Lyman's band was a Saturday filler-in last week.

## STALLED—NOW TOO LATE

Chicago, July 25. Having wasted half the summer trying to make up their minds, the directors of Orange-Crumbs, hot weather beverage, finally voted not to go on the air.

Series of alternatives were successively broached, among them network, spot time, regional coverage and platters. Advertiser used radio for a spell a couple of years ago.

## —Or Vice Versa

Los Angeles, July 25. Monty Lowe (Wienie Parker), NBC blues singer at San Francisco, and Paul Rickenbacher, studio director at KJL, Los Angeles, will set a date for a wedding when former gets a job in L. A. or vice versa.

## N. Y. IS WORLD'S TOP RADIO MDSE. MART

Washington, July 25. New York City, in the past year, has established itself as the greatest radio wholesale market in the world, according to a report just completed by the U. S. Department of Commerce. Almost one-half of the radio equipment sold at wholesale in the United States is distributed through this metropolis. New York City establishments more than any other, control the major portion of national distribution.

The report shows that the wholesale distribution of radio sets and equipment is highly concentrated geographically, with New York leading the list. Other states in the first division of the material, Pennsylvania, Ohio, California and New Jersey. Approximately 70% of the radio business, so far as volume goes, comes from these points.

Listing the distributing centers by cities, the Department finds that Chicago is second to New York in importance, with Jersey City third and San Francisco fourth. The four leading cities handle 50% of the total wholesale radio business in the United States.

## Big Tess and Jad Salts Temporarily Off Radio

Tess Gardella (Aunt Jeannine) and her sponsor, Jad Salts, retire from the air for the summer this week to return in September. The singer has a 24-week renewal with the NBC account, which will retain its afternoon position on the network.

Miss Gardella started on the program last November. For the past month she has been doubling in Ziegfeld's "Show Boat."

## GAXTON-MOORE

Use "Of This I Sing" Script For NBC Auditioning

With the political satire of their original "Of This I Sing" script pretty well toned down, William Gaxton and Victor Moore are being auditioned by NBC for a prospective commercial.

Among those who have listened to their efforts is Lucky Strike, but no action there.

## CBS' Shore Showcase For Its Orchestras

Using a resort hotelery as a showcase for its orchestras who are in for a radio buildup is the CBS' idea with the Hotel Ambassador, Atlantic City.

The air net currently has Isham Jones spotted there as the initial attraction in for this sort of specialized grooming. This somewhat remote control is partially explained by the booking congestion in the choice hotels in New York city proper.

The A. C. Ambassador is where Paul Whiteman originally came to attention, from the Coast.

## No Russia-U. S. Hook-up

Moscow, July 10. Olin Downes, New York "Times" music critic, failed in his effort to arrange a series of broadcasts from Russia to America. The difficulties were entirely of a technical nature.

Clear and easy transmission from points in Russia to Europe for re-broadcasting to America is still a matter of the future—the near future, say Soviet engineers working on the problem.

## FILMS' SONG TIE

Sam Fox is publishing "Congorilla" in a tie-up with Fox on its picture of that name.

Song is by L. E. De Francesco and words by Al. Bryan.

## RECEIVERSHIP SUIT

Rival Ohio Broadcasters in Litigation on Stock.

Canton, O., July 25. A suit asking for a receiver for station WKBN, Youngstown, O., has been filed by the Ohio Broadcasting Co., Cleveland, which controls a large block of WKBN stock against Warren E. Williamson, Sr., and others, in the local common pleas court.

Ohio Broadcasting Co., controlled by C. C. Townes, former city manager of Cleveland, has instituted a number of suits here recently against Williamson and others to force them either to sell their stock to the Cleveland company or to take the Cleveland stock.

## KMTR Gross Shrinks to \$200 as Control Passes

Hollywood, July 25. Of the \$16,000 a month gross business at KMTR, only about \$200 worth will be left by Aug. 1, when this station passes from control of J. Freytag to Victor Dalton. Station also lost its tie with the local Hearst "Evening Herald," this week.

"Herald" tie-up now goes to KFAC, the downtown station operated by the Auburn-Cord automobile company.

Several of the KMTR programs and accounts go to KMPC, Beverly Hills, one of the two stations now controlled by Freytag.

KMTR is set for complete reorganization with Lyman Peters, present manager, and Ted Dahl, program manager, forming nucleus of the new set up. Station is currently without an orchestra, and is relying almost wholly on waiting replacement of business lost in the transfer.

## Frisco Chinese Strike At Chinatown Playlet

San Francisco, July 25. Local Chinatown has officially and emphatically protested against NBC's broadcast of "Chinatown Squad," once weekly dramatization of old Oriental quarter happenings written by Carleton Morse and edited by Chief of Police Bill Quinn.

Feature has been on the air for several weeks. Chief Quinn handling each episode without salary for NBC. He's collaborating with Morse on writing famous town wars, slave market and other incidents that occurred in Chinatown 20 and 30 years ago, when Chief Quinn was a cop on the Sino squad.

Up until last week a number of younger Chinese worked on the program, but parental protests resulted in a walkout 45 minutes before closing time of the air.

Morse dashed frantically round the NBC studios and rounded up several of the dramatic staff to replace the Orientals. Since then regular NBC staff writers have been engaged.

Another instance of the Chinese embargo came this week when Morse and Chief Quinn went through Chinatown in an effort to purchase several Chinese phonograph records for use on the program. When the Grant Street music dealer found out what the records were for he refused to sell 'em and would-be purchasers had to use other means to get the necessary discs.

## TYSON NEW KJL CHIEF

Los Angeles, July 25. Leo B. Tyson, advertising director for KJL, will succeed Edgar Wilson White as manager of the station, Aug. 1. Latter resigned to become vice-president in charge of WJR, Detroit and WGAR, Cleveland.

Tyson, before going to KJL, was in advertising promotional work for the two Hearst papers here.

## NEW POWERFUL MID-EUROPA STATION

The Hague, July 25. The Compagnie Luxembourgeoise de Radiodiffusion is building a broadcasting station in the principality of Luxembourg, operating on 200 kilowatts.

It is being financed by the big news agencies: Reuters, Havas, Wolff. A Dutch company has obtained a sub-lease from the parent company to broadcast Dutch programs from this station on Fridays. The station is starting on Aug. 1. Its central-European location places the new 200-kilowatt in position to blanket the entire European continent.

## Emergency Unit

Los Angeles, July 25. Ken Niles, former "Havah" hour, although off CBS coast chain under that title, is now being used as a "shock troop" unit for coast fills-in, under the handle, "Crazy Quilt."

Act in one of those quickly assembled bills that becomes a sustainer wherever a valid occurs at any of the chain stations. It's of the revue type, utilizing KJL takes available as needed.

Casa Loma combo returns to the Steel Pier, Atlantic City, Saturday (30) for two weeks. After a fortnight's interval, the band returns to close the pier's season, now scheduled as of Sept. 11.

**DUKE ELLINGTON**  
AND HIS JAZZ BAND  
Broadcasting from  
LINCOLN TAVERN  
Chicago, Ill.  
Wed. 10:15-12 p.m. E.S.T.  
Columbia Network  
and the WBB

Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
709 Seventh Ave., New York

**BARON LEE**  
AND HIS  
BLUE RHYTHM BAND  
Broadcasting from  
COTTON CLUB, New York  
Monday, 11:45-12 p.m. E.S.T.  
Wednesday, 12:15-1 p.m. E.S.T.  
Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
709 Seventh Ave., New York

**WILLIS BROTHERS**  
4 Boys  
and a Guitar  
**COLUMBIA BROADCASTING SYSTEM**  
Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
709 Seventh Ave., New York

**RUTHETTING**  
GLORIFYING the POPULAR SONG  
**CHESTERFIELD Program**  
COLUMBIA-COAST-TO-COAST NETWORK  
WED. SAT. 10 TO 10:15 E.S.T.  
Management  
MILLS-ROCKWELL, INC.  
709 Seventh Ave., New York





## Frown on Gambling Costs Bernie Peek At Galloping Steeds

Usual pre-election bluesiness has clamped the lid down hard on Saratoga, N. Y., for the August racing. Word has gone out that gambling will be very much frowned upon and the visitors will have to content themselves with surreptitious betting at the tracks.

This has resulted in Arrowhead Inn cancelling Ben Bernie's band booking and the Clay Bryson company substituted. With no gambling this roadside, along with the other inns and taverns, can't feature elaborate stage entertainments as in the past.

## Russian Music Library Gift of Soviet to U. S.

Moscow, July 19.

First complete library of Russian music composed since the revolution to be sent abroad is destined for the U. S. A. It will be placed in the hands of the Russian-American Institute, with headquarters in New York.

Music library was gotten together for America by the Soviet authorities at the request of Sergei Radamsky, American tenor, during his recent visit to this country. In behalf of the Institute, Radamsky introduced the work of several young American composers to Russian concertists.

He also has made preliminary arrangements to import several outstanding new musical lights from Russia to America under the auspices of the Institute. One of them will be a brilliant young pianist.

## Grandpap at 44

Hollywood, July 26.

L. Wolfe Gilbert, songwriter, claims to be the youngest professional grandpap. His daughter, Mrs. Bernard Gottlieb, became a mother Saturday (23).

Gilbert blushes to 44.

## Mills-Weil Deal Off

Deal by Mills Music to buy up the Milton Weil catalog in Chicago has been called off.

Several complications from the Chicago end arose and on the advice of counsel Mills decided to waive its money deposit to Weil and drop the proposition entirely.

Welcome to New York and to the New Yorker

**TOM GERON**  
AND HIS ORCHESTRA

Broadcasting regularly over the NBC network and featuring the best of the time in the "L.A. DANCE" and "THE VOICE OF THE VILLAGE" and "HOLDING MY MONET'S HAND" IF YOU WERE ONLY MINE

**ROBBINS**  
MUSIC CORPORATION  
1919 JEROME AVE.  
NEW YORK

**PAT BALLARD**  
Writer

"No Beats My Heart for You" (DeSylva, Brown & Henderson)  
"Place Heart with Care" (Mario Music Corp.)  
"Daddy Long Legs" (M. K. Jerome, Inc.)  
"Dreamy Hills of Home, Sweet Home" (Santley Bros.)

ANNOUNCES 3 NEW SONGS:  
"DREAMY HILLS OF HOME"  
"WOULD YOU KNOW?"  
"BACK HOME AGAIN IN HEAVEN"

50 West 52nd Street, New York

PHIL BAKER, BEN BERNIE, WALTER HIRSCH  
Through  
**MILLER MUSIC**  
**STRANGE-INTERLUDE**  
A New Song

## MUSIC TRADE PROTESTS AIR'S NON-REPEAT RULE

This is open season for Tin Pan Alley's squawks against Radio and now the complaint is that the chains are further stifling plugs by making rules against playing certain songs more than twice or so a night.

While this means to curb over-plugging is commendable in some respects, according to T.P.A. standards, it's out of order when it affects a big chain plug where a special arrangement and a singer might be stopped from using a certain song just because earlier in the evening some dinner band might have played a chorus of the same number in the course of a medley.

This has occurred. The dinner bands play matches and choruses and use up lots of good material so that when later in the evening some big commercial wants to use the same number in a feature spot, the rule automatically eliminates the song.

The publishers urge the big commercials not to handicap their own programs with a fixed rule that mean the substitution of inferior material. The fact that popular stuff is used up early, must evidence its worth, publishers argue, by the very demand, hence why shouldn't an important commercial be accorded the same consideration?

## Shooting Mills-Calloway In Chicago for Picture

Mills Brothers and Cab Calloway sequences in Paramount's "Wild Water" will have to be registered in Chicago if the Mills-Rockwell office has advised the picture company that prior engagements will prevent the two acts from making the Hollywood hop.

Understood that the proposed arrangement is okay with the producing company.

## Party for George M.

Hollywood, July 25.

Old time song writers, now here, will stage a party for George M. Cohan at the Ambassador hotel on Thursday (28).

Gang will all be lads who pounded out tunes before the hot-cha era.

## Donaldson, Kahn Again

Old combination of Walter Donaldson and Gus Kahn is back in harness again. Arrangement worked out by Donaldson's publishing firm last week has them set for a stretch of pounding them out together.

Composer and lyric writer left by auto yesterday (25) for Chicago where they'll settle down to the routine.

## Al Beilin's Plans

After 11 years Al Beilin has resigned as manager of Irving Berlin's Chicago office. Fred Kramer from Detroit replaces him.

Beilin plans to open a radio talent booking office in Chicago.

## UA Renews Newman

Hollywood, July 25.

Alfred Newman's contract as musical director at United Artists studio, has been renewed for another year.

Makes his fourth there.

## SUSTAINERS AT \$10

San Francisco, July 25.

NBC hands out a healthy slash to sustaining artists after Aug. 1 when salaries for non-sponsored programs slide from \$25 to \$10.

NBC Artists' Bureau will continue to deduct 10% commissions, leaving artists \$9 net. Some come them, with one \$25 a week program, were able to manage a fair living, but now will be left on a spot unless NBC comes forward with more periods.

## L. A. BANDS CHANGE

Los Angeles, July 25.

Jimmy Grier's band formerly at the Ambassador hotel's Coconut Grove, goes into the Biltmore hotel here Aug. 1, replacing the Charles Kaley outfit.

Henry M. Saltsford's orchestra leaves the Roosevelt hotel Aug. 1. No successor chosen as yet.

## Dash Buys Pair of Catalogs for England

Irwin Dash, visiting from London to the up American song material for England, has closed for the foreign rights to Stief-Powers and Phil Korovin's two catalogs. Also with Harry Bloom, Inc. for "Moon"; three songs by Roy Turk and Fred E. Ahlert, one by Mack Gordon and Harry Revell.

Dash returns on the Minnetonka, Aug. 5.

Jimmy Campbell of Campbell-Connelly, of which firm the newly formed Dash Co. is a subsidiary, flew in from Jamaica, W. I., over the weekend, on a business trip. Campbell had been on a West Indies cruise.

## PRINTING IN CANADA LOOKS FORCED BY TAX

If the music publishers are to capitalize on their merchandise in Canada, indications are that the American firms will have to print in the Dominion. This is because of the sundry excise taxes which tilt the price of an American song hit to 50¢ retail, owing to the import duties on matter printed in the U. S. A. For years Leo Feist, Inc., was the sole American music publisher to recognize this and printed in Canada.

With music subjected to various percentages of 10, five and three per cent, per copy, the retailer can't operate under the 50¢ merchandising price. This, with Canada's national economic strain than in the U. S., hasn't helped to move the stock off the shelves.

Hence, American firms realize it will be wise to patronize Canadian printers and engravers if they're to give themselves and the song retailers a break.

## Band Placements

Don Bestor will road-tour until Aug. 3, when he opens at Convention hall, Atlantic City, for two weeks.

Tom Gerun opened yesterday (25) at the Hotel New Yorker, N. Y., succeeding Bestor.

Ted Weems has gone to the Lincoln Tavern, Chicago, to succeed Duke Ellington. Harry Sonick replaces Gus Arnheim at The Delta, also at Morton Grove, Ill., opposition to the Lincoln Tavern.

Ellington switches to Castle Farms, Cincinnati.

## Town Buys Roadhouse

Troy, N. Y., July 25.

Smith's Tavern, long a night club on the Loudonville-Saratoga (N.Y.) Road, has been purchased by the town of Colonie for \$22,500. Tavern was closed as a town hall last winter, with an option for a later purchase, despite the fact a group of taxpayers opposed its acquisition.

Estate which sold property to the town acquired it when a \$12,500 mortgage was foreclosed last July against the Jeranis and the Smiths, owners. State troopers had made several raids, seizing, gambling paraphernalia.

## Beefsteaking Hon. Dave

Hon. Dave Clarke, a tin pan alley character, will be sentimental at a beefsteak at fresco which Al B. White will m. c. the evening of July 29 at White's Windmill Inn, Freeport, L. I.

A committee of tin pan alleyites has arranged for a bus to take the mob from 49th street and 7th avenue, shoving off at 5 p. m.

## FAIR'S LOCAL MEN

Brooklyn, Mass., July 25.

Brooklyn Agriculture Society, operator of the Brooklyn Fair, has decided to employ local musicians for stage show accompaniments and concerts at the fair this year.

For the last several years bands have been imported.

Down to a Whisper

Elsie Robinson, Hearst syndicated writer, quite openly states she finds herself with \$500 a week less in income due to salary cuts.

The "Listen World" feature syndicator is a San Francisco newspaperwoman.

## RADIO REVIVAL OF OLD STANDARDS IS PROBLEM

The growing tendency among the radio songsters to identify themselves with the revival of old-time favorites in a manner similar to Ruth Etting's revival of "Harvest Moon," has the music publishers worried. They'll probably place a reasonable old stuff and release it for public performance only by special permission.

The reason for this is that while a successful revival might mean some extra revenue from dormant sources, the radio plug is known will kill it off completely just as it does with the average present-day popular song once the new material has been exploited into popularity.

The publishers and songwriters take the position that it is their wealth of familiar music of yesteryears which forms the backbone of their business for release as mutually beneficial and if radio dissipates it by over-plugging it into a permanent extinction, that's not so smart.

## PAUL'S RENDEZVOUS

On Eighth street, in Greenwich Village, is Paul's Rendezvous, a colorful incident in New York's nite scene. In the early 1920s, it was called Maxims and sported a stiff cover charge. The interior is very ultra-ultra, with red cushions and a polished dance floor and an elevated dais for an orchestra. Today, with the new sound and maximum of a radio has replaced the band and the customers put on the floor know them by the name of the cover charge.

The cover charge is down to 25 cents and—greatest of all night club comedowns—ginger ale is only 35¢. In the early days, that two-bob cover holds only on week-end nights and holidays. During the week, the minimum charge is 50¢.

And where a few months ago the place had to struggle for existence, it is today jammed to the rafters. Caught on a hot Tuesday night, with practically every form of amusement in Manhattan off, almost all of the 40 tables downstairs were occupied and there was a sprinkling of customers on the 80-table main floor.

Place is run as a Village hang-out with business expected from customers on the main floor. A dozen long-haired lads are always on hand for color. They're on hand to make it just enough atmosphere to make it seem authentic.

On hand is Eli Siegel, who won feeling fame some years back by writing a poem called "Hot Afternoon." He has in Manhattan, N. Y., the Nation best prize and Siegel came to New York from Baltimore and became a village character, but for purposes of promotion he recites "The Congo," by Vachel Lindsay. At Paul's, there are no one interested in the place to prove him regularly.

Always on hand also are John Biggs, Phil Gilroy, and Dolly Humbert. Dolly is a gray-haired old lady, but many years ago she was one of the first to sing "Little Buttercup" and other Gilbert and Sullivan roles. She still sings them, but for purposes of promotion she sells Greenwich Village newspapers.

Old time song characters go to make up the atmosphere—an atmosphere that blends strangely with the highly colored dresses and red and gilt decor.

For entertainment there's a show of some sort every night at 10. On Monday it's "Open Forum"; Tuesday, book review; Wednesday, music; Thursday, poetry; night, Friday, whoopee; Saturday, double whoopee; Sunday, Village impromptu.

No explanation of what the Friday and Saturday night things mean. It's up to the customers. Siegel and the whoopee artists want to entertain can do his or her stuff—if not, the always reliable poets trot up to read their own poetry.

Serious thought is given only to the Monday and Tuesday nights. The problems are settled on that night. Last night (25) the subject was, "What Price Polygamy?" Speech is free, and so they waste it lavishly. Anybody who wants to say something is welcome to do so. The subject are picked by the management, and maybe it's accidental that most of them are on sex.

Food and drinks are served by "hostesses," not waitresses. In between serving customers they sit down and chat with the people who serve. Or, if the entertainment is running low, they help out on that.

Maybe it's a freak layout and maybe it has nothing to do with either show business or night club business. But it's open every night and there's no other place like it regularly. While in all the rest of Manhattan, including the Times Square sector, paying the rent a problem.

Kauf.

## Whiteman Placing All His Worries with NBC In Retrenchment Move

As part of the financial revision the boy leader is putting his organization through, NBC this week takes over the complete management and publishing of the Paul Whiteman unit. First move by Whiteman to cut down his overhead was to let out his personal P. A., Al Zugsmith, and the unit's production coach, Jack Martin.

Jack Lavin, the maestro's personal manager, goes on an indefinite vacation the latter part of this week, with Lavin's return dependent on whatever understanding they arrive at on the tentative date set for the week ending Sept. 15. Meanwhile the departure is to be considered a leave of absence, with Whiteman relieved of all salary obligation. Lavin was moved to the Coast, and while there to take care of several business matters for the maestro.

Pending Lavin's absence the NBC Artists Service will handle every phase of the Whiteman organization's business, including production of the Pontiac program and the checkup of Whiteman's current arrangement with the Hotel D'Amore. All publicity on the outfit will come out of the network's press department, with that department expected to assign a special man to the job.

Figured that Whiteman will continue his retrenchment activity by asking the members of the band and the specialty artists to take a cut of 10 or 15%.

## TWO TOUGH BREAKS IN WEEK FOR LYMAN BAND

Tough breaks were encountered by two of Abe Lyman's musicians this week. Fred Ferguson, trumpet player, is in the hospital at Hospital, Jamaica, L. I., recovering from a slight concussion, and Harry Podolsky, who died suddenly from heart trouble.

Mrs. Mollie Podolsky, sister of Harry Shapiro, vaudeville agent, had seen the first show of the Lyman band at the Capitol, New York, and went home, collapsing fatally just about the time the band was on stage for the second show. She was about 28. They have an eight-year-old son.

Ferguson with his wife, Dorothy McNulty, last intense lead in "Fey Nummy Nummy," were sideswiped by another car in Jamaica, L. I. Both suffered concussion of the brain but are on the road to recovery.

## Watters With Columbia Phonograph

John S. Watters, formerly merchandise manager for Wurlitzer in Cincinnati, has joined Columbia Phonograph.

He'll be general sales mgr. of the record and phonograph division.

**VARIETY**

Here's the challenge:  
"Result of similarity between general monotony of offbeat bands is shot. They all sound alike!" Reprinted from Variety, July 25, 1932.

**VARIETY**

giving the answer, it's a key drawn from the world of melody, a newly organized band of melody and harmony, a band of melody with magic, drawn as a musician as well as orchestra conductor. Reprinted from Variety, July 25, 1932.

## Kay Green

and his

## MYSTICS OF MELODY

To reach them quick, wire or write  
**CLIFFORD GILL**  
214 Pantheon Theatre Bldg.  
Minneapolis, Minn.

**VARIETY**

And now, will you please return the silk hat, M.



# OBITUARY

**DENNIS NEILSEN-TERRY**  
Dennis Neilsen - Terry, son of Fred Terry and Nellie Neilsen, died in Bulawayo, Rhodesia, July 15, of double pneumonia, aged 37. He had been connected with the stage from his early youth, as actor, producer and manager.

Most of his early training was in Shakespeare, but following his war service, his best-known successes were in "The Aristocrat," "Carnival," "The Crooked Friday" (in which he appeared in New York), "The Sign of the Cross," and "Fear," a psychological play by Lord Lathom. He had also appeared in films.

His wife, Mary Glynn, had been co-starring with him during the repertory tour on which he was engaged at the time of his death.

In Fond Memory of My Friend  
**F. W. VANDERSLOOT**  
Who Died July 26, 1931  
**JERRY VOGEL**

gaged at his death, but had returned to England with her two daughters.

There being no son, this means the last of the Terrys, one of the oldest theatrical families in England.

**WILLIAM CASTLETT**  
William Driscoll, 70, known professionally before his retirement 15 years ago as William Castlett, died July 22 in Chicago of a complication of diseases. He entered show business in 1878 at Hart's Comique, Indianapolis, and for many years as Castlett and Thorpe and later with his wife as Castlett and Hall was the ace horizontal bar act of the American variety halls.

Castlett and Hall toured with various Weber and Fields shows early in the century. Last professional appearance of the pair was about 16 years ago in a sketch written for them by George M. Cohan. Elizabeth Hall died five years ago.

Besides a second wife whom he married two years ago, Driscoll is survived by an adopted son, Burial in Chicago.

**MAX THOMASHEFSKY**  
Max Thomashefsky, 60, of the theatrical family of that name, died Sunday afternoon (July 24) in the Mount Sinai hospital, New York, after an illness of three months.

Funeral services will be held this afternoon (Tuesday) at 2 o'clock at the home of Mrs. Thomashefsky, 100 E. 10th St., of the Jewish theatre in America, being head of one of the first ventures of the kind in Philadelphia. He was on the stage all his life, appearing in pictures during his later years. He appeared in Warner Bros. features and for other picture companies.

He made his home in Brighton Beach. Surviving are the widow and one son, Charles Thomas, treasurer of the Barrymore theatre, New York.

**CLAUDE COOPER**  
Claude Cooper, 51, character comedian, died of a heart attack at his home in Lakewood, N. J., July 25. He had been ill for over a year from a throat ailment, which had affected his speaking voice.

Cooper came to the United States from London at an early age, making his first stage appearance in "The Red Mill." Later, he pioneered in pictures, acting in and directing comedies for Thanhouser in Yonkers.

Widow survives. Interment in Flushing cemetery.

**CHARLES DEAGAN**  
Charles Deagan, 62, who for almost a score of years appeared in vaude in an impersonating act known as Charles and Madeline Dunbar, died July 19 in New York. Heart failure occurred shortly after his return from a radio debut over WOR, Newark.

In recent years Deagan had been doing impersonating bits for animated cartoons.

Widow survives.

**ROBERT S. BIGSBY**  
Robert S. Bigsby, 61, superintendent of the Johnny Jones show, died July 18 of heart prostration in Anderson, Ind.

Widow and three children survive. Burial in Brooklyn.

**JACOB KEMPER**  
Jacob Kemper, 55, one of the motion picture industry's pioneers, died July 20 at the Hospital for Joint Diseases, New York.

At the time of his death Kemper was assistant manager of the RKO Orpheum circuit in Brooklyn. He had been with Seznick and other picture companies and was responsible for the importation of numerous early foreign pictures.

Interment was in Buffalo, N. Y., July 24.

**JACOB SAMUELS**  
Jacob Samuels, 65, Coast theatrical lawyer, died July 27 of cancer at his home in San Francisco.

Since 1923, Samuels, who was in partnership with his brother, Oscar, in San Francisco, represented Fox West Coast, going with the original circuit when it took over the Turner and Dankin houses at that time. Besides the brother, widow survives.

**PHILIP F. BRANSON**  
Philip F. Branson, 73, former member of the Tivoli Opera company, San Francisco, was killed July 21 in Ridgefield Park N. J., when he stepped in front of a train.

Branson retired from light opera eight years ago with his wife, known on the stage as Mathilda Salingor, and went into the insurance business. Mrs. Branson died two years ago.

**MILES MARCH**  
Miles Standish March, 75, known in legit and vaude as Frank Walsh, died July 25.

In Loving Memory of  
**JAMES J. WILLIAMS**  
Died July 27, 1931  
Mr. JAMES J. WILLIAMS, JAMES E. JR., and BOYS OF GLOBE THEATRE CO.

died July 19 in Bellevue hospital, New York.

March's last Broadway legit appearance was as Judge Haelestin in "Here Comes the Bride."

Rachel Garfield, 74, mother of Herman Garfield, film producer, and Charles, theatre man of Cleveland, died July 24 at the Good Samaritan hospital, Los Angeles after a prolonged illness. Besides the two named, one son and two daughters survive.

The body is being shipped for burial in Cleveland.

**George F. Avery, 73**, died July 12 at his home in Newburyport, Mass. He was the builder and owner of the old Star theatre at a time when the motion picture industry was in its infancy.

John Bury, 61, musician, died at his home in Los Angeles, July 19. Survived by a widow and two sons.

## LAST JUDGMENT

(Continued from page 39)

others have funny ideas about themselves, too, and the way from Eve to Helen of Troy. Shaw gets the idea that since he and Pirandello have to hang around they might use the time collaborating on a play for these people. Then they'll take it into London with the nuts for actors and try to put it over as a play. He has managers, critics and public.

There's a gag, first act certain when the orderly brings them their supper. They're relieved to be talked to by someone sane for a change. They ask how long he's been working around the place. He stops and tells them that he's just figured it out.

That first act will stand. It sets out an original double bluff. Shaw takes it into the second act. This is on the stage the nuts use on their heads and in medical terms for their rehearsals. Too much talk between doctors in medical terms and it isn't until the nuts get into acting that anything happens. Shaw insists upon reading a long preface to the third act, as they won't listen. Bill Shakespeare is pretty sure because they won't take his prose. All the third act, as they won't listen. The girl who thinks she's Cleopatra is going after Pirandello in a big way when the curtain falls. The doctor, as the story goes, have a dress rehearsal, they all go completely cuckoo. God and Judas go on their robes and try to play the both cut, Shaw and Pirandello. The doctor has to call everything off and send them back to cells. Shaw and Pirandello, not liked yet, say they'll write a play without actors, except themselves, and they won't

even care if it's a play without an audience. The doctor assigns an orderly to take them out of the room and the curtain goes down with Shaw talking, talking, talking.

With less than ten days to rehearse, the Scarborough Players did a pretty good job of mounting the play. Ciannelli and Eugene Powers, who play the two authors, carry the play. Both of them are both good trouper. Ciannelli had an amazingly good make-up as Pirandello and Powers looked like Shaw's whiskered author. Boyer gave a cameo performance as Pierce, Pirandello's London manager, and Powers, who played the Oedipus, played with cockney accent. He did the sets, too, and they were excellent. Percy Hovenden, Barbara Williams, Gordon Nelson, Sir John Dunn and William Dorbin gave other good nut performances.

## Exploitation

(Continued from page 19)

throw any light on the subject, but you'll see a damned good show. It'll stand out where men go for lunch, it will pep up business.

## Too Popular

It pays to figure even on the seemingly innocent stunt. After the recent exploit manager with a vacant lot near the theatre set up a target for boys to shoot at with sling shots and the boys were permitted to practice with a prize shoot once a week for three weeks when the target practice was discontinued.

By that time a mass of complaints had piled up that the boys, when they were not on the lot, were shooting out windows of vacant buildings or plugging stray cats, and the police refused to let the manager to call it off. He could stop the shooting but he couldn't undo the damage.

## Search for Film Lead

Los Angeles.  
Paramount's quest for an unknown femme for the title part in "Fanny Hill," which will take the form of a circuit-wide contest in all public houses, gets under way. The contest will be held at the theatre has tied up with the Hollywood "Citizen News."

Selected participants will be given tests at the Paramount studio.

## Political Building

Jacksonville, Fla.  
Jack Hodgen, manager of the Florida Grand, publicity by inviting Mark Wilcox, who beat Mrs. Ruth Bryan Owen out for the Fourth district congressional nomination, to speak from the stage during the engagement of "Washington Masquerade."

Even though Wilcox was unable to attend, the story got preferred local position.

## Weekly Ticket Books

Pine Bluff, Ark.  
Sauger theatre has set out weekly tickets good for admissions for four days, one for each change of program, for 50 cents. Tickets not treated as cash and had to be used the same week. Manager Hauber hoped to sell 2,000 a week, but only 1,000 were sold.

Made deals with local business concerns to give a free ticket with each cash purchase, those stubs good on a certain afternoon only. This plan has helped attendance.

## CIRCUSES

(For Current Week—July 25-30)

Al G. Barnes  
July 25: Dodge Farming, 26, LaJolla, Calif.; 27: Pueblo, Colo.; 28: Fort Morgan, Colo.; 29: Scotts Bluff, Neb.; 30: Alliance, Neb.

Hagenbeck-Wallace  
July 25: 26: 27: 28: 29: 30: 31: 32: 33: 34: 35: 36: 37: 38: 39: 40: 41: 42: 43: 44: 45: 46: 47: 48: 49: 50: 51: 52: 53: 54: 55: 56: 57: 58: 59: 60: 61: 62: 63: 64: 65: 66: 67: 68: 69: 70: 71: 72: 73: 74: 75: 76: 77: 78: 79: 80: 81: 82: 83: 84: 85: 86: 87: 88: 89: 90: 91: 92: 93: 94: 95: 96: 97: 98: 99: 100: 101: 102: 103: 104: 105: 106: 107: 108: 109: 110: 111: 112: 113: 114: 115: 116: 117: 118: 119: 120: 121: 122: 123: 124: 125: 126: 127: 128: 129: 130: 131: 132: 133: 134: 135: 136: 137: 138: 139: 140: 141: 142: 143: 144: 145: 146: 147: 148: 149: 150: 151: 152: 153: 154: 155: 156: 157: 158: 159: 160: 161: 162: 163: 164: 165: 166: 167: 168: 169: 170: 171: 172: 173: 174: 175: 176: 177: 178: 179: 180: 181: 182: 183: 184: 185: 186: 187: 188: 189: 190: 191: 192: 193: 194: 195: 196: 197: 198: 199: 200: 201: 202: 203: 204: 205: 206: 207: 208: 209: 210: 211: 212: 213: 214: 215: 216: 217: 218: 219: 220: 221: 222: 223: 224: 225: 226: 227: 228: 229: 230: 231: 232: 233: 234: 235: 236: 237: 238: 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**PICCADILLY CIRCUS**

General Manager, JOHN SOUTHERN

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