

# VARIETY

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56 PAGES

## MUSIC-RADIO FINISH FIGHT

### Dempsey-Schmeling Fight at Sea on Deluxe Cruise Is a Chicago Dream

Chicago, Aug. 1. A sea-going championship fight between Jack Dempsey and Max Schmeling may be staged aboard a transatlantic liner as part of a big sportsman's cruise, with ring-side seats at \$2,000 each. Allowing that it's fantastic they are nevertheless talking about it here.

Advocates of this deluxe voyage include the former champion of a famous English liner, Skipper, with full gold braid and epaulettes, has been around LaSalle street explaining the proposition. Dempsey and Schmeling are reported willing though not signed by those interested.

Promoters mention a passenger list of 4,000 to take a two weeks ocean jaunt during which the famous affair would be staged. And the Prince of Wales is mentioned as a guest. At least he will be invited. Royalty is rather prominently mentioned in the promotional propaganda.

Emil Rosa, local financier, denied (Continued on page 37)

### Depress Forces Okay On Sunday Dancing At Jersey Resort

Asbury Park, N. J., Aug. 1. Dancing on Sunday at the Asbury Park Casino on the boardwalk went in for the first time in history sans advertising or ballyhoo of any kind. Attendees quietly fold couples gathered to hear the usual Sunday afternoon presentation by Jules Jaffee's band, that they could dance.

Reason for making in the dance stuff is because the church crowd at Asbury have for years frowned upon Sunday creeping on the boardwalk. It's their pet peeve. Dancing in night clubs, theatres and hotels goes unheeded, but the Bible bunch have always killed any attempt at the Casino. In years past when the place got a big play during the week Casino officials never cared particularly whether dancing was allowed or not as it cost 50c. to enter and listen to the music.

But now there's some talk of a depression and the boys want something for that half buck.

No holier as yet.

### Coast's Radio Roulette

Los Angeles, Aug. 1. Latest to cash in on police broadcasting is a local music store which has put out a radio roulette game to spur sales of its low-wave receiving sets.

Operation is similar to roulette, except that payoff is made on the type of call. Air instructions to go after a purse-snatcher yield 20 to 1 top odds, and drunk and disorderly calls for a 5 to 2 pay-off.

### Light Wines and Beer for Theatres if Repeal Passes

Bars for theatres, along European lines, is a thought in show circles, depending upon prohibition repeal. Any such undertaking will probably be restricted to light wines and beer plus supervision. It's a gesture toward the old music hall days and figured a novelty business getter for a time at least.

### NO FREE AIRING FOR POLITICO PALAVER

Both national networks have agreed to shut down on all political palaver after today (2), unless it's on a cash basis. Campaign heads of the two major parties were notified to that effect last week in letters from NBC and Columbia. Only exception to that rule allowed by the chains is the Hoover notification ceremonies, scheduled for Aug. 11.

Apparently apprised of what was in the wind, the Democratic campaign headquarters worked fast and got the networks to come through with several gratis periods just before the coin or else order went into effect. As a result Senator Pat Harrison obtained a hearing Friday (29) over CBS, and the next night the network accorded a similar half-hour courtesy to James A. Farley, the Roosevelt campaign manager.

Same pair had been offered to the opposition chain, but NBC retorted that it would have to be (Continued on page 54)

### B'way Beauts No Like 'Plane Peeping Drovers

Long Branch, N. J., Aug. 1. The sun isn't the only thing that burns solarium users at the swank Hollywood Beach Club, Long Branch. Low flying 'planes fly over the club on every clear day with sightseers.

Harry Reicher, prop of the club, says one local airport is advertising beauties thusly: "See the Broadway beauties take their sun baths". The club has a large Broadway membership. Al Boasberg is prez.

### DEPT. STORE 1-NITER

Jamaica, L. I., Aug. 1. Local Montgomery Ward store uses vaudeville acts on Friday evenings. Store keeps open until 9 p. m. on those nights.

### RADIO REJECTS COMPROMISE BID

Publishers Give Broadcasters Until Sept. 1 to Work Out Satisfactory Deal — Otherwise All Copyright Music Withdrawn from Air — Individual Licensing System Will Be Followed — Will Try to Fight Radio Propaganda Via Newspapers in Reaching Public

### POP MUSIC OFF AIR

It's a fight to the finish between Radio and Tin Pan Alley.

Radio has until Sept. 1 to make up its mind concerning the use of copyrighted music for broadcasting. It will just as well please the music men if radio laid off popularizing or exploiting songs via the ether.

This is the ultimatum by the music men, through their American Society of Composers, Authors and Publishers, to the radio interests' National Association of Broadcasters.

This all follows, the N. A. B.'s turnaround of a former compromise offer of \$1,250,000 royalties per annum (Continued on page 48)

### FILM EXTRAS TURN TO ADVERTISING 'STILLS'

Film extras who established themselves in the east during Paramount's operation of its Astoria studio, or through shorts around New York, as well as players from legit, are doing out an existence working for commercial advertisers. This has developed as a field through increased use of group or "stunt" photographs in advertising. Subject people are booked the same as for extra film work. Assignment often calls for location trips, such as country clubs, etc.

Cigarette and automobile firms most active in use of this type of advertising.

Magazines are also going in more for photographs to illustrate stories, with some employment coming from that direction.

### Sorry He Won

One flareback of the theatre contest idea of giving away an automobile at a matinee resulted when a salesman supposed to be calling on customers, won the car.

Sales manager saw report of his luck in newspapers and gave him lots of additional time to use matinees.

### CBS \$6,000,000, NBC \$8,000,000, Are Estimated Increases for 1932

### Schumann-Heink's Tour Under F.&M. Auspices

San Francisco, Aug. 1. After her two weeks at the Fox here and in Oakland, Funchó & Marco is sending Mme. Schumann-Heink on an extended tour to include San Jose and Fresno; Seattle, Portland, Vancouver, Denver and Sacramento. These are special dates and not in an F. & M. unit. After Sacramento the diva is due to give a concert in Los Angeles.

Columbia Broadcasting for the first six months of 1932 showed a gain of over \$2,500,000 in revenue from facilities sales as compared to the like period of the preceding year. Brought down to decimal points the increase figures 52%, or a matter of 30% better than rolled up by the opposition chain over the same stretch of time. NBC jump totalled close to \$3,000,000.

Amount taken in by CBS from January 1 to the end of June, this year, came to \$7,450,000, as against the previous semi-annual tally of \$5,055,000 for the same period. NBC grossed through the former period \$11,109,545, while the take on the first six months of 1931 added up to \$12,344,532.

Despite the fact that the July income slipped off badly in comparison with the other monthly gains made this year, and that August is expected to turn out a worse crop, Columbia, is safely estimated to come through 1932 with a boost of at least \$4,000,000, and a gross income of around \$18,000,000. On the basis of the tilt shown up to the first of July, it is figured the year 1932 will end for NBC with a gross (Continued on page 35)

### 'GOLD RUSH' IS RENO'S 3D FLOP THIS SUMMER

Reno, Aug. 1. Nevada's governor is through endorsing things. Heading the pleas of a high-powered promoter, Governor Balzer signed a lot of letters and other documents telling the world that Reno was going to stage a show July 21-23 that would make western history.

Called the 'Gold Rush' affair was to be built around historical features of the days of '49.

The promoter, James G. Rohan, of Oakland, Cal., sold the idea to the Governor but failed to sell it to anyone else except three or four prospective performers from Los Angeles.

Rohan is in jail for issuing worthless checks and there are between \$2,000 and \$3,000 worth of (Continued on page 32)

### Dutch Seaside Rescuers In Dutch with New Racket

The Hague, July 26. The heat wave is responsible for a new kind of blackmail racket especially in Rotterdam and The Hague. Vamp-sirens on the beach and around the swimming pools pretend that they are unable to swim. Gallant knights dive to rescue and when they hold the 'rescued' in their arms an incriminating snapshot is taken by one of the gang.

It happens too often that the gallant rescuers are married men or affianced and thus easy prey. Police are warning the public via the press.

### Cent a Mile

Des Moines, Ia., Aug. 1. Iowa State fair, Aug. 24-Sept. 2, will get special excursion rates as low as one cent a mile on railroads, and special bus fares.

### Acts as Own Skill: For Revival of Peep Show After 24 Yrs.

Milwaukee, Aug. 1. Otto L. Meister, veteran local showman, who, in 1908, opened the Vaudette, a nickelodeon, has turned back the pages 24 years by opening another peep show on the site of his original venture, just off the main stem.

While there are now 180 machines for the peepers, and 47th street, as a 25c-a-look training exhibition for the general atmosphere is the same. In keeping with this modern day, a radio provides music in place of the former mechanical piano.

Meister personally circulates through the arcade with pockets bulging with nickels, taking sundry peeps and shots with the electric rifle as an inducement to others to do likewise.

### Boxers at 25c

Bill Duffy is using the old Mayfair Gardens on 47th street, as a 25c-a-look training exhibition for his boxers. Cabaret suffered a fire a fortnight ago and Duffy immediately took it over to house the former Olympic boxing team, later converting it into a pugilistic exhibit.

First time a Broadway spot has been thus utilized at a popular admiss.

## 25,000 IN FILMS, BUT ONLY 650 BY CONTRACT

Hollywood, Aug. 1.

In Hollywood's picture colony, which has almost 25,000 persons depending on picture production for their existence, there are less than 650 people—executives, players, writers and technicians—who have contracts assuring them of employment for any real period of time.

Of these 650 about 570 are under contract to major studios; the others being tied to independent producers and studios. That leaves only 80,000 working on a week-to-week basis and, for the most part, gambling on their returns.

Of the total number contracted, 75% are never further away from option times than six months; 15% hold three-month contracts, while the remaining 10% have tickets calling for over six months.

Longest contract list is at Metro, where there are 134 terms. Of the total 10 are execs, 17 are stars, 17 directors, 42 featured players and 49 writers. Next in line is Paramount, with 11 execs, 11 stars, 30 featured players, 27 directors and 38 writers.

Fox follows with 17 execs, 3 stars, 34 featured players, 15 writers and 15 directors. At 24 WB-FN has 72 contracts, on the Burbank lot. Division is 6 execs, 13 stars, 18 featured players, 16 directors and 18 writers. Radio is next with 56, of which 7 are execs, 30 are players, 16 writers and 13 directors.

Universal's contracted people total 37; 9 are execs, 2 stars, 8 featured players, 11 directors and 5 writers. Columbia follows with 24—5 execs, 7 writers and 6 each of players and directors. Roach has 23 people under contract, including 17 players, 3 directors and 3 execs. United Artists' tally the list with 7 players, 1 director, 1 writer and 3 execs divided between Sam Goldwyn and Joseph M. Schenck, a total of 12.

## Hays Office No's 43,036 Olympic Studio Crashers

Hollywood, Aug. 1.

Keeping a record of the number of Olympic visitors turned down on requests to visit studios during the games, Hays office records show that 43,036 have so far drawn blanks.

Of this number, 40,317 were in organized groups, here either directly for the games or conventions spotted during the events.

By arrangement with the studios, all such requests go to the 'Producers' organization, to avoid possible adverse criticism to the individual companies.

## Lopez Band Added to Par's 'Big Broadcast'

Hollywood, Aug. 1.

Paramount has engaged the Vincent Lopez band for 'The Big Broadcast'.

Footage on the Lopez combo will be made in the east. Guy Lombardo band was to have been in the picture, but clashed over billing with Bing Crosby.

## Kerrigan on Air

Joseph M. Kerrigan, legit and former Fox contract player, is transferring to the air to broadcast for NBC.

Kerrigan, in New York to arrange for a tie-up with the network, left Thursday (28) to return to the coast for about three weeks to clear up personal matters there.

## TWO FOR ERWIN

Hollywood, Aug. 1.

Paramount is having two original stories prepared by contract writers for Stuart Erwin.

Mollmoll Stuart Boylan and Harvey Galties are working on one, and Claude Binyon on the other.

## Medbury Thinking

Hollywood, Aug. 1.  
John P. Medbury, year ago anticipated the arrival of his wife's relatives for the Olympic events. So he purchased a chicken ranch, 15 miles from here. When seven of them arrived by motor from St. Louis they were immediately assigned to quarters at the ranch.

Medbury and the Mrs. occupy the Hollywood home undisturbed, and not crowded.

## LANGDON, EDWARDS, SCHNOZ-M-G SERIES

Hollywood, Aug. 1.

Metro, which is bringing 'Ukelele Ike,' Cliff Edwards back for a Haines feature, is negotiating an extension of the contract. Desires to team Edwards and Harry Langdon with Jimmy Durante for several comedies with musical backgrounds. For next season's program.

Medbury, Edwards will have a featured part in 'Let's Go' starring William Haines. Harry Pollard will direct.

Bren & Orsatti handled the deal.

## Goldwyn's Girty Prolog For 'Kid From Spain'

Hollywood, Aug. 1.

Sam Goldwyn will use 18 of the 75 chorus girls in the Eddie Cantor picture, 'Kid From Spain,' in a stage prolog to be sent on tour with the film.

Line of girls will be augmented by vaude acts and labelled 'Goldwyn's Girls.'

## Par Frames Three Yarns For Allison Skipworth

Hollywood, Aug. 1.

'Madame Racketeer,' Allison Skipworth's first starring picture for Paramount, has the studio preparing three other stories for her.

Lloyd Corrigan, director, is preparing a yarn for her, as is Malcolm Koppelman and Harvey Galties. Both stories have been teamed with Stuart Erwin. Claude Binyon is also working on a story for Miss Skipworth and Erwin.

## ANOTHER BARRYMORE

Samuel Colt, Ethel's Son, in Col's Football Film

Hollywood, Aug. 1.

Another Barrymore has landed in pictures. Samuel Blythe Colt, son of Ethel Barrymore, is spotted in Columbia's 'That's My Boy.' Young Colt goes in as a football player.

## Jap Girl Signed

Hollywood, Aug. 1.

Now playing a small part in Columbia's 'Bitter Tea of General Yen,' Toshiko Mori, 19-year-old Japanese girl, daughter of a local Japanese, draws a term contract from that studio. Intention is to feature her in Oriental pictures.

'Girl, born in Japan, has lived here 10 years.' She had occasionally played extra parts.

## Object to 'Kongo'

Hollywood, Aug. 1.

With the Hays organization objecting to the title, Metro is seeking a new one for 'Kongo.'

Lupe Velez and Conrad Nagel will be in support of Walter Huston in the picture.

## AKERSON STILL AT PAR

George Akerson remains with Paramount, making his present headquarters at the company's home office in New York. Whether he will return after once joining President Hoover's campaign committee is not known. This will probably occur around Aug. 15.

Akerson's contract has nearly two years to go.

## SALLY O'NEILL'S QUICKIE

Sally O'Neill had her appendix removed in New York about 10 days ago. Film actress went under the knife at the Monticelli Astor hospital. She was discharged after eight days.



## WILL MAHONEY

Now at Fox's, Oakland, California. Will Rogers in the Los Angeles Examiner, said: 'Gruman has a wonderful program. He has Will Mahoney, just about the cleverest one man actor in vaudeville and musical comedy. Mahoney plays the xylophone better with his feet than I have ever heard it played with hands. He was such a hit, he must about knock out Hollywood batty.'

Direction  
RALPH G. FARNUM  
1500 Broadway

## 5 1/2-Hour Combo Show, Ice Cream, Candy for 15c

Los Angeles, Aug. 1.

Bitter prices war is being staged in Belvedere Gardens, suburb, with P-WC lined up against a couple of strong indie exhibs; and with the pay customers reaping the profits. Admission slashing started when United Artists (P-WC) cut 40¢ main floor seats to 15¢, with balance at 25¢.

Strand, indie house, in same zoning, countered by boosting established prices from 25¢ to 30¢, but selling around 95% of the house at 15¢. Boulevard, another indie, tilted top to 40¢ to secure product breaks, but with most seats at 10¢. Strand stamped out by putting on stage shows, including five acts of vaude and a band; gave away free ice cream and candy, and not only showed double features, but also put on so many shorts that the night show frequently ran from 6:30 until after 11.

## RAPF GETS YEAR LEAVE, PLANS REST IN EUROPE

Hollywood, Aug. 1.

Harry Rapf, Metro producer, away from the studio as the result of a nervous breakdown for more than two months, has been granted a year's leave of absence with full pay by Nick Schenck, president of Loews.

Rapf just returned from the Cottage Sanitarium, at Santa Barbara, will probably go abroad and remain over for the winter. His duties are being divided among the other producers on the lot.

Rapf has been with Metro since Louis Meyer took charge in 1924.

## Kate Smith—Par

Hollywood, Aug. 1.

Paramount is on the lookout for a story with a radio studio background for Kate Smith.

## ACADEMY ADDS 5

Hollywood, Aug. 1.

First group of new members enrolled in the Academy's drive to obtain all contract people involved in the new Producers' agreement are all directors.

List complies: Howard Hawks, Eddie Buzzell, William Wyler, James Whale and Edgar Selwyn.

## Trademarking Claudia

Hollywood, Aug. 1.

Claudia Dell, who poses for the trade mag to be used on 20 feature releases by World Wide this season.

## Voice Appeal

Hollywood, Aug. 1.

Entertainer 250 female Olympic entrants, Fox studio execs received a surprise when John Boles was accorded the biggest ovation of any of the stars presented to the girls at the luncheon.

Tip off on the Boles popularity came when after the introduction the girls demanded that Boles sing 'Bye Bye' number he has used on all his broadcasts.

## AGENTS AGAIN BARRED OFF WARNER-FN LOT

Hollywood, Aug. 1.

Jack Warner has again barred agents of the Warner-FN National lot.

Instructions issued Thursday (28) were that all agents must transact their business through the studio. LeMaire, office (casting). None will be permitted to visit offices of producers, writers or directors, nor can they visit the actors whom they represent.

## New Story for Marx Bros. Halts Proposed Personals

Hollywood, Aug. 1.

Enthusiasm over the preview reception of 'Horse Feathers' Paramount picture, has halted the proposed story for the Marx Brothers which will probably go into production within the next five weeks.

Fourness has dropped the idea of a co-act for picture house personals.

## Court Orders Trial

### On 'Lynton' Allegation

First argument in the action of Edward Sheldon and Margaret Eyer Barnes, authors of 'Disordered Lady,' who allege that 'Metra's' Betty Lynton was pirated from the play, was heard by Judge Goddard in the Federal Court, New York, last week. While an application for a temporary injunction, to restrain exhibition of the film, was not granted, the court ruled that the papers were sufficient to warrant immediate trial.

Accordingly, Judge Goddard ordered this case on the October calendar. M. L. Malevinsky, of O'Brien, Malevinsky and Driscoll, appeared for the complainants.

## Extra Work Jumps 200

Hollywood, Aug. 1.

Number of working-days last week for extras upped less than 200 to 2,588, Friday being heaviest day, boasting 695 checks.

Cecil B. De Mille with his 'Sign of the Cross' at Paramount, is the only hope of the week using 188 people Friday (29). Extras pinning all anticipation on him.

## Bannister's Legit

Harry Bannister, Ann Harding's ex, left for London Thursday (29) on a call from Gilbert Miller. He'll go into one of Miller's London legit productions.

## HOOLIER FIT

Chicago, Aug. 1.

Recovering from a Paramount story department and obliged to rest some months ago because of ill health, has entirely recovered and reports for duty in September. Hoolier has been living with his family in Bloomington, Ill., since February. He has gained 30 pounds.

## SAILINGS

Aug. 10 (Plymouth to New York) Will Fyfe (Chaplain).

Aug. 6 (Montreal to Southampton) James White, R. C. Sheriff (Empress of Britain).

Aug. 3 (New York to London) Harry Crull (Europa).

July 30 (New York to Paris) Harry Bannister, O. O. McIntyre (De France).

Aug. 3 (New York to Stockholm) Greta Garbo (Gripsholm).

July 28 (New York to Paris) Deems Taylor (De Grasse).

July 27 (New York to Paris) B. S. Moss, F. C. Coppicus, George Seldes (Bremen).

## NBC INSURANCE AGAINST HI-HAT FILM STARS

Hollywood, Aug. 1.

Insurance against temperamental film stars is being taken by NBC in the shape of a stock company which will underwrite picture players, who, spotted in the weekly programs from Radio studio, might go high-hat at the last minute.

Decision for an understudy troupe followed a case of temperamental by Constance Bennett, who threw a monkey wrench into the plans which, called for her to supply a major part of the program. Result of the outburst was cutting her 'act down' with 'announcer' forced to ad lib, and with an extra orchestra, number thrown in to fill out the time.

Intention is to release the stock company in all dramatic bits, and skits intended for the picture players in the new picture-radio series, but that depends on actual manifestation of temperamental, the show can still go on.

## NEW FIRM LAUNCHES REUNITED LAUGH TRIO

Hollywood, Aug. 1.

Reuniting Albert A. Vaughn, Kit Guard and Al Cooper as a two reel comedy trio for its first production, Acme Pictures has been organized by J. L. Bass, N. A. Henderson and R. E. Milligan. Idea is to produce six action features, six westerns and 12 reel comedies.

First two reel starts in two weeks with Howard Bretherton directing. Script by George Jaccard and C. B. Roberts.

Jacques Jaccard has been engaged to direct the westerns. Production will be at Western Sound Studios.

## Sol Lesser's Buy-Sell of Olympic Village Huts

Hollywood, Aug. 1.

Sol Lesser has 1,100 acres of land in the San Fernando valley, 15 minutes from here, that he figures to get rid of by August 1. He bought 200 houses that are now being used at the Olympic Village by the visiting athletes, and upon completion of the events will move them to get rid of the village. He has one acre of ground with house already built for \$1,500.

'Houses, which have 2 small rooms and kitchen, are of collapsible type. They have a bathroom, bath, toilet and plumbing facilities. Will cost Lesser \$140 each moved and set up. Likely that Lesser may throw away the unpaid balance on the bargain as an extra inducement.

## UA Reads 'Gesture', Milestone as Director

Hollywood, Aug. 1.

Despite a previous Hays organization ban, United Artists is reading 'Shanghai Gesture'.

'Story, recently revamped, will probably be directed by Lewis Milestone.

## Berkeley's Legal Woe

Hollywood, Aug. 1.

Runaround Busby Berkeley is said to have given all his attorneys when they sought their fees has resulted in filing of a \$5,000 Superior court suit by Martin Gansky, an unpaid barrister engaged by the dancer.

Gansky handled Berkeley's legal affairs after Milton Cohen and Loeb, Walker & Loeb. His claim includes fees owed the first two in Berkeley's bankruptcy.

Gansky handled step routine's marital difficulties. When the attorney demanded payment of fees outstanding, Berkeley refused to pay. He had a new lawyer. Suit followed.



# STAGE LOSS OF LUPE PROBED BY RKO

Investigation has been started by Martin Beck in New York through H. B. Franklin to determine if any party played a part in the Radio Pictures' studio in the Joyce & Selznick agency's booking of Lupe Velez for 10 Public stage weeks.

Franklin by RKO is to ascertain if J. & S. played the Radio film company against that studio's own Vaudeville affiliate, RKO, by offering two weeks' work for Miss Velez as Radio if she accepted the Public stage offer.

RKO, itself, made a stage offer to the screen actress through the Weber-Simon agency in New York. Negotiations were on for eight weeks through W-S, which holds an RKO agency franchise, when Joyce & Selznick swung the Public deal. Weber-Simon complained to the RKO booking department in the east.

Miss Velez opens for Public next week (5) in Boston. Her stage salary is \$4,600.

## Mrs. Jessel Sez 'No'; Georgie Insists It's Reno and Settlement

Florence Courtney (Courtney Sisters), in private life Mrs. George Jessel, telephonically told 'Variety' she is not bound for a divorce but is staying with her mother on Long Island; that she has no intentions of accepting any settlement or again becoming ex-Mrs. Jessel.

She split from Jessel twice before and remarried the comedian as many times.

Hollywood, Aug. 1.

Jessel reiterates here that Miss Courtney accepted his cash settlement and agreed to a divorce. He opines that his wife may be doing publicity but that otherwise she has agreed to make the Reno hop. Jessel and Norma Talmadge are rehearsing their new routine here preparatory to opening at the Paramount, N. Y., Aug. 12 or 19 dependent on further holdovers of Harry Richman there.

## Girls Refuse Posing With Lead They Picked

Hollywood, Aug. 1.

When Columbia was looking for a male lead for 'Bitter Tea of General Yen' stengons on the lot were invited to look at the tests. Girls wanted for Nils Asther who got the assignment.

Publicity department wanted to play up the idea so had the stengons gather round Asther and pose for publicity photographs. Girls went thumbs down on the idea none of them wanting to appear in the pictures claiming the publicity not so hot for the back home mob who think they were doing better than pounding typewriters.

Not dismayed, the publicity department dispatched two men to the telephone exchange located opposite the studio to corral about 20 girls to pose with Asther. Studio figured the operators would get a kick-out of being mugged with the act.

First 50 to come out of the exchange were canvassed. Idea was turned down by 48 of them. Disturbed publicity department gave up the idea.

### 11 YRS. WITH PAR

Hollywood, Aug. 1.

Lloyd Sheldon becomes Paramount's senior production executive in point of service. He has a new contract for one year.

Sheldon has been with the company 11 years.

### BABY MARIE TO METRO

Baby Rose Marie, child radio singer, has been taken by Metro for one picture.

Understood she's wanted for a Jackie Cooper talker.

## Silk Pajamas, Berets On South Sea Belles, All Because of Doug

Hollywood, Aug. 1.

Douglas Fairbanks' expedition to Tahiti has turned those Hawaiian damsels into bathing beach fashion plates. Israel Jackson, who operates a general store over there, is cleaning up.

The Fairbanks party only had one woman on location, but she showed the gals what America was wearing. After the film troupe the native femmes induced Jacobson to send to the States for silk pajamas and berets.

Now the South Sea Isle beauties are sporting themselves in the new adornment and Jacobson has sent to San Francisco for additional raiment.

## WILL ROGERS' FOX 3 AT \$100,000 PER FILM

Hollywood, Aug. 1.

Fox has given Will Rogers a new contract for three pictures to be made in two years at \$100,000 a picture.

Deal is effective following completion of 'State Fair' on which special arrangement for Rogers was made, local report being that Rogers is in 'Fair' without salary.

New contract is at less money than Rogers drew on his last picture.

## RADIO OUTBIDS M-G, U FOR LEE TRACY-\$1,500

Hollywood, Aug. 1.

Radio wins in the three-cornered fight with Metro and Universal for Lee Tracy, who will be spotted as the press agent in 'Phantom Fate,' the Harry Reichenbach story, in September.

Lupe Velez will have the feminine lead.

Reported that Tracy will receive \$1,500 weekly as against the \$850 Warners has been paying him. He is now working on the Columbia lot.

## Loan Brings Contract

Hollywood, Aug. 1.

Charles Laughton, borrowed by Metro from Paramount for 'Phantom Deferred' has been placed under contract by Paramount.

Laughton has not worked in any Par pictures, having previously been loaned to Universal for 'Old Dark House.'

# Empty Seats and Percentage

By Tom Mix

Hollywood, July 30.

American film has been a heap of changes durin' the past 15 months. Due to extant conditions, we been goin' through what financial writers call a 'period of mental an' valuable readjustments.'

While I ain't supposed to be ridin' herd on the motion picture industry, an' I have no official standing around the business, I still bein' curious, I'd like to pull Tony up for a few minutes an' inquire if the motion picture makers know about these new an' present day conditions while they're doin' in to meet 'it'. Or, are they still a readin' tombstones in the motion picture cemetery for inspiration an' encouragement?

A long time ago these writin' fellows agreed that amusements comprised an essential industry just as necessary to public welfare as buildin' houses or buyin' shoes, clothin' an' groceries. Published reports by the government's Department of Commerce, show a 33% fallin' off in the volume of purchases necessities, but figures show the theatre ain't gettin' any where near its proportionate share—in fact, fallin' far behind—why?

Empty Seats

Could it be that the present day public ain't satisfied with the general run of pictures offered? You hear a lot these days about empty

## Cautious Cohn

Hollywood, Aug. 1.

Harry Cohn has been talking about heading for New York this week. But the Olympic games are on.

Cohn likes athletics himself, as do also the studio employees, but production must go on. So the head man of Columbia is remaining to see that no time is lost.

## JAMES R. QUIRK DIES SUDDENLY ON COAST

Hollywood, Aug. 1.

James Robert Quirk died here this morning (Mon.) in Hollywood hospital after a five-day illness of pneumonia, complicated with heart disease. Quirk came here to fight the Alma Rubens case against 'Photoplay,' his fan magazine.

Spending eight days on the witness stand was a terrible physical strain. He went to the Bohemian Grove, San Francisco, where he spent 10 days at the Revel, returning here July 26.

Quirk suffered a heart attack talking with his wife (the former May Allison) that afternoon and was rushed to the Hollywood hospital where he died this morning. Services will be held here August 4, burial undetermined.

Survived by widow, former May Allison, screen actress, also two children, Frances Denton Quirk and Jean North Quirk, who are in camp in Maine.

Quirk was city editor of the Washington 'Times' also managing editor 'Popular Mechanics Magazine,' then in advertising agency business in Chicago and in 1915 became the editor and publisher of 'Photoplay.'

Quirk was born in Boston and was 48 years old.

## Fair's Location

Hollywood, Aug. 1.

Henry King, director, and Phillip Stone, author of 'State Fair' (Fox), leave here Aug. 15 with Janet Gaynor, Charles Farrell and Will Rogers for atmospheric background. Scenes will be taken at the Iowa State Fair in Des Moines, Ia.

## Whitney Bolton to WB

Whitney Bolton has been signed by Warner Bros. as writer under a contract negotiated in New York by the William Morris office. He leaves Saturday (6), for the Coast.

Contract is for three months with the usual options.

Bolton, dramatic critic on the New York 'Morning Telegraph,' recently wrote an original for Fox entitled, 'Apartment House Love.'

theatre seats but very little on how to fill 'em.

The day after a back failure out here, I had to go back twice to get a seat to see 'The Champ,' an' me an' my family had to get in line an' wait the longest time I ever waited an' BHU—we repeated the experience when they was a showin' 'Hell Divers' an' a few others—no empty seats. 'But they had the picture on the screen, think I'm sure, they had it all over the country—an' about here, I'd like to get up an' ask these gentlemen what effort they've made to attract the public to the pictures, present day theatre patrons.

Is the industry profitin' by it? Or, are they goin' along in the same old way, givin' the public what they think is best for 'em? You pays your money an' you takes your choice,' but not when you go to the picture house to see the best of the gentlemen of Hollywood gives you, but that don't make you like it or come again.

The only new idea that's come along lately is 'The Strange Interlude,' where they're 'photographin' your thoughts an' tellin' 'em out loud—'out of the sound-track speaketh the mind,' or somethin' like that. I think the idea of the story ain't new an' it ain't strange. Elton Silyn slipper that one over a long time ago in 'Three Weeks,' where she had a young lady an' a gent named Paul cavortin' around

# Picture Air Plugs Loom for Other Majors as Radio Launches Opener

## To Be Themselves

Hollywood, Aug. 2.

Charles Rogers has added Tom Charkey, Stanislaus Zyzko, and Leo Manno, New York night writer, to the cast of Madison Square Garden.

Producer is also negotiating to obtain Damon Runyon to be himself in the film.

## STONE'S NEW M-G DEAL, 3 YEARS, NO OPTIONS

Hollywood, Aug. 1.

Lewis Stone has possibly most iron-bound and continuous contract ever given to a player by any company. His new deal made with Metro is for three years straight, without options during the period, and calls for 40 weeks each year. There will be yearly increases, however, in salary.

Stone was handled by Freddie Fralick, who has managed Stone's affairs for the past 12 years.

## FROM PIGSKIN DIRECTOR TO BIG LEAGUE MEGGER

Hollywood, Aug. 1.

George Stevens, engaged to direct only the football sequences on 'All America' (U), will direct the entire picture. Russell Mack, who was to have handled dialog and dramatic sequences will be given another assignment.

Mack megged U's 'Spirit of Notre Dame.'

## Buddy Rogers May Be In Mary Pickford's Next

Buddy Rogers says he'll make a picture with her. Doesn't know for whom or won't say. May be the next Pickford pic.

Rogers is under NBC management heading a band at the hotel Pennsylvania, N. Y. He is slated for a week at the Capitol (Loew), Aug. 18.

## PROSPEROUS VISIT

Hollywood, Aug. 1.

Veronica Balfe, 19, niece of Cedric Gibbons, art director at Metro, has been accepted by Radio for its stock company.

Miss Balfe was merely visiting here for the Olympic games.

in a way not quite laid down by the United States statutes therein made an' provided. But the way of handlin' the picture is new, an' the work Miss Norma Shearer does in 'Strange Interlude' is oddity line, but won't make any money. I'm applaudin' Mr. Thalberg for havin' the nerve in givin' the public somethin' new—he's a bird that'll never be ruled off for not tryin'.

Luxury Yarns

Just now, in these days of the short bankroll, the fan magazines and newspapers are filled with interesting accounts of the high pressure pleasures of the well-to-do, or near-well-to-do, picture folks—producer, player an' star. An' the picture is allowed to enjoy in what Ed McIntyre would call 'vicarious fashion,' the elaborate beach, yachtin' in a movie parties of the cinema elect. Yet I'm a wonderin' if these luxury yarns are helping to fill empty theatre seats?—maybe so.

What kind of pictures are they a makin' to meet present-day an' changed conditions and demands? Are they makin' pictures that figure that Ma, in her made-over hat, an' Pa, a wearin' his last summer suit, enjoy goin' to a neighborhood or downtown theatre to see a picture of a dancin' girl who ain't no better than they should be, an' who by reason of such ways of livin, are enjoyin' luxuries even surpassin' those enjoyed by Dodge City

(Continued on page 12)

Hollywood, Aug. 1.

With virtually all major studios carrying a tie-in with a local radio station, indications are that a concerted effort will be made by the picture companies to utilize their air connections to the fullest, now that the ice has been broken by the Radio-NBC series.

Only drawback is exhibitor protest. But this, it is stated, can be overcome if the programs are of the Radio studio type, answering M. H. Aylesworth's urge to build entertainment and forget the star name thing.

Only drawback is exhibitor protest. But this, it is stated, can be overcome if the programs are of the Radio studio type, answering M. H. Aylesworth's urge to build entertainment and forget the star name thing.

Aylesworth is testing out his theory that radio can be used to work for the theatre interests, instead of against them, and if his Radio studio experiment proves this, then all majors will go heavy for the air, it is conjectured.

Few Producers Use Air

Although every major studio, with the exception of Metro, has a local station carrying its name, the air is seldom used except for an occasional 'personal appearance,' and these have been growing fewer and fewer through the yelps from exhibitors that whenever a picture is shown, the theatre box offices suffer the same night.

As it stands now the air advertising is mostly of an institutional nature. In the case of Fox, with its periodic announcement that this is the 'Paramount Picture Studio.' Same with KFWB, Warner station and KMTB, the United Artist, tie-in.

Par and KNX Interested

Since the Radio-NBC intention to build prestige for the studio and plugs for pictures by putting on programs that entertain, by purposely ignoring names, Paramount and KNX have been in a huddle to find how best it can follow the Radio step and get results from the air, without incurring exhibitors' enmity.

United Artists and Warners are also watching the Radio experiment and will institute programs of their own, if the NBC test proves effective.

Metro is expected to avail itself of Aylesworth's offer to get in on the weekly broadcasts from the Radio studios, Irving Thalberg is reported to have been switched to the possibility that some type of representation from the lot will be one of the early air programs.

Radio's Hollywood on the Air program is being switched to the NBC program from Saturday noon to Thursday nights from 8 to 8:30, starting Aug. 4.

Change is being made to get the program back east at a more reasonable hour.

Co-Starring Montgomery

Hollywood, Aug. 1.

Robert Montgomery will be co-starred opposite Tallulah Bankhead in 'Tinfoil' by Metro.

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## Both Parties Favor the Screen For Presidential Propaganda

Both the Republican and Democratic parties have organized departments of publicity which will concentrate on the preparation and production of film stories that will be accepted by the theatre screen.

Hitherto the burden of political propaganda has been carried by the newspapers, but during the coming campaign other types of film presentation will be used.

A series of short reels will be assembled by the Roosevelt forces. Various phases of the Democratic platform will be covered by these short subjects. The Democrats have also planned a feature length picture to portray the life of their candidate. One of the major distributors has already been requested to handle this picture.

Charles Michelson, former Washington political correspondent, in charge of Democratic propaganda, has received over 200 plans containing ideas for publicizing the Democratic message on the screen.

The Republican Committee is receiving advice from George Akers, former Hoover secretary and now a Par exec; also Will Hays. The political committees expect to make wide use of the portable projector truck this fall. Experienced picture cameramen will show his will command their use.

## S-L ASSIGNMENT SUIT FOR \$1,000,000 VS. FOX

Answer by William Fox need not be made until Sept. 15 to the suit filed against the former film magnate by the Chicago Title & Trust Company of Chicago for \$1,000,000. Later amount is a claim held by the Chicago bank on assignment from Mrs. Herbert Lubin and Arthur Sawyer. These two originally received the assignment from Herbert Lubin, originally connected with the Roxy, N. Y., and more recently affiliated with the operation of that house under Receiver Harry G. Koch.

The Chicago Title & Trust Co. filed two suits based on the same premises. One is in the New York State court. Other action is in the eastern district of the Federal courts in Brooklyn.

The claim is based on a guaranty allegedly made by William Fox to personally pay the debt of \$1,000,000 of the purchase price of Roxy-Circuit, Inc., by Fox Theatres, when and if Fox Theatres did not pay it. Fox Theatres recently went into receivership, thus defaulting on such payment.

Original price paid by Fox Theatres was \$453,633, to be paid in stipulated annual payments until March 4, 1934, when final payment of \$362,730 was to be made.

Roxy Circuit is the parent company of Roxy Theatres Corp., control of which Fox Theatres got when it made the deal with Lubin.

On Aug. 15, a month previous to making answer to the present suit, William Fox must make his answer to the suit against him by Fox Films, filed in the Nassau, N. Y., courts, and whereby Fox Films is trying to recover about \$20,000,000 from the former president.

## Meyer Suggests Lower Music Scale for Indies

Hollywood, Aug. 1. Plan for reclassification of musicians so that more of them could be used for silent recordings, has been submitted by Abe Meyer, indie synchronizing company head, to J. W. Gillette of the musicians' union. Calls for formation of a class B list of musicians, comprising those who are not being used in the studios now, to work under a lower scale for the smaller producers.

According to Meyer, at present only about 200 of the 2,500 members of the L. A. local are being used because of the high recording scale. Reminders are not considered of recording caliber whom those who pay minimum of \$30 per session. Idea is to stimulate more extensive use of music in indie pictures by making prices attractive and hiring of larger orchestras possible.

## High Pressure

Jake Wilt, eastern story head for Warners, spent a recent week-end at Skowhegan, Me., looking over legit shows around the area while there during the summer months.

Wilt hadn't been in town an hour before four scripts were shoved at him to read. One of them was the train five miles out.

## World Premier For Radio Pics On West Coast

Los Angeles, Aug. 1.

Radio will at intervals hold world premieres here, prior to national release of outstanding pictures, with the idea in mind that exploitation and studio hooks for the initial showing will aid in the general exploitation value of the product.

First picture to be "Age of Consent," opening at the Orpheum, Aug. 13, when the house begins its straight picture policy. House advertising will be normal, with studio aiding through special space, radio announcements, and the lights, stars, etc., for opening night. Also members of stock company will make personal appearances during the week.

Flipped in pre-showing that New York can get release prints, also exploitation and advertising material, based on premiere, ready for the general showings.

If the plan is successful next premiere will be on "Liberty Road," the Richard Dix prison story, now nearing completion.

Eddie Eccles, in from New York this week, will handle the advertising and exploitation for the opening, aided by CRR Work's publicity staff.

## Demand for Scenics Adds 2 Libraries on Coast

Hollywood, Aug. 1.

Continued popularity of travel shorts and independent production of South Seas pictures has brought two new film libraries into the industry. Each admits that 75% of its calls come from indie producers who are making South Seas pictures, and from producers of novelty travel pictures.

Libraries do most of their work with the independents, selling to these producers at from 50 cents a foot up. It's mostly negative of out-of-the-way places, animal stuff, mob and air scenes, sea footage and other scenes which fit in with the production plans. This clips considerable off the budget.

Major studios rarely deal with the libraries. Most of them have news reel connections which supply them with the desired scenes on short notice.

Biggest library here has stuff on its shelves collected over the past 12 years. Most of it is silent, indie producers dubbing in the sound desired. These libraries have been the success factor in many indie productions. It has not been unusual for an indie to get at least half of his picture from collected negative.

## Par's Rush Job

Hollywood, Aug. 1.

Paramount is having writer difficulty on William LeBaron's films scheduled to go into work next week.

O. H. P. Garrett, Vince Lawrence and Kitty Socha have now been assigned to rush "Night After Night" for production Aug. 1. Nine other writers have worked on this script. Seaton Miller is also assigned to "Hot Saturday," on which Joseph Lovett and Joseph M. March previously worked.

## Roach Starts Two After Month of Inactivity

Hollywood, Aug. 1.

After four weeks of inactivity Roach will send two pictures into production this week. "Strange Inner Tube," sequel of the "Fast Boys" series, is one, with Ben Blue in the lead. Charles Rogers, writer of the lot; Billy Gilbert, Richard Cramer and Tole D'Avril are also cast. Del Lord is the other.

The other one is an Our Gang comedy minus a title.

## Electrics Going After 16mm. Field on Build-Up Campaign

First plan to develop the 16-mm. field on a national basis will be announced shortly by the American electricians. This cleavage was surveyed by Western and General. Through its radio interests, however, General is taking the initiative.

A company has been formed by G.E. to produce tiny features and to reduce standard size professional releases. This is called Pleasure Pictures Corp., with former radio executives included on its staff.

A move will be made to establish film libraries and exchanges throughout the country.

Advances have been made to several major companies on the subject of producing film 16-mm. release by Dr. A. Goldsmith, RCA executive and head of that corporation's miniature film activities.

Both Western Electric and Electric have 16-mm. reproduction devices. Mass production will not be attempted in either case, it is learned, until a consistent supply amount of good equipment can be made available to all prospective equipment buyers.

## OLYMPIAD NEWS SHOTS INTO L. A. HOUSES DAILY

Hollywood, Aug. 1.

Paramount newswear was first to distribute special stuff on the Olympics. The newswear outfit, the Saturday night (30), with 200 feet and supplying a like amount to the house each night for balance of the games.

Heard Metrolite gave Loew's State 600 feet Sunday morning (31), and will supply similar footage every other day throughout the games. Pathe released 200 feet Sunday night, and the Filmmart and will continue with daily stuff.

Attendance at the Olympics Saturday for the opening day 710,000, with Sunday expected to 55,000—a local surprise on the down side.

## Austin Produces 6 Weird Animal Shorts for Educ.

Los Angeles, Aug. 1.

Educational-Wide World, closed a deal with Harold Austin, for six weird travel shorts, three of which are made, and balance to be delivered by first of the year. These ready, all two-features, are "Capturing Elephant Sharks," "Wild Cats and Mountain Lions," and "Bloodhounds and Mountain Lions."

Austin is leaving for the Canadian northwest in the next few days to start filming the other three.

Harold Austin, who made "Fisherman's Paradise," Metro short, signed for six similar pictures by Educational.

## VICKI BAUM'S 'MONEY KING'

Hollywood, Aug. 1.

Vicki Baum's widely known "Money King" for Metro. This is the story originally written by Willard Keefe. Title has been switched to "Bridge Versus Bridge."

Keefe is keeping on at Metro on a week-to-week contract, his 90-day option having expired.

## Boyd on Radio's Indies

Hollywood, Aug. 1.

Len Boyd has been spotted at RKO-Pathe as unit press man. He will handle the Indies there, releasing through Radio.

Boyd is under supervision of Don Fox, publicity cleared through Radio's press department.

## M-G Aim Is \$200,000 Cost for 3 of Quick 6; Fox Lists 16 in Next 45 Days

## Fox's Free Ride

One night last week the Lynbrook, at Lynbrook, L. I., was giving away a trip to Bermuda.

William Fox, in the audience, was the winner. Not mentioned whether he'll take the trip or not.

Fox built the Lynbrook theatre years ago.

## Newsreels Get Break as \$30,000 Games' Bid Off

Los Angeles, Aug. 1.

Turning down an offer from an independent producer of \$30,000 for the exclusive motion picture rights to the Olympic Games, committee made a gratis arrangement with the five newsreel companies, all of whom have assessed staffs here to cover the events.

Olympic committee dropped the idea of exclusive selling when it was argued the independent might not be good for the 30 grand, and, as none of the majors had put in a bid, it was figured good publicity to pass up the idea of trying to cash in on the games.

Agreement reached with the five companies—Movietone, Metrolite, Pathe, Paramount, and Universal—is that film must be used solely for newswear purposes, and cannot become part of a feature picture until at least 90 days after the games.

In addition, the newsreel outfits agreed to alternately supply reels of the day's events for screening at night in Olympic village.

Also understood companies will make up prints of activities of the various nationals to take home mementos.

## Pasadena Houses Protest Ad Raise with Own Paper

Pasadena, Aug. 1.

With the merging of the "Star News" and the "Press" the town's only newspapers, and the "News Press" and the resultant boost of theatrical advertising rates, local theatres have withdrawn their advertising and are publishing the "Screen News" a throwaway with 20,000 circulation.

Paper contains mostly theatre news and picture ballyhoo, but is also out after merchant advertising and is competing in the end.

Guaranteeing the payment of the paper's publication are the four Fox-West Coast theatres, the Colorado, United Artists, Strand and Occidental, and the independently operated Tower, Rialto, Pasadena, Egyptian, Fair Oaks and Park.

## Baltimore Opens Up To Percentage Deals

Baltimore, Aug. 1.

Both Metro and Paramount, locked out of town the greater part of last season by an exhib agreement against percentage pictures, are selling their pictures to the district at present. Breaking up of the situation has opened this territory to every sort of percentage deal. Up to last March, Miraculously, the Indies were extremely rare locally.

Both Metro and Par were held out of the subsequent locally from the beginning of the past selling season until last March. Miraculously, the Indies were able to stick together until March, but at that time one of the leading anti-percentage exhibs broke away and bought Metro. His opposition started the panic, another hastily signed a Par contract, and the agreement blew to pieces.

## Pa. Passes 'Price'

Pittsburgh, Aug. 1.

"Purchase Price," which Pennsylvania, censoring officials turned down, has finally been passed but with plenty of cuts.

Picture, first booked into the Pittsburg, week of July 22, opens this Friday (5).

Culver City, Aug. 1.

In need of product and facing a shortage after Sept. 1, Metro will send at least a half dozen pictures into work within the next two weeks. In several instances, films will get started before the scripts are completed.

"Kongo" will try to bring "Kongo" ("Payment Deferred") and "Tin Man" under the wire at budget cost of around \$200,000. Studio feels that with salary cuts now in effect, and every angle closely watched, this can be done.

Plans by this studio to buy "Whistling in the Dark" from Joseph Schenck, for immediate production with Ernest Truhee, fell through when Alexander McCord, who directed the play, and shares the rights, turned down the offer claiming it would interfere with the show's current tour.

Kongo's going into production this week, William Cowan directing, and "Big Boats," Robert Montgomery; "Let's Go," William Haines; "Flesh," Wallace Berry, and "Reunion in Vienna," will all get the rush act. Fox is also in somewhat of a hurry, that studio's immediate production program calling for the launching of 16 pictures within the next 45 days. First in this batch are "Salome," "The Girl in the Check Girl," which start this week.

## COL SENDS 7 INTO WORK IN NEXT 2 WKS

Hollywood, Aug. 1.

Within the next two weeks, Columbia sends seven pictures into production, including schedule studio has had this year. Currently, "Bitter Tea of General Yen" and "Polo" are working; both will wind up in 10 days.

Features ready for starting are "Virtue," Eddie Buzzell directing; "No More Orchids," Walter Lang directing; "Air Hostess," Al Roegel directing; "Washington Merry-Go-Round," James Cruze directing; "That's My Boy" and "Bullet Train," latter a Tim McCoy western.

"Vanity Street" will also start with the story, and direction still on the fire. Coming production rush will utilize all studio facilities.

## Story Buying Becalmed, Waiting to See Trend

While every story department is on the alert for material, there is actually no buying right now. This is not only due, according to story execs, to a reduced number of stories from publishers, works by playwrights and signals, but also to sharp tightening of purchasing reins.

Reluctance to buy at this time is not only ascribed to a desire to tie up rights with more caution than in the past, when most companies overbought, but also to lay low until new season's rentals begin to provide revenue.

Another reason propounded for the check on buying now is that the producers are anxious to see what the early releases will do, so that they can be guided thereby.

## Prisoner's Patent

Pittsfield, Mass., Aug. 1.

George Greenwood, of North Adams, serving a four-month sentence here for larceny, has been granted a patent for a projecting machine. Claims it will permit the exhibition of three dimensions.

Greenwood says that his device may be used without theatres being obliged to change their present projection equipment. He is an engineer.

## MILLARD ON COAST

Hollywood, Aug. 1.

S. S. Millard, sex film exhib and producer, is here trying to promote a studio, writer and cast for making a new pink ticket film.

This is Millard's first trip to the Coast since he made "Is Your Daughter Safe?" at the old California studio five years ago. When he left Hollywood he was considerably on the nut.

# FIRST WORD FILM THEUP

## LASKY AS HEAD MAN, OR ELSE

Hollywood, Aug. 1. One aspect of the Jesse Lasky-Paramount situation is reported to be that Lasky either wants to head the production phase of this company again or obtain his release.

Lasky requested a three months' leave of absence and got it. That period has now expired with Lasky, in baseball parlance, still warming the bench. The long siege of inactivity is said to be chafing the former studio head, and he presumably wants to gain definite word from company executives as to his status.

Lasky's Paramount contract has about two years to run. In the event of any settlement it is believed about \$200,000 would be involved.

## All But WB Will Renew Says ERPI On Music Rights

ERPI is counting upon all producers, with the exception of Warner, in renewing contracts which will continue the electric as the intermediary of the producers and publishers in bringing copyrighted music to the screen.

Negotiations are now under way for such renewal since present contracts expire Sept. 5.

Reports that Metro and Paramount, as well as WB, would discontinue this ERPI service because of their own music publishing affiliations were discounted by electric executives. They stated that indications to date in the renewal conferences evidence that only the Warners may dispense with this ERPI service which has always been rendered on cost basis and has operated without profit, it is declared.

## ARBuckle's SERIES ALL DEPENDS ON 1ST SHORT

Fatty Arbuckle's return to the screen is a one-picture gamble for the comedian and Warners. Only if this short flick will Arbuckle make a series for WB.

This is an understanding reported to have been reached between Warners and the Hays Organization prior to the announcement of Arbuckle's return.

Arbuckle goes into production on his first two-reel Aug. 24 at the Warner Brooklyn studio and will direct himself. He has been off the screen more than 10 years.

## Katz Flying In

Hollywood, Aug. 1. Sam Katz arrives in New York this Friday (5). He takes off from here tomorrow (Wednesday), making the trip by plane and will return the same way in about 10 days or two weeks.

Katz will make the trip alone. Emanuel Cohen remaining in charge at the studio.

## UP FOR CONGRESS

Detroit, Aug. 1. Tommy McGuire manager of the Hollywood theatre is a candidate for Congress from the 16th Michigan District.

If elected McGuire will be the youngest Congressman, being only 32 years old.

## FRANKLIN ON TOUR

H. P. Franklin, KAO prexy, leaves for a tour of the KAO circuit around the middle of this month.

The trip will take him to the Coast. He will be gone two or three weeks.

## LONG WAY FOR CREDIT

Illinois Exhibit Goes to Germany to Finance His Theatres.

Chicago, Aug. 1. Gus Polka, one of the Polka Brothers who operate picture houses in Park Ridge, Des Plaines and, De Kalb, Ill., is in Germany seeking additional credit to continue his business. He is due back Aug. 17.

On two previous occasions Polka went to Germany, his native land, to secure capital for his picture theatres. This long-distance banking is possibly unparalleled among exhibitors in the United States.

In Park Ridge the Polka brothers' landlord is William H. Malone, who ran against Len Small in the Republican gubernatorial primaries.

## Hays Wrathful As Prods. Show New Smut Intent

Hollywood, Aug. 1. Will Hays is on the warpath against what is claimed, an increased tendency on the part of producers to film salacious and sexy material to gentlemen, which a mother has to deliver before the Producers' association this week, using as proof recent releases, scripts of others in preparation, and the intention of some companies to film pictures, previously banned.

Fact that one major is contemplating a picturization of 'Lady Chatterley's Lover,' another may want to picture which a mother has an affair with her son and still another will make a film based on miscegenation, is part of his ammunition.

Further, Hays contends most companies are currently guilty of giving off-color treatments to situations, in pictures that could be dealt with otherwise.

Film czar's campaign to clean films is to follow up his organization's recent assault on press departments for offensive advertising and publicity. All publicity departments in studios and connected with circuits here, have agreed to tone down, but nothing has been done until now against the dirt at its source.

## HORWITZ-HAYS PACT NOT YET COMPLETED

With the Horwitz-Hays-Cleveland pact still unratified, after two formal announcements of settlement during the past month, the situation yesterday (Monday) threatened to flare up again.

This time the disturbance has narrowed down to Loew and the Indies. What has come up is described as strictly technical and having to do with legal interpretation of the agreement.

Gabe Hays, counsel for Hays in the Horwitz matter, drew up and submitted the terms, agreed upon in the presence of Will Hays, to company attorneys. The present hitch, it is gleaned, is due to Loew objections to language describing certain of the clauses.

Participants figure the present difficulties will be ironed out this week.

## Three Studios Preparing Film Yarns on Ziegfeld

Hollywood, Aug. 1. On the heels of Plerox Ziegfeld's death, three screen stories based on his life are being hurried to completion.

Two major studios are interested in Howard Emmett Rogers' script on the producer; William Anthony McGuire is doing a Ziggy story for Goldwyn, and Lew Lipton is on one for Columbia.

## GAUMONT BRIT., PAR AND UFA

Biggest International Film Combine Between American, British and German Companies to Solve Multilingual and Quota Problems—Secret Confabs in Paris Culminating in Present London Parleys

## USING THREE STUDIOS

London, Aug. 1. Possibly the biggest international picture deal yet attempted is now being negotiated in London. When the details are ironed out Paramount, of New York, Gaumont-British, of London, and Ufa, of Berlin, will become partners for the production and distribution of multilingual for the world market. Each company will, however, retain its individual status as a separate entity for its home market.

Way the deal will work out will be that Paramount will operate studios near Paris for production of French pictures; Ufa's Berlin studios for German films, and G-B's London studios for English. All three companies will co-operate on production, using when possible the same story and technical staff on all three versions, merely moving them from studio to studio. Also, where possible, actors are to be shifted around among the three capitals and used in as many languages as possible. Distribution is to be by the home company in each of the three countries, with Paramount figuring in the deal as a French company. Films that Par takes out of the combine for use in America are to be bought, on separate contracts, from the combined company.

Paramount and Ufa are practically equal the deal and will go through on a two-sided agreement of their own if the Gaumont-British thing doesn't pan out. Only difficult question will have to be made to dispose of the B. & D. pictures, despite the fact that B. & D. films (Continued on page 36)

Minor Hitches Hitch here comes first from the fact that Paramount already has a 10-picture quota production contract with British & Dominion. Some arrangement will have to be made to dispose of the B. & D. pictures, despite the fact that B. & D. films (Continued on page 36)

## Plunkett Attaches RKO; Co. Posts \$28,000 Bond

RKO had to post \$28,000 in Liberty bonds with the Maryland Casualty, which in turn bonded the \$24,375 attachment by Joe Plunkett against RKO. The so far made to dispose of the B. & D. pictures, despite the fact that B. & D. films (Continued on page 36)

Plunkett's salary for \$24,375 is for an unexpired term on a \$45,000 annual salary. Plunkett was let out July 3 last. Two days prior to this (July 7) a letter from H. H. Franklin quoted Hiram S. Brown, former RKO prexy, as stating that Plunkett's contract with RKO was for one year only. This letter is part of the attachment papers.

RKO has until Aug. 9 to file answer to the complaint, following which Plunkett will move for a preference or for immediate trial of the issues.

## Hays Back in Sept.

Will Hays will not return to New York until Sept. 1, according to advice to the home office yesterday (Monday). Hays will spend all of August in Hollywood.

## Fox-Skouras Reopen Roxy Week Of Aug. 15; Cambria Managing Director; Deal for 12 WB Pix

### B. O. Shortages

Within the past two weeks shortages in boxoffice receipts uncovered by the circuits has grown beyond the limit of anything of the kind known within the past 10 years. A single division of a major chain discovered eight houses shy in their receipts and this circuit has gone to the aid of the insurance companies.

With the evil mushrooming so fast the major circuits are confabulating in meetings on the matter to try and figure out a solution.

## 4-Day Week for Studios Is Plan To Aid Jobless

Hollywood, Aug. 1.

Picture industry is virtually certain to follow Pres. Hoover's suggestion of curtailed employment of regular workers, in order to provide work for the jobless.

As discussed by the producer members of the Producers' association, a maximum of four days a week will be placed on all types of day labor, thereby allowing the two extra days' work per man for others, now unemployed.

Matter comes up for formal action at a meeting of the producers this week, attended by Kenneth R. Kingsbury, handling the unemployment situation on the coast. State has 450,000 unemployed, with picture production having its share.

Unions have been informally canvassed by the producers for their viewpoint on the 'staggered' plan, with a favorable verdict from this end reported. That there will be no opposition from the labor organizations is seen in the fact that recently, at the instance of the unions, overtime in the studios was eliminated wherever possible in order to avert the work around.

Similarly, a few months ago studios agreed to limit their extra work to individuals in order to dispose of the work among more of the large army of extra players.

Whether or not the short-week plan can be extended to office workers is problematic. There is talk among the producers of extending the plan to this white collar class, but this is a matter to be decided on at the coming producer meeting.

Idea was introduced to the producer association by Louis B. Mayer, at the instance of Pres. Hoover.

## PAR TESTING ANIMATED 24-SHEETS IN 6 CITIES

Hollywood, Aug. 1. Paramount is trying out electrically operated animated billboards in seven cities. Some of the moving 24-sheets will use living models and all will depict scenes from Par pictures.

Test cities selected are New York, Chicago, Boston, San Francisco, St. Louis, Philadelphia and Los Angeles. If the idea clicks all key cities get them.

### Tinker Meeting Kent

Hollywood, Aug. 1. E. R. Tinker, chairman of the Fox board, leaves here Aug. 6 for New York to meet Kent on the latter's arrival from abroad.

The Roxy theatre, New York, reopens the week of Aug. 15 under Fox Film management with the Skouras brothers operating and Frank Cambria as managing director of the house. A. P. Waxman will head the publicity department.

Arrangements have been completed for at least part payment of salaries due employees and talent in the last Roxy show, before the house closed. Deal to pay off was a negotiation between Receiver Harry Kosch and the bondholders represented by Attorney Carlos Israel of the law firm of White and Case.

Bondholders have agreed to waive a claim to that share of the cash surrender value of a \$250,000 insurance policy on the life of Roxy (Rothfels) held by the theatre corporation in favor of the Continental Bank, trustee. Around \$15,000 may thus be made available to pay off actors and help who didn't collect for work on the closing week of the house. Remainder, or \$15,000, is reported going to the estate of the late Roxy.

### Former Members Stay

Negotiations to reopen the house are practically completed. The deal is three cornered as between Fox Film, the bondholders and Receiver Kosch. 'First Year' (Fox) will be the reopening picture.

House personnel isn't completely selected, but some of the former Roxy staff will be retained including the stage stock company and Clark Robinson, head of the production department.

Besides Fox pictures the Roxy will play 12 Warners features. Fox, then, according to reports, guarantees 30 films minimum. Buying of product is left to the operating heads with Receiver Kosch sitting as supervisory on that end and he is responsible for the picture.

The inclusion of Warner product indicates that WB will give up its tenancy of the Winter Garden (Shubert) next winter. This will leave the circuit with circuit houses—Strand, Hollywood and Warners. Disposition of the latter two is not known.

Any deal in which Fox Films enters to manage the Roxy is subject to that company's assuming certain financial risk in the operation, comparable to the risk involving the bondholders as represented by the \$150,000 rec'd certificates. In this way Fox may subordinate its film rentals to other operating costs. As management principals Fox and Skouras will represent both 'A' and 'B' stockholders.

Bondholders are understood as having representation on the operating end through a supervisor or committee to be appointed. Such a supervisor will mainly be a consultant to the bondholders on the budget and will have no active voice in the operation. Also reported is that the bondholders reserve for themselves a 30-day cancellation right in the deal if the operation doesn't show an improvement of income. This part of the arrangement is subject to change and is not yet fully adjusted with a confab having been slated yesterday (Monday), to iron matters out.

### Choosing New Name

Question of a name for the theatre is still open. Leading suggestions are the Fox, Recovery and Taft. The Taft designation comes by way of the Taft hotel people who own the ground on which the Roxy lobby is built. Theatre pays \$25,000 rent annually for this lobby space.

The house has until Sept. 12 to change its name as per agreement between the house and S. L. Rothfels. Selection of a new name and a campaign to educate the public to the selected title is likely to be (Continued on page 40)



# Inside Stuff—Pictures

## 1st Runs on Broadway

(Subject to Change)

Week Aug. 5

Paramount—"Gully as Hell" (Far).  
 Capital—"Skyserper Square" (Metro).  
 Strand—"Doctor X" (WB) (4).  
 Mayfair—"American Madness" (Col).  
 Rivoli—"Man Called 'Back'" (TIF) (2d week).  
 Rivoli—"White Zombie" (UA) (2d week).  
 Winter Garden—"Congorilla" (Fox) (2d week).

Week Aug. 12

Paramount—"Devil and the Deep" (Far).  
 Capital—"Downtown" (Metro).  
 Strand—"Doctor X" (WB) (2d week).  
 Mayfair—"American Madness" (Col) (2d week).  
 Rivoli—"Horseteethers" (Far) (10).  
 Rivoli—"White Zombie" (UA) (2d week).  
 Winter Garden—"Hollywood Speaks" (Col) (11).

\$2 Picture

"Grand Hotel" (Metro) (Astro) (15th week).

one of the cars rolling down a hill, driving off under its own power without stops.

It's probably the most extensive plug under any tie-up and more distinctly advertising than anything since commercial shorts were ruled out of screens.

One of the most unusual labor-exhibitor setups exists in Baltimore, where the operators and exhibitors are tied in together in an Operators & Managers Union. Both the union and the MPTO of Md. (Allied organization headed by Herman Bum) are housed together and maintain joint club rooms. Most peculiar is that the operators' business manager and the exhibitors' labor negotiator are one and the same man, Harry Cluster.

Both sides are evidently satisfied with the arrangement and Cluster, the peace officer, has kept exhibitor squabbles throughout the country, Baltimore was one town where things were peaceful.

What is considered the biggest front page break a picture has ever had in Pittsburgh took place last week when the biggest gangland killing in the town's history broke the same day that "Scarface" opened at the Penn.

Film got under way at 10 a. m. and three hours later imported gunmen stepped down upon a coffee shop winding out three of the Volpe brothers, John, James and Arthur, alleged leaders of the booze racket in this district.

The Penn immediately superimposed "Scarface" plugs over daily headlines and got them on the streets.

Free lance writers who concoct original stories have an average investment of from \$25 to \$100 in research work and preparation before they are able to turn in a first rough draft. This expense is mostly for books bearing on the subject on which they are working. Then there is stenographic work which does not come within the province of studio payment.

These writers never ask studios to get the books they require for research work as they feel it might tip off where they get their ideas. One free lance writer, after selling a story on an idea for a story, spent \$80 at the book stores for research material.

Baltimore's picture lineup for the coming season is becoming concrete. Few changes from last season's arrangement.

Town's indie vaudeville, Hippodrome, will take Radio and Pathe the first run 100%. Will also use Pathe News after having gone through the present season with Fox. Straight flicker New enters into its second year as the indie's main attraction. The record of the season will be set by the WB-FM, Metro, Paramount and United Artists choice.

Other first runs are Keith's, which will likely pick up Columbia and Universal again, while the Rivoli will continue its present spot-bookings week-to-week arrangement.

Little chance of Chester Brakin going wrong on his initial solo directorial assignment. The New York Times, starring Al Jolson, Brakin is working along the Lewis Milestone system, with the latter on this UA set every day to see that matters run smoothly. As assistants Brakin has Nate Watts and Lonnie D'Orsay, both of whom have aided Milestone for several years. Also, he has what is known as the Milestone chart with which to work.

The chart has a sketch of each scene to be shot, showing the position of the people as well as their movements, and with the dialog checked alongside of the figures so that no deviation is made.

Politics in the film industry are resolving themselves into definite party lines. Following Will Hays' avowed Republicanism and Paramount granting George Akerson leave to handle Hoover publicity, two moves for the Democrats are now on the record. Hays' chief counsel, Charles Pettibone, spent all last Thursday (28) in Albany conferring with Gov. Roosevelt. Whether Pettibone will actively join the Roosevelt bandwagon is not yet settled. Announcement also made that Frank Walker, attorney long identified with the Comford theatre interests, has been made treasurer of the National Democratic Committee.

"Bring 'Em Back Alive" cost just a bit over \$52,500 to turn out including book rights and entire expense of the expedition which was in the Malay States for six months.

When the first 50,000 feet of film was sent from the jungle to Van Beuren, latter was disinclined to go further with the project. Buck appeared to his agent George T. Bye, in New York, to have Van Beuren supply him with transportation back to America. This was done, and when the troupe landed in New York the entire expenditure, without recording or syncing, totaled \$41,000. Expedition included only Buck, his wife, two cameramen and Clyde Elliott, the director. Buck was not paid any salary for his work, being in on a percentage.

Sufficient footage left over from "Alive" to supply material for "Lost in the Mayanay Jungle" which Van Beuren is releasing as a serial through Radio.

Buck gives Jesse J. Goldberg credit for getting his work on the screen. To place himself on record, he sent the film man a copy of his book with the inscription on the fly leaf reading: "To Jesse Goldberg who first saw

(Continued on page 41)

# 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.

## REISSUES IN GERMANY AS PROD. STANDS STILL

Berlin, July 23

The cinematic situation here continues critical, with the need of new pictures to fill the theatres.

With declining releases, reissues to a very large extent in first runs and large theatres in Berlin, as well as throughout Germany, are in vogue.

However, the reissue practice has proved to be a financial success.

Production for the coming season is still slow, as the future is uncertain. Financing becomes increasingly difficult.

## Olympic Interference

Past week was shot as far as studio work was concerned due to interfering of Olympic contestants and correspondents. Each lot also sent stars to San Francisco for the Shrine convention.

## U's Rewrites

John Huston rewriting and dialoguing "Hunchback of Notre Dame" at U. "Invisible Man" gets new adaptation by Richard Schayer.

## Track for Arcadia

Voters of Arcadia, Calif., passed an ordinance okaying establishment of race track on the Lucky Baldwin ranch by a two-to-one majority. Another track already started at El Monte.

War Department has clamped lid on Coast regiments giving femme film stars honorary titles.

Dudley Nichols writing an original at Fox.

Susan Fleming's Termer. Susan Fleming gets a Paramount termer as result of her work in "Million Dollar Legs."

"Rapture" for Crawford. Metro shaping "Brief Rapture," Polan Banks' novel. "The Rapture" starring Clarence Brown may direct it.

## Walker Resigns

Refusing to take salary cut, H. M. Walker, Roach dialog director, resigned.

## Court for Cruise Case

Legal fight between James Cruise and Tiffany, over extending time on Cruise's contract to supply four pictures, and Tiffany's claim that he padded bills by \$30,000, has gone from seven months arbitration trial in Superior Court.

## Jap on "Butterfly"

Paramount hired Michio Ito, Japanese dancer, to work on adaptation and act as technical director for "Madame Butterfly."

## Ginger at Fox

Ginger Rogers at Fox in "Hot Chick Girl."

## Team Stays at U

Off adaptation of "Only Yesterday" after a scabble work, Bruce Glassman and John Bright borrowed from Warners, will work out the balance of their time at Universal writing an original.

## Jessel-Talmadge Tour

George Jessel and Norma Talmadge leaves by train Aug. 5 to join him in a six weeks tour of Public houses, ending Aug. 12 at the Paramount, N. Y.

## Writers Dropped

Metro dropped William Anthony McGuire and Mercedes de Costa from the writing staff.

## Unusual

Radio moving up production of "Little Orphan Annie" to Aug. 8 because script is ready ahead of schedule.

Preston Foster borrowed from Warners and Ralph Graves from Metro, for Universals' "All America."

First of the Junior Durkin series by J. G. Bachman being written by Dorothy Yost.

## Praskins Returns

Difficulty between Leonard Praskins and Metro has been straightened out with writer returning to the lot to work on "Flesh" for Wallace Beery. Walked when studio took him off the yarn two weeks ago.

## Chas. Ray Given Lead

Charles Ray replaced by Paul Kelly in "Girl from Calgary" Monogram. Ray goes into "The Wayne Murder Case" which I. B. Chadwick will produce for same firm.

## Gable and Hayes

Practically all the work Gable will be bracketed with Helen Hayes' (Continued on page 35)

## L. A. to N. Y.

George Marcell. Nicky Talmadge. George Jesse. Fred Randall. Sam Katz.

## N. Y. to L. A.

Whitney Bolton.

Recent salary cut at Metro has developed into a rather complicated affair, requiring considerable working out. The cut was not 100% at the Culver City plant in the case of all contract players and stars. Many had negotiated new deals prior to the cut, with salaries in some instances being only 50% of what they had received in the past. These people were passed up in the chopping.

Others, who had been called in by Louis B. Mayer and asked to take the cut, found later that the comptroller's department figured that it would apply to the balance of their contracts. Some of the agreements having three to four years to run, it placed the holders in a position whereby the studio understood that the same ratio of cut as goes into effect for the present would remain in force during the balance of their contracts if options were taken up. These people let out a yelp and Mayer now is trying to straighten out the situation by applying the shearing process for the current period only.

Several contract players, including Jackie Cooper, refused the request of the studio to lessen their pay envelopes. In the Cooper case, when the cut was suggested, Mabel Cooper, mother of Jackie, told Mayer that not alone would they insist on the boy's salary remaining the same, but that they wanted overage for the boy's personal appearance tour. So the salary cut was forgotten and the other matter is being arbitrated by the academy conciliation committee. There were several writers on a week-to-week basis who also declined to reduce their current earnings. Most of them are already off the payroll.

Battle over product for metropolitan New York, fanning the past few weeks between Loew, Skouras Brothers and RKO, appears to be calming. Heads of these theatre circuits have been holding confabs and indications are that whatever disagreements existed were ironed out.

Uphold is that RKO turns over some of its purchased films to Loew. Phil Reisman representing RKO has agreed to let Loew have some films bought for RKO to alleviate Loew film shortage in around 12 to 15 situations. Strained situation between the companies arose soon after RKO began negotiations with Skouras for a booking pool in New York whereby RKO would supply a bigger program. Loew thereafter shored in and purchased the entire Warner program, half of which formerly went to RKO.

RKO was thus shored in a pocket for a sufficient supply of new product, but with the aid of its added buying power, gained through Skouras Brothers' circuit, managed to acquire Fox's lineup in full. Already having its own affiliated Radio-Pathe product, with the additional purchases of Universal, Columbia and half of Par's program, RKO emerged with a possible 180 playing films.

Loew having its own affiliated Metro films, besides WB, also has half of Par's and United Artists, or a possible total of 142 playable films. Under this condition Loew faced a probable shortage of product in New York unless RKO was willing to turn over some of its purchased product.

Leads, technical staff and adapters on Paramount's "Farewell to Arms" are all familiar with the locale of the story, Italy's Lake Como. Adolph Menjou was stationed there during the war as a member of the American Red Cross, Gary Cooper spent a month there recuperating from his recent breakdown, Helen Hayes, with her husband, Charles McArthur, spent the summer there two years ago, Frank Borzage and his brother, Lew, latter his assistant, were at Como two years ago visiting the birthplace of their father.

Benjamin Glazer, associate producer, and Oliver H. P. Garrett, who did the adaptation, both have vacationed there, while Charles Grissin, technical director, was the commanding officer of Ernest Hemingway, the author, while billeted at Lake Como. The assistant technical director, Dr. A. Jordini, was the doctor from Como in the novel who operated on the wound in Hemingway's knee.

At times studio efficiency experts prove valuable in more ways than one. A girl sent to one of the Coast publicity departments from the New York office found her career ending abruptly when efficiency men discovered her rather new neck tie on the lot. Material had been appearing in Eastern papers reflecting on studio methods and personnel. Studio could not trace the source.

One night an efficiency man saw a bulky envelope marked "air mail," addressed to a New York newspaper man. On account of its weight the envelope was brought to the studio, publicity chief who disclaimed knowledge of its contents, because there would be a number of photographs as well as articles by the girl, which were quite scurrilous and referred to studio heads and executives as being incompetent, etc. Next day the girl had a ticket east.

According to the remarks of indie exhibitor leaders, they regard the "exclusive run" sales idea as a gag and a come-on for higher rentals next season.

Certain distributors who frowned when the policy appeared to be gaining serious consideration now also agree with the indies, that it was a novel sales campaign. These distributors state their regret is that they didn't think of it first.

That "exclusive" will never come on any scale to cause national concern is expressed by many indies. They assert that the companies can't do it on a wide scale, because there would be too much readjustment of contracts and that the average first run couldn't stand up under the burden.

Refusing to permit foreign newspaper correspondents on the Coast lot, and turning them down on all requests for story material for the past six months, Fox now finds itself in a ticklish position in its attempt to obtain British coverage for "Cavalcade."

In the past week studio has attempted to make peace with the better known English writers, most of whom have refused to visit the lot, or write anything about this Noel Coward piece which is being produced with an eye toward extensive exhibition in Great Britain as a film. Cold shoulder attitude to foreign correspondents was instigated by the New York office which desired to control all publicity outside of the United States.

Impenetrable reticence in the Chicago Balaban and Katz organization surrounds the incident of Barney Balaban in swimming. It seems, at least, that he did go swimming.

It was in the lake, there were waves and a boat providing an unexpected element of danger. At this point an executive of B & K, standing by, dove in to save Balaban. It was an act of heroism but not entirely necessary, according to one story. Maybe, to make the story sound better, it was necessary to have Balaban in with all his clothes on, the executive-hero was not ideally situated and needed a little help himself.

Anyhow, much chucking over the incident, but nobody seems to know if Barney had been in genuine danger or not.

Under a tie-up for give-away of a Plymouth automobile the Skouras' Audubon, New York, combination, is running off an advertising reel for Plymouth on every show. It's preceded by a sales talk from B. E. Hutchinson, chairman of Plymouth board, and follows with a test of

## 6,500 Dark Theatres Costing Distribution \$1,300,000 Weekly; 80% Patron Loss on Each House

Dark houses constitute the biggest single loss in money and national attendance for the picture business. Officials estimate that 6,500 theatres are now closed.

On the attendance angle exhibitor leaders calculate that when a house closes the industry loses 80% of those who composed the regular patrons at that boxoffice and that 20% is the most which the surviving competition inherits as an average.

Exhibitor heads dispute the big losses claimed by distributors through darkened theatres. They say that if the competing theatre is still closed when new film contracts are written, the distrib makes up for a good part of his loss by forcing the operating exhib to assume a portion of the film voided by the closing.

With detail figures finally at hand the industry, and especially the majors, are concentrating on reducing the number of closed theatres. There are fewer theatres open now than at any time since the business reached its majority.

### Three House Groups

The closed houses are divided into three groups. The largest class takes in theatres averaging 700 seats and paying an average weekly film rental of \$200. There are 4,300 theatres in this group.

In the second section are gathered 2,000 theatres with an average of 200 seats and an approximate weekly film rental of \$40. Many of these theatres, it is pointed out, are the kind which normally operate only on part time, or three-day-a-week, basis. The third class consists of houses of 1,000 seats each, figured at an average of \$100 capacity as an average. These houses pay an average rental of \$350 a week for a film program, and the estimate is that 200 theatres of this size are dark.

Compiling the rental money normally paid out by these theatres, based on these figures, it shows that these 6,500 dark houses are costing film distribution \$1,300,000 for every week they are dark.

### Vacant Chairs

If analyzed from the standpoint of attendance the unfilled seats in these dark houses reaches almost unbelievable proportions. The number of voided chairs reaches a total of 3,690,000, but that is held up as only a small part so far as the attendance is concerned. Film statisticians calculate the industry's normal audience as filling each chair once a day for at least five days of every week. This multiplication applied to the chairs accounted for shows a drop of 20,000,000 payees weekly at pictures in the U. S.

Even with the flow of 20% to other houses, which picture authorities hold is generous, there still remains a flat 15,000,000 people who have not been buying at other box-offices.

### WB's 'Mind Reader'

Warners has purchased 'Mind Reader', a new play by Vivian Cosby. Authorship of the play is by 'Trick', another dramatic pseudonym. Sale was concluded last week by Jake Wilk, WB's New York scenario head, within 36 hours after receiving word from the coast to buy.

### ONE TRANS-LUX CLOSES

One of the Trans-Lux houses on Broadway closed Sunday night (31). This was the house that installed features two weeks ago, with announcement at that time it was an experiment.

Other half of the twin Broadway Trans-Luxer continues with newsreel and shorts. The half, closed down is for the balance of the summer.

### Tishman-Goldberg East

Low Angeles, Aug. 1. Following the run of their 'Harlem Is Heaven' film at the Lincoln theatre, here, Irving Tishman and Jack Goldberg are on their way back to New York.

Stopping at San Antonio, New Orleans and Atlanta on the way.

## McVick Resumes Aug. 17, 'Ram' at U. A. Sept. 5

Chicago, Aug. 1.

McVickers will be the first of the closed Balaban and Katz theatres to reopen. House comes out of the camphor Aug. 17 with Maurice Chevalier's 'Love Me Tonight' (Par). Bill Hollander and Charley Kurtzman will handle the campaign.

Meanwhile, the United Artists will stay shuttered until Labor Day when 'The UA', arrives. B & K is opening McVickers to outfit a group of Paramount pictures now ready. The Paradise, deluxer on the west side, will not resume before Labor Day. About twenty neighborhoods of the B&K chain are dark.

## SEATTLE UNION STAND MAY CAUSE RKO JAM

Los Angeles, Aug. 1.

Seattle musicians' union has refused closing notice on Orpheum theatre there, claiming they have a straight contract and must play through under the straight picture policy.

It is expected this will bring serious trouble as the circuit will refuse their demands.

## Par Following Up Its Program Reaction Stunt

Following the fan interview stunt with Irene Thirer, N. Y. 'News' film critic, Publix has arranged to obtain the reaction of buyers of several large department stores on Paramount pictures, comment on public taste, etc.

Lined up by Jack Hess, whose idea it is, the company has corralled eight buyers of as many department store organizations over the country. A few weeks ago Par got Miss Thirer to stand in front of the Criterion, New York, and ask passers-by for their thoughts of the 'Par' pictures soon to be released, billing on the theatre wall announcing the product. Par got permission of the 'News' for the stunt, having picked that paper since it pioneered the 'Inquiring Reporter' thing around New York. There was no particular tie-up, 'News' approving the plan and the publicity involved for itself and its femme critic.

## 'Shanghai' Redubbed OK For French Approval

Paris, Aug. 1.

Home office orders from Paramount to fix the French officers' sequences in 'Shanghai Express' have been very cleverly executed. Film, current at the Paramount, Paris, is generally satisfactory to the French.

Dubbing, done in Joinville by Jacob Karol, is excellent, but is the first instance here of that done on a specially made negative, different from the original, so as to permit screening, not the actor who talks, but the one he addresses. In this respect, it is entirely different from the Metro foreign language lip movement retake but just as efficient.

Joe Seideman arrived on opening day and was able to form his own opinion.

## Welch Reviving 'Mickey'

Hollywood, Aug. 1.

Robert Welch has bought the dialog rights to 'Mickey' from Hampton Del Ruth. He will release through Monogram.

Welch expects to go into production as soon as he clears a lien Consolidated Laboratories holds on the old Sennett negative made 11 years ago with Mabel Normand. Prior to that 'Mickey' was made by Mutual.

## Warners Ban Giveaways As Biz Tearer-Downers

Warners have banned all giveaways in WB theatres. Orders to this effect went out last week. Those free contests involving giving away of various articles to induce better business have been found wanting. In instances investigated the giveaway schemes have been found to hurt rather than help business, especially on the follow-ups.

The Warner action is in line with present fight against the lax chain reaction to banning of such contests all over the circuits. Mostly the pressure comes by way of distributors who see protection angles endangered through such contests.

## SALESMEN FIND THEY STARTED TOO EARLY

Some sales managers are sorry they sent their men to the field so soon. The salesmen are making their trips trying to win business, but finding that the majority of accounts can't yet be won. Their minds on how or what to buy this season.

It means the salesmen will have to make additional trips virtually covering their entire territory. Metro is the only company holding back its men.

Some belief exists that next year's selling will get back to September as it was a few years ago. The salesmen under the present order of things, go out in early summer to take contracts on pictures that will not start to hit until around Aug. 15 or later. Last year they went out as early as April and ran up big expense accounts by having to revisit their people several times before getting to first base.

Many a salesman also burnt out his case in going back to exhibs for new contracts after his home office had rejected the first and sometimes the second.

## WB Buys Radio Films

Warners has closed a deal for Radio pictures over the WB circuit for 1932-'33. It's national in scope and for all houses where product is available.

Warner theatres has also put through the annual technical deal for all WB-First National product.

### SKOURAS-MADISON AUG. 20

Madison, Aug. 1.

Spyros Skouras takes over the local exhibitors' houses from RKO Aug. 20, instead of Aug. 5. Date's been pushed back.

H. J. Fitzgerald, operating Fox Midwest for Skouras, will handle under general supervision of Eddie Alperson.

## Exhibs Move for Free Circulation, Would Use Up Average Film in 8 Wks.

Declaring that conditions have definitely demonstrated free circulation as the basis for prosperity, indie exhibitors are charging distributors with hoarding playdates. The producer, as the indies would have him described, should be nothing more than a 'houseless renter' entitled to a discount, not anything more.

Offensive along indie' battle front, already armed in spots throughout the country through compromises and court rulings, though affecting only those isolated territories, is aimed at circuit control of first run product. Leaders of independents, apparently seeing in the Horwitz-Hays settlement a significance not apparent to all, now calmly declare themselves as against circuit dictation as reflected in immense buying power as well as affiliation with the producer.

### Aim At Protection

Behind the movement is the admitted purpose of breaking down the established barriers of booking

## Banning of Complete Films on Increase in Small Towns; Exhibs Order 2 Pictures for Protection

## Columnist-House Mgr. Beaten Up in Office

Being a columnist and managing a picture house doesn't mix well in the opinion of Albert L. Greene who handles both jobs for the Tuxedo, Brighton Beach. Late Sunday night (31), while counting up the house, Greene was cornered in his office and unmercifully beaten by two men who ignored the money present. Greene recovered in Coney Island Hospital several hours later.

Difficultly, according to Greene, comes from a column he has been writing for his house program. Last week he gaged about suckers who play slot machines and what little chance they had of winning. At about 11 Sunday night, Greene stated, two men walked into his office and confronted him with 'We'll teach you how to keep your nose clean,' and then proceeded to mop him up.

## Exhib Buys Sound But Can't Use It As W. E. Steps In

A. W. Gibbs, owner of the Gibbs theatre, Youngville, Pa., finds himself the owner of Western Electric equipment which he can keep but not use.

Gibbs took advantage of a recent specific sale and got the equipment, part of the Strand, Greenview, property, at an auction during an involuntary bankruptcy proceeding.

Under the laws of Pennsylvania, as explained by W. E., a landlord has the right to sell all property to satisfy the terms of his lease. That does not mean, however, that he can take an equipment which is not sold outright and use it without getting a license from the company holding title rights. Western is taking this stand in an action which it has brought against Gibbs.

## No Twinning Also a Problem in Germany

Berlin, Aug. 1.

Meeting of Berlin exhibitors recommended to producers of distributors to avoid continued production of pictures of certain subjects as well as of series production.

It was further agreed that only one film on a series was allowed to be played in one program.

A new censor menace which took the exhibitor by surprise and then left him helpless, and subject to loss of license, is threatening lesser cities and towns of the country. Already 50 such spots, taking in 75 exhibitors, are said to be battling a movement for which women's clubs seem to be supplying the impetus.

Shears are not touched in the latest method. If any portion of a picture is deemed distasteful the entire feature is barred from the town where the ruling is made.

As a result the exhibs are coming under this hammer are ordering double programs for each booking so as to have a substitute film on hand and not be forced to go dark. Since this is working out badly for the distributor as well, because the distrib cannot collect on a film rejected by authorities, the Hays organization is trying to co-operate with national exhibitor groups in an attempt to stem this drastic censorial tide.

Exhibs' Fault Too  
Film investigators are going into some of the towns affected to make a special study of the censorious formula. At the outset, however, producer oversteps feel that the fault in many cases lies with the arrogant exhibitor who refuses to arbitrate with his community.

Insidious part of this formula, Haydens declare, is that it stops the theatre before the exhibitor has chance to know what is going on. Checking the spread of this type of censorship last week caused the alarm in many cases when it was revealed that within less than three months the new censor bug has bitten a half hundred towns and is threatening as many more.

Women's clubs, some of which have been considered friendly toward the industry, are reported to have backed, and are backing, this home body method of censorship. A visit to the mayor is found usually to be the first step in inaugurating the first complete picture elimination process the industry has known. Invariably this is followed by the mayor issuing instructions to the local chief of police to revoke the exhibitor's license if the theatre continues to show films considered distasteful to the women's representatives.

In most of the towns, it is also charged, exhibitors must give pre-showings to the vigilantes' committee. This involves an additional cost which the exhib must pay out of his own pocket.

## POISONED 'GIN' KILLS LOU JACOBSON OF RKO

San Francisco, Aug. 1.

What is believed to have been a tragic accident took the lives of Louisa Jacobson, district rent manager for RKO and in charge of the Golden Gate theatre building, and two local policemen who took a drink of what they thought was gin in Jacobson office Tuesday (30).

The officers were Richard Smith and Joe Lorenz, both popular leaders' their Sixth and Market frame posts in front of the Golden Gate.

The bottle from which the trio drank contained cyanide. Jacobson and Lorenz died within a few moments. Smith lingered on for several hours.

## Par's Quota Quartet

Berlin, Aug. 1.

Gus Schaefer, Paramount's German chief, has so far ordered four pictures to be made by the German-American producer, Fritz Pittner.

These are specially intended for release within Germany and the German speaking countries.

## 10% COLUMBUS CUT

Berlin, Aug. 1.

All stagehands and film operators here take a 10% slash in salaries next month. Contracts with the chain of local houses signed last week by RKO and Low contracts are to be signed this week.

Marks a continuation of the local trend of doing away with anything resembling a union scale, much having fallen in line long ago.





## Kate Smith's \$19,000 at Palace Is B'way Outstander; 'Zombie' Puts Riv on Map with \$25,000; Cap's 50 G's

precedented profit proportions is the \$25,800 done last week by the Missouri, St. Louis, with 'Rhapsody in Black,' colored stage show. House has been averaging just about \$20,000 less than that. Unusual business was also done at the Denver, Denver, with Ted Lewis last week, house trebling its usual intake.

With 'Skyscraper Souls,' opening Thursday (4), another fancy array of names comes into the Capitol, headed by Milton Berle and Morton Downey, with Abe Lyman holding over. The William-Dyala team hold

over one day, Lillian Roth succeeding them Friday (5).

The Paramount antedated the Cap on name splurging but currently on fourth week's holdover of Harry Richman as nub of the rostrum show the house is sliding. It

will be fortunate to top \$40,000, which at the same time does not listen so well for 'Rebecca of Sunnybrook Farm' (Fox), first from this distributor in the house. Richman has Frances Williams and Jack Haley with him currently. He will remain a fifth week under plans.

Rivoli comes to some semblance of life with fairly good \$25,000 in tow for 'White Zombie,' and Winter Garden hangs on stoutly at \$15,000, second week of 'Congorilla' (Fox).

Every other house is proceeding at a deprecating pace. Rialto is going down with the tide.

Not much better, comparatively speaking, is the Mayfair's \$11,000 on "Tom Brown of Culver." Strand will

do only \$13,000 on six-day holdover of 'Jewel Robbery.' 'Doctor X' opens tomorrow (Wednesday).

The Mayfair will try to get away from these doldrums with openings of 'American Madness' Friday (5). House has announced a 25% increase in prices.

House has appropriated a 25% increase in its advertising budget on the picture, being played by RKO day and date at the Albee. Brook-

**Estimates for This Week**

'Grand Hotel' (M-G) (16th week),  
Still no date, tentative or otherwise,  
for 'Interlude' (M-G) if coming in

here as scheduled several weeks ago. Roadshowing plans for 'Interlude' now reported as somewhat doubtful.

Capitol (5,400; 35-72-83-\$1.10-\$1.65) 'Washington Masquerade'

(M-G) (2d week) and stage show. Warren, William and, Bette Davis, Warner film names, joined Lou Holtz, Phil Baker and others on

rostrum Friday (29), adding to draw  
in support of pictures. Should do  
\$50,000. okay for holdover. First

week \$60,000, or \$5,000 short of a percentage split for Holtz on anything over \$65,000.

**Mayfair** (2,200; 35-72-83) 'Tom Brown of Culver' (U). Not enticing the Broadway mob at a meagre

\$11,000. Last week, second of  
'What Price Hollywood' (Radio)  
\$13,700, weak.

Palace (1,700; 30-40-85-83) 'What Price Hollywood' (Radio) and vaude. Big \$19,000, allowing for a nice

profit, in view. Kate Smith, who did five shows Saturday for heavy turnover, doing the drawing. Last week, 'Boys of Dragon' (Radio) on first

run, \$13,500, with the house going slightly in the red.

'Rebecca of Sunnybrook Farm' (Fox) and stage show. Fourth week of Harry Richman, with Frances

Williams and Jack Haley currently added, not offsetting the four-wheel brakes on house's business this

week; only \$40,000 presaged. Previous week Richman and Bert Lahr on stage, with flicker 'Madame'

Racketeer (Par) built to a pretty good \$51,300 after a sluggish start.  
Rialto (2,000; 40-55-72-92-\$1.10)—

'Man Called Back' (Tiff). No b.o. lure in this outside independent booking at \$7,500 on the week.

Final week of 'Freaks' \$7,000, low.

'White Zombie' (UA). At \$25,000 will be bringing to house best week it has had in over a month. Public

may spot 'Blonde Venus' (Par) in here next. Date unset. 'Igloo' (U), which preceded 'Zombie' and stayed

only one week, failed to get anywhere at all, \$8,000.  
Strand (2,900; 35-55-83-94-\$1.10).

—'Jewel Robbery' (WB) (2nd week). Slipping on holdover and will remain only six days; doing

probably around \$13,000. First week, \$21,200, pretty nice. 'Doctor X' (WB) opens tomorrow (Wednesday) instead of the customary

Thursday, house's change day.  
Winter Garden (1,410; 35-55-83-94)—'Congorilla' (Fox) (2nd week).

Holding up to \$15,000 second week, picture will remain a third. Initial seven days \$18,600, good.

## Reduced Overseating a Boon to Minn.; 'First Year' Wow \$17,500

Minneapolis, Aug. 1. Happy days here again. With "The First Year," "Winner Take All" and "Million Dollar Legs" on loop screens and Alice Joy in person, prosperity continues in the saddle and a long sustained period of profitable box grosses shows no sign of interruption.

There is no gainsaying the pulling power of the Janet Gaynor-Charles Farrell team and "The First Year," excellently sold by the State, is off to a sensational start. The matinee is particularly hot and takings give every promise of hitting a surprisingly high level.

Ganey appears to have attracted a very respectable following here, too, and aided and abetted by Alice Joy in person on the stage, "Winner Take All" is demonstrating fine box power and bids fair to roll up a very pleasing profit for the RKO Orpheum. Here, too, there has been some neat exploitation work.

Another fine, advertising and showmanship job is being done by "Million Dollar Legs" to a fast running start at the Lyric.

The Aster closed suddenly last Monday morning after only two days of the "Week-End Marriage" run. This makes Gaynor-Farrell's first run houses, accounting for nearly 7,000 seats, now dark, and leaves a record low of but three loop Public first runs, with only some 4,000 seats, still in operation, and one of this trio, the Grand, combining on occasion a second run with its first runs.

Together with the RKO Orpheum, total loop first run seats number about 7,400, less than twice as many as the 4,000 seats of the closed Minneapolis theaters. Three Public neighborhood houses have gone dark and three more of the largest and most pretentious ones are scheduled for a similar suit within the next fortnight.

Undoubtedly the elimination of so many seats is a factor in the improved business of the theatres still remaining open and helps to account for the profitable box takings these latter summer emporiums are now enjoying.

**Estimates for This Week**  
State (Public) (2,000; 55), "First Year" (Fox), "Winner Take All" (M-G), box office knockout here and this picture, helped by first rate exploitation, had the current coming from the start. Word of mouth boosting should help maintain fair \$17,500. Looks like very big \$17,500. Last week showed in Masquerade (M-G) \$10,700, good.

Orpheum (RKO) (2,300; 55), "Winner Take All" (M-G), value, headed by Alice Joy in person. Gaynor and Miss Joy both bring draws and showmen help to bring splendid opening. Picture and stage show going over fine and should build. With St. Paul Orpheum now closed, this picture is only stage show in Twin Cities with their population of nearly 800,000. Looks better than the first week, "Tom Brown of Culver" (U), \$10,000, good.

Lyric (Public) (1,300; 35), "Million Dollar Legs" (Farrell), exploited to a rare-very well and showing great results. Picture well liked and should keep up with "Man" may reach \$17,500. Last week "Man from Yesterday" (Farrell), \$8,300, good. Grand (Public) (1,000; 35), "We Go to Hell" (Farrell), second loop run, and "More Morals for Old" (M-G), split. Last week \$1,800, indicated. House, now showing first runs along with occasional second runs and helped by closing of Aster next door. Last week "Attorney for the Defense" (Col), and "Strangers of the Evening" (Trit), \$1,300, good.

## Dark Lyric Helps Ind.; 'War Corp'd' End, \$5,000

Indianapolis, Aug. 1. With the closing of the Lyric, Indianapolis' only vaude house, temporarily for repairs (reopening scheduled for September), big downtown houses is becoming bright. All helped along by increased advertising and exploitation.

Fare this week straight picture and all prices under taxable amounts. Gentry Bros. shows took out about \$5,000 in advance, giving Indiana received 60 local entries in the Paramount contest. Palace this week is using a Columbia picture, the first at this house in months.

With the closing of the Lyric, an exploitation stunt is being done, a free auto each week has been stopped. The Lyric and the Apollo, both owned by the same party, Co. of Louisville, Ky., combined in the stunt, which has been running for two years.

**Estimates for This Week**  
Apollo (Fourth Ave.) (1,100; 25-35), "First Year" (Fox). Expected to go about usual figures, may find

## Very Nice of 'Em!

Berlin, July 23.

Klangfilm has come to an agreement with exhibitors to sell the sound equipment instead of only leasing as heretofore.

## PITT UP 100%: 'FIRST YEAR' \$16,500

Pittsburgh, Aug. 1.

Town running wild this week, most of the chief spots doubling grosses on great selling campaigns, box office names and draw pictures. Only four first run houses running this summer haven't been booked \$30,000 among them all summer, but it looks like a \$60,000 six-day period at least, and in the end the boys can stand takings like that for a change is nobody's business.

Biggest thing of the week is "Bring 'Em Back Alive" at Warner, with management leaving no stone unturned in order to push this one. The movie includes everything from newspapers, with plenty of extra space in return for free show for newsmen, to radio and a great lobby display in addition. In fact, the lobby display, which preceded the picture by a week is given credit for attracting crowds of grand extra last week for "Roar of the Dragon," unusual for a campaign on one film getting such volume for another. "Bring 'Em Back" heading for well \$16,000 on first week, with a hope for a second week.

"Scarface" at Penn also pushing ahead to extraordinary trade, and loads of space given film when it was fighting to get past state board of censors isn't hurting it any at all. Opening day equalled Garbo's record-breaking figures in "And You Desire Me" and with any kind of break should get around \$18,000 anyway. "Foolish Wives" (M-G), also feeling impetus of increased trade and will better \$3,000.

**Estimates for This Week**

Fox (M-G) (1,750; 10-15), "Man Called Kate" (Trit), selling this one as straight picture and not as the front page stuff, with the lobby display again estimated, the way they're doing it in the east. Cast names mean nothing, but the picture is along to \$3,000. Last week "Monte Carlo Madness" (Luv), \$3,000.

Penn (Loew's) (U) (3,000; 25-30-40), "Scarface" (M-G). Plenty of extra space for this one, and no end of interest through picture having been held up for several months by censors. "Foolish Wives" (M-G), \$18,000. Last week "Make Me a Star" (Par) not so forte at \$9,000. "Scarface" (M-G) (3,000; 25-30-40), "The First Year" (Fox), Gaynor and Farrell again, which still plays a merry b.o. tune around here.

## German Films Leading Americans In Budapest, Year Survey Shows

Budapest, July 23.

At the season's close it is apparent that German films dominated the Hungarian market. It is not merely the language that makes them more easily acceptable to the public, but also the viewpoint.

Not one of the German pictures was

leth around \$4,200 because of the Farrell-Ganey picture. Last week the announced "world premier" of "Tom Brown of Culver" (U) did \$4,500, due particularly to the locale being held in the city and at Culver, Military Academy, at Culver, Ind.

Circle (Skouras-Public) (2,600; 25-35), "Madame Racketeer" (RKO). Near \$5,000. At last minute this supplanted "Roar of the Dragon" (RKO) at a nice \$4,800.

Indiana (Skouras-Public) (3,300; 25-35), "Correspondent" (Col). Around \$8,500, fair. Last week "Miss Pinkerton" (FN) and first eliminations in the Paramount screen series.

Loew's (Public) (2,600; 25-35), "Blonde Captive" (Col). Okay \$6,500 on view. Last week "Scrapper Sloop" (M-G), about \$4,500, n. a. g.

## B.E.F. EXCITEMENT NSG FOR WASH.; 'YR' \$16,000

Washington, Aug. 1. Excitement incident to chasing out the bonus army of Thursday last rode over until the whole town became sightseers the next day. While it meant that the open day in every house went screwy and will naturally have its effect on the final box office.

Gaynor-Farrell combination is leading the town in "The First Year" at the Palace. White Elephant started okay but has already eased off plenty. "Brown of Culver" started light but did a jump Saturday and seemingly is responding to the push put behind it to get a little thought out of it. Columbia, former gold mine for Loew, is dying with westerns. Earle still last week but is staging comeback currently with "Love Is a Racket," with Little Jack Little on the stage and building. Met is arousing some interest with "World and I," though Bancroft just did a brodie at the Palace week or two preceding.

**Estimates for This Week**

Columbia (Loew) (1,232; 25-35-40), "McKenna of the Mounted" (Col). Though mighty far from old picture house this particular picture seems to be headed for about \$500 above recent intakes on "westward" about \$2,000 last week. Monte Carlo Madness" got \$2,500.

Earle (Warner) (2,424; 25-35-40), "Love Is a Racket" (FN), and "The World and I" (M-G) are looking for recovery after disappointment last week with Warren William and making a comeback with 41 appearances. Currently take should run to \$18,000 against last week's \$10,000. "Scarface" (M-G) is up to \$16,000 for "Miss Pinkerton" (FN).

Fox (Loew) (3,434; 25-35-40), "Scarface" (M-G), and stage unit. Started all okay against bonus riot sightseers but now is fading. "The World and I" (M-G) will be good. Last week the three stars, George Sidney, Una Merkel and George E. Stone, "Scarface" (M-G) got the \$22,500 anticipated.

Met (Warner) (1,700; 25-35-40), "The World and I" (M-G), not great deal, maybe \$5,000. Last week "Misleading Lady" (Par) got \$7,500.

Keith's (RKO) (1,830; 25-35-40), "Tom Brown of Culver" (U). House and stage unit. "The World and I" (M-G) Mickey Mouse cartoon and plenty of show and should get \$6,000. Last week "Roar of the Dragon" (RKO) and "Scarface" (M-G) \$10,000.

Palace (Loew) (2,363; 35-50-70), "The First Year" (Fox). With high scale and interest in Gaynor-Farrell team business very good; \$16,000. Last week "Washington Masquerade" (M-G) finished \$15,000.

here. Opening was best since stage shows were dropped for straight pictures and will have easy time of it. "The World and I" (M-G) "Lady and Gent" (Par) down to brutal \$5,000.

Warner (WB) (2,000; 25-30-40), "Bring 'Em Back Alive" (RKO). This one bringing business back alive here after a protracted siege. "The World and I" (M-G) 10 days in advance gave animal picture biggest opening here in years. "The World and I" (M-G) to great \$16,000, with no question of a h.o. Last week "Roar of the Dragon" (RKO) (3,000; 25-35-40), "The World and I" (M-G) lobby display for "Bring 'Em Back" credited with attracting customers to the Dix picture.

## IATSE Revokes Charter of No. 165, Eject Heads, Form New Cincy Local

### RADIO ACT

Jama "Em" In Small, Unrefrigerated Theatre in Ky.

Cincinnati, Aug. 1. Liberty theatre, 2102 Erie, opposite Cincy, added WCKY "Follies" to its screen fare last week and jammed 'em every night for best week's business this year.

House which is unchilled, and station are headed by L. B. Wilson.

## 'SELLING' A NEW CAR FOR \$1, SEATTLE

Seattle, Aug. 1.

Fifth Avenue seems set for another okay week. White Elephant heads the stage fare of Fanchon-Marco, and this on top of Harry Askan in "Desert Song" last week, makes it two in a row. F.W.C. evidently believes in jarring on the stage, by giving the folks something to see and hear. Aside from the stage show, the pic at the Fifth is a real pull, with Gaynor and Farrell in "The First Year."

Orpheum finished two weeks with "Bring 'Em Back Alive" to satisfactory intake, the second week surprising, and also helped by good vaude fare. "This Week" (RKO) "Roar of the Dragon" (RKO) will be the b.o.

Liberty is surprising even itself with the pull it gets from a new car gar that seems set for every three weeks. New cars are not selling so hot at the reg prices, so Jensen-von Herber's general manager, LeRoy Johnson, has figured it out to sell a new Ford V-8 car for just \$1. At that price they go, and more than that, they bring great lines to all the J.V.H. houses, the Liberty, and the two suburbs, Venetian and Bayside.

There is no advertising in the papers about it, but there is plenty on the radio, and the picture, the theatre, as well as hauling the \$1 car around the streets on a truck. The gas is simply that all who buy tickets at the reg price at any of the three houses are eligible to buy the car at \$1. The one whose number is drawn is the winner.

**Estimates for This Week**

Fifth Ave. (F.W.C.) (2,800; 25-35), "The First Year" (Fox) and Monte Carlo Madness" (M-G). Gaynor and Farrell look rosy for a good \$12,000. Last week "Million Dollar Legs" (Par), but Harry Askan in "Desert Song" (RKO) was the real magnet, for a dandy \$10,000. "Legs" was just the right length and fitted in oke with this sort of stage fare.

Orpheum (RKO) (2,600; 25-60), "Roar of the Dragon" (RKO) and "Bring 'Em Back Alive" (RKO) will be the b.o. picture. Building to fairly good \$6,500. Vaude show liked a lot. Last week, second of "Bring 'Em Back Alive" (RKO) with (M-G) was to a satisfactory figure at \$6,000.

Fox (F.W.C.) (2,100; 25-55), "Lady and Gent" (Par) okay, stage band presentation. Bancroft being sold on this one; fair \$4,000. Last week "Make Me a Star" (Par) didn't do much better, but they called it "Merton of the Movies," but that didn't seem to help any either; slow at \$3,000.

Liberty (Jensen-von Herber) (2,000; 10-15-25), "Hound of the Baskinville" (M-G). Good for \$4,500. Last week "Bachelor's Folly" (BIP) went for a tremendous \$5,800, but selling automobile for \$1 was largely responsible for the big haul.

Music Box (Hamrick) (900; 25-35), "Zane Gray Himself in South" (Adventure) (PF). Getting top billings, with added attraction, "Many a Slip" (U). Looks to hit \$2,800, good. Last week "Purchase Price" (WB), this \$2,000.

Blue Moon (Hamrick). Dark. Last week "Road to Happiness" (Col) did a very poor \$1,500.

Coliseum (F.W.C.) (1,000; 25-35), "Lettie Lynton" (M-G). Excellent \$3,000. This house is leading in the F.W.C. market percentage increase contest. Last week "Forgotten Commandments" (Par) slow at \$2,000.

## May Be Lucky 7th

Hollywood, Aug. 1.

Nina Wilcox Putnam now working on "Whit" for Metro.

Sh. who is the severest critic to have been given the job of extracting the grain from the chaff.

Cincinnati, Aug. 1.

Charter of Moving Picture Machine Operators' Local No. 165 was revoked by the IATSE. Officers and executive committee have been dropped from membership in the international body and have been the past couple of weeks to straighten out the tangle. Their investigation was delayed by torn pages and other missing records of No. 165, of which Harry Schwartz was president and Will Hahn was business agent. Schwartz, Hahn and the nine executive committee men were let out.

**Year of Banning**

With the reorganization came a sudden halt to the banning of 65 neighborhood theatres in Cincinnati and suburbs under way since last September.

The 55 exhibitors, organized as the Allied Theatre Owners' Association, have been holding their representative refusing to meet the latter's demands for the hiring of two operators in a booth at a weekly salary of \$50 each. Allied exhibits then proposed the United Operators of America, under direction of R. A. Rheinhardt, and schooled new protectionists who were employed singly at a lower rate than demanded by the latter.

Since the formation last week of No. 327, of which Jack Hawthorne is president, and Arthur Frick the business agent, daily conferences have been held by its representatives and Allied Theatre. It is likely that an early agreement will be reached whereby the exhibitors will employ members of the new local on the basis of one operator in the booth at \$65 per week. Fred Strief is executive secretary for the exhibitors.

The officially reported cause for revoking the charter of No. 165 was given as failure upon the part of its officers to negotiate with the Allied Theatre Owners' Association. It is believed to be the first case where such action has been taken by the IATSE.

Seven of the 55 exhibitors in the association are located in northern Kentucky and have been at odds with the union operators since September of 1929.

## B'HAM'S MUSH FAYS IN 'FIRST YEAR,' \$10,000

Birmingham, Aug. 1.

The Birmingham "mush" twins are doing the business here this week. They are Gaynor and Farrell, who have been held by the picture business in this town and while no records will be set this week business is good.

"Grand Hotel" was held over an additional two days at the Empire with the road show getting a nice cut.

**Estimates for This Week**

Alabama (Public) (2,800; 25-35-50), "First Year" (Fox). Good for \$10,000. Last week "Million Dollar Legs" (Par) was too silly to do anything, \$7,000.

Col (RKO) (1,600; 25-40), "Culver" (U) and "Strangers of the Evening" (Par) split week to catch up with bookings, \$3,500. Last week "My Home" (RKO) and "The World and I" (M-G) (Col) on split, \$3,300.

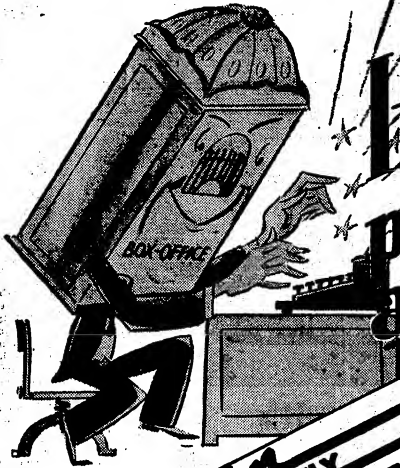
Empire (BTAC) (1,100; 25-40), "Man from Yesterday" (Par). Second best bet, \$2,000. Last week "Grand Hotel" (M-G). Booked for four days held over for six and good business. Got down to \$1,000.

Strand (BTAC) (800; 20-30-40), "Night Court" (M-G). Nothing to write home about, \$1,500. Last week "Galaxy" (BTAC) (500; 15-25), "Almost Married" (Fox). Fair to mid-good, \$2,000. Last week "Forgotten Commandments" (Par) slow at \$2,000.

Commandments' proved to be biggest lemon of year, \$700.

L. I. L. LADY MGR.

Jamaica, L. I., Aug. 1. Queens has its first woman theatre manager in Teresa Marie G. Sh. who is in charge of the Carlton theatre, Jamaica.



If your box-office could  
 pound a type-writer what  
 a review it would give

# "WHITE ZOMBIE"

The Reigning Hit  
 of New York!

These are the facts:

"WHITE ZOMBIE" opened  
 at the RIVOLI THEATRE  
 to the biggest crowds  
 this summer!

The second day was  
 equally as big! On  
 the third and fourth  
 days the receipts  
 mounted to the  
 biggest tally  
 in months!

★ ★ ★ ★  
 YOUR BOX-OFFICE  
 IS YOUR SUPREME  
 CRITIC! AND YOUR  
 BOX-OFFICE GIVES  
 "WHITE ZOMBIE"  
 FOUR STARS!

The Highest Possible Rating!

Now Booking at **UNITED ARTISTS** Exchanges

... WHAT INFLUENCE has the newspaper critic's review on the box-office? ... here is a most question that has never been satisfactorily answered ... in the case of "White Zombie" at the Rivoli ... the local critics almost without exception gave it a weak rating ... and what happened? ... they are piling "em in ... at every performance it looks like one of those pictures that will keep building stronger every day it plays ... and we'll try to explain why.

... HERE is a feature that possesses elements that the critics seemed to entirely overlook ... it is based on the Supernatural ... on Supernatural ... and the Mob is are interested in the Supernatural ... along with the Mob so "White Zombie" starts off with a basic appeal that intrigues practically everybody.

... THE ENTIRE atmosphere of the picture is set in the eerie ... the fantastic ... the supernatural ... it is a weirdly gripping Poeque fantasy ... a world that is neither life nor Death ... to view this production with the eyes of realism ... the coldly analytical mind of the everyday world ... they know what they are getting ... that's what the reviewers appeared to do ... they are there to be entertained ... "White Zombie" most certainly does that ... as witnesses the following little episode.

... WHEN WE caught the picture the opening day girls ... two girls sat alongside us ... they were intelligent ... as their whispered remarks proved ... "What a macabre situation!" ... replied the first ... said the other ... "But it's intriguing ... now, girls who can talk like that are not dumb ... they know what they are getting ... and so these two sat bent forward with taut nerves ... they relaxed with sighs of complete satisfaction ... they had been thoroughly entertained.

... AND THAT'S what the average newspaper critic so often misses ... he is so busy with his own hardboiled critical mental processes ... that often he entirely overlooks the reaction of the folks around him ... and in this case ... we are willing to lay a bet ... that "White Zombie" on the h.o. gross will prove certain reviews don't mean a thing.

... WE PROVED this by a check-up the next day at 5 o'clock there was a line formed at the Rivoli ... we kept checking every two hours throughout the day ... they were piling 'em in ... as to what induced them to buy bought their tickets ... the Supernatural ... two by newspaper editors ... two by word-of-mouth ... and the picture had only front billing ... here were two cash customers ... who evidently didn't read newspaper reviews ... and the picture had only picked at random ... more later on the exhibition values of this picture ... such as few productions ever possessed.



# Guilty as Hell



with

**EDMUND LOWE**

**VICTOR M'LAGLEN**

**RICHARD ARLEN**

**ADRIENNE AMES · RALPH INCE**

★ ★ ★

You'll feel guilty as hell if your competition grabs it first! More star names than your marquee can hold! And honest-to-gold novelty that lets the audience in on the mystery and doubles their fun!

*A Paramount Picture*



# FRENCH QUOTA NOT DRASTIC

## Canada Will Push British Films, Infer Reasons for No Kick at Quota

Toronto, Aug. 1. — Despite the "Give-Us-Our-Pict-ures" wall of independent theatre owners throughout Ontario, lined up in opposition to any legislation for a British film quota, officials of the province are determined to encourage British pictures and will so act when this subject is treated at the Imperial Economic Conference.

George S. Henry, prime minister of Ontario, admitted that the particular thought on which he had been "specialized" in recent discussions and communications with H. B. Bennett, Dominion premier, and which Ontario would lay great stress in forthcoming conference deliberations, was the encouragement of the use of British pictures throughout the Dominion.

"I don't know of any greater educational force at the present time than the films," said Hon. Mr. Henry. "They are one of the things which are dominated in our country by American ideals and, possibly, the standards they set are not what we expect and to which we are entitled here. I feel very strongly on this point. I think I am safe in saying that Mr. Bennett feels likewise. We are out to get more British films over here. I think we shall be able to do it."

**Quota Legislation**  
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Esway will make three native talkers in France before returning to London.

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Buenos Aires, July 20. — Film situation here becoming much clearer with final rejection by the government of the proposed 10% gross on admissions. Instead, a tax will be levied on admissions at athletic games, principally football, which draws huge crowds, while another tax accepted which will replace the one proposed on films is on betting at the Palermo racetrack.

Next move here is in regard to exchange control, still acute but regarding which those in position to state after that within a few weeks film concerns will be allowed a certain amount of dollars and gold abroad current currency supplied to Exchange Control Committee shows that all film firms here require per annum around \$400,000 U. S., which works out at \$150,000 arg. per month, and is in reality less than half of 1% of exchange requirements. This amount will

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Stockholm, July 23.

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Very few American films are seeing through, and these are not too well selected from the standpoint of local fan taste. Germans are doing a bit better than previously because of local "taste" but also are not near what is possible.

Svenskfilm, the only important local picture company, is not equipped to turn out more than a dozen or two films, which doesn't come near scratching the surface. Due to a recent tieup with Ufa it is expected that Svenskfilm may buck up. About 40% of the theatres in Sweden are dark and more facing the possibility of closing.

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The prospect of Mexico becoming virtually a film-less land, which loomed up in the local press, has been boosted 1,000% import levies on all non-Spanish talker films and discs was passed, is looming again with the establishment of a duty of some amount on dialog and musical discs. New import effective Aug. 1; also raises import assessment of around

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# Guilty as Hell

with

**EDMUND LOWE**

**VICTOR M'LAGLEN**

**RICHARD ARLEN**

**ADRIENNE AMES · RALPH INCE**

★ ★ ★

You'll feel guilty as hell if your competition grabs it first! More star names than your marquee can hold! And honest-to-gold novelty that lets the audience in on the mystery and doubles their fun!

*A Paramount Picture*





# FRENCH QUOTA NOT DRASTIC

## Canada Will Push British Films, Infer Reasons for No Kick at Quota

Toronto, Aug. 1. — Despite the 'Give-Up-Profit-Pictures' wall of independent theatre owners throughout Ontario, lined up in opposition to any legislation for a British film quota, officials of the province are determined to encourage British pictures and will do so when this subject is treated at the Imperial Economic Conference.

George S. Henry, minister of Ontario, admitted that the particular thought on which he had "specialized" in recent discussions and communications with R. B. Bennett, Dominion premier, and which which Ontario would lay great stress in forthcoming conference deliberations, was the "encouragement of the use of British pictures throughout the Dominion."

"I don't know of any greater educational force at the present time than the films," said Hon. Mr. Henry. "They are one of the things which are dominated in our country by American ideals and, possibly, the standards they set are not what we expect and to which we are entitled here. I feel very strongly on this point. I think I am safe in saying that Mr. Bennett feels likewise. We are out to get more British films over here. I think we shall be able to do it."

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# COLUMBIA

CREATES 20,000,000  
FANS FOR YOUR  
THEATRE BY  
ADVERTISING  
IN 20 MOVIE  
FAN  
MAGAZINES

BOTTOM OF  
THE SEA

MIKE

AIR HOSTESS

THE  
DICTATOR

RICHARD CROMWELL  
IN  
THAT'S MY BOY

NO MORE  
ORCHIDS

JACK HOLT  
DESTROYER

WHEELER  
and WOOLSEY

BARBARA  
STANWYCK  
in The Bitter Tea of General Yen

THE NIGHT  
CLUB LADY

AMERICAN  
MADNESS

COLUMBIA  
PICTURES







# A PICTURE THAT WILL LIFT UP THE SPIRIT OF THE MILLIONS!

Magnificent in theme. Glorious in execution. Packed with punches and fine in sentiment . . . The story of a young man who said "Aw, what's the use of anything" and then pulled himself up by sheer force of character and a great love! . . . Exactly the right picture at exactly the right time . . . Even finer than "The Spirit of Notre Dame."

# TOM BROWN OF CULVER

With Tom Brown, Slim Summerville, Richard Cromwell, H. B. Warner, Andy Devine, Russell Hopton, Ben Alexander, Sidney Toler, Willard Robertson. Produced by Carl Laemmle, Jr. Story by George Green and Dale Van Every. Directed by William Wyler. Presented by Carl Laemmle.



**STEP OUT WITH UNIVERSAL**

## GET OUT THE OLD BALLYHOO FOR 1932's SHOWMAN'S SPECIAL

**SEE** the terrific battle between an Eskimo and a ferocious polar bear which is about to devour the Eskimo's sweetheart!

**SEE** the hunger-maddened Eskimos' wild walrus hunt . . . giant sea beasts slain before your very eyes!

**SEE** the desperate Eskimos' thrilling pursuit of a whale-like sea monster whose tail alone is bigger than 20 men!

**SEE** the crashing masses of white death—pressure-ice that closes its gigantic jaws on man and beast alike!

**SEE** the sacrifice of human lives that others may be spared . . . the aged sealed to die in lonely tombs of ice and snow!

**SEE** the awful struggles against hunger and cold . . . fierce Arctic blizzards . . . terrific dangers of the North!

# IGLOO

An Edward Small Production directed by Ewing Scott. Presented by Carl Laemmle.



# RKO-RADIO IS

RKO-RADIO is not making promises . . . RKO-RADIO is making pictures! Witness the box-office reports on FRANK BUCK'S "BRING 'EM BACK ALIVE" (*Van Beuren Production*) in its record breaking sweep across America . . . now in its seventh week on Broadway and playing SRO everywhere. CONSTANCE BENNETT in "What Price Hollywood" (*RKO-Pathe Picture*) the best picture she has ever made and establishing new Bennett records in every

# MAKING PICTURES

theatre it plays . . . RICHARD DIX, the star who has never failed you comes through again in a strident heroic adventure drama "ROAR OF THE DRAGON" . . . "HOLD 'EM JAIL," Bert Wheeler and Robt. Woolsey, football's greatest drawbacks in a funnytentiary drammer . . . "THIRTEEN WOMEN," Tiffany Thayer's sensational novel, which has rocked the continent . . . "THE AGE OF CONSENT," previewed and acclaimed a natural. "BIRD OF

# THAT ARE MAKING

PARADISE," King Vidor's lavish production of the most valuable theatrical property in the world... "MOST DANGEROUS GAME," startlingly novel, destined to be a sensation of the year . . . and a long string of others that put a silver lining to show business!

RKO-RADIO IS NOT MAKING PROMISES  
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# BOX-OFFICE HISTORY



# EXPLOITATION

By Epes W. Sargent

## Showboat Week

There is money in Showboat Week recently staged by a sufferer from the product shortage. He had to play something back, and his earlier attempts at sales had not been particularly happy. He got new idea, worked it out and instead of sliding over after a fashion he achieved one of the blackest weeks since the warm weather set in.

His marquee was built up to suggest a river boat with a couple of tall smoke stacks rising some 20 feet. They were made of corrugated paper, painted with black asphaltum varnish and then lettered in white "Grand Showboat," the former being the name of the house. A collection of small cans of various sizes represented the calliope, each can mounted on a broomstick. He was so fortunate as to be able to hire a small calliope to supply the music for pailhoo.

The edges of the marquee were masked in muslin and brightly painted with advertisement for the showboat without mention of the titles other than "A different show every night." The Capitol was advertised to a salon with the box office lettered "Purser." All of the lobby crew were in borrowed uniforms.

The bill consisted of a daily change of six of the oldest melodramas made since pictures started to talk. The Capitol was advertised with announcements from the stage, candy butchers infested the aisles at times and illustrated songs took the place of the shorts.

Now the patrons wait another showboat week because they enjoyed the first.

## Every 50 Gals

Out of town theatre has a deal with a chain of 10 service stations to give a free ticket with every 50 gallons of gas. Not much of an inducement, but since they have to have gas they buy from the chain. In return the station gives advertising space to the theatre and pay for the punch tickets.

Latter are of the stock with 50 punch holes. Can be punched at any of the 10 stations and when completely used the gas station gives for one admission to the general admission, cash sale, which makes it at least a two-for-one. Company and a special set of punches made up to prevent cheating, but theatre does not care much if any of the holes are punched. It is a good advertisement either way.

## Open Lobbies

It is particularly important through the summer to keep the lobby free from annoying displays. It is even advisable to cut down on the number of display frames to create an airy atmosphere. Patrons do not sit in the lobby to witness a performance, but if the lobby looks hot they are apt, unconsciously, feel that the house must be warm, no matter what the plug for the cooling system.

In most homes heavy upholstered furniture is either retired or covered with linen slips. The lobby must be given the same treatment. If it is to appear as a place of advertising material taken into store windows if felt to be essential.

## Off Phoning

Exhibitor who still believes in personal phone calls to sell pictures is temporarily off the air. He worked it recently and got so many kicks from prospects that he has decided to store the idea until they relate the same to him. He phoned in to assure the headhunter that they didn't like being dragged in from the cooler position, but the way downstairs, merely to learn that a certain picture was coming to the theatre.

Not so much reaction when the weather is cool, but heat makes extra exertion required to sell pictures. He questioned whether the idea ever was really good in most spots. Best for suburban lines where any phone chat is a diversion.

## Summer Stunts

Some managers make a point of laying off street stuff and some, figuring that people when they are out in the sun are less apt to be responsive.

One old-timer pulls his street stuff as soon as it warms up and transfers his attention to the soda fountains and the better restaurants. He has no competition from a bathing beach so he works where he figures he can reach most of the crowd. In winter the soda fountains are the leading soda shops, but in the summer he gets after even the drug store fountains. One manager who seems to work unusually well is a card which reads "Two good bets. A long malting milk now and (title) at the Gayety Saloon and Sundry." Cards are changed weekly with a new drink and a new title each time.

Drinks selected are those served at every fountain, so they get in all over town. Another appeal is painted mirrors done over weekly. His house artist makes the mirrors in whitening and package dyes and the house porter is kept one jump ahead of him cleaning off last week's paintings.

## Competition

Gags in which various merchants enter competitors for bathing suit and similar contests is not new, but here's a different slant. Theatre in a town with two daily papers got both to stage a contest in their sheets for a girl to represent the newspapers for the best look of the two.

Each paper selected an entry and the two girls were judged by the audience on a dead night. Both papers plugged hard for their entries, and the theatre got more reading lineage than on anything else it ever worked.

Only trouble is to get the papers to submit to each other the papers that one must take second place. The answer to that is that the paper has only to get the theatre to the other sheet and then boost harder.

## Made the Sale

Theatre near beach resort wanted to summer the large Newfoundland dog which belonged to one of the life guards. Guard was ready to lend the dog to the theatre in return for tickets but figured the authorities would not permit.

Manager pointed out that the dog was in and out of the water. Every time he came out he shook a couple gallons of water over those near by. Manager pointed out that a neat oilskin blanket would reduce the showers and save the clothes of the loungers. Sale was made on that basis.

## Windshield Numbers

Manager who wanted to use automobile windshield numbers to advertise had them printed up, getting a job that the average auto owner would not object to carrying.

Each was rubber stamped with an offer of a pair of tickets to those who were named in the lobby. Each either was provided with a serial number, put in with a numbering machine, and each day of the run five numbers were posted to receive free seats. Drivers came to the theatre and consulted the numbers. If one matched that on the sticker, the doorman verified the fact and the cashier issued the seats, good any time that day.

Result was a string of autos at the curb most of the day, all advertising the picture being sold. Convent the picture through screen, announcement, lobby card and similar cards in garages, service stations and parking lots.

## Gas Contest

Promoters of a community benefit ball game, to be held on the infield of the local track, came up with the manager of the theatre for ideas. He realized that there would be no use trying to fight the gas shortage, so he decided to do would be to work for as much publicity as possible. He evolved the gas contest, giving the name of the theatre for providing ticket prizes.

Only cars of 1930 or earlier were eligible. Tancie were drained and each filled with one gallon of gas. Prizes for those who traveled through on the allowance, circling the track until the car came to a halt. Check was kept on the laps made by each entrant.

Payoff to the theatre was that each car was bannered for some coming attraction or a house sales argument.

## Differer

Something a little out of the ordinary is a neat set of lobby cards, designed by a manager who had an amateur artist who was good on figures but terrible on faces. One set of cards showed a full showing of combination poses with pen and ink bodies on a set of photographic heads. The bodies were purposely made about quarter size in proportion to the head, but most of them were painted figures and they excited so much comment that it was repeated.

A few weeks later the same idea of photographed heads was used but the artist merely outlined the figure and, pasted down a fabric for the clothing. The result was a series of cards which were a very fine check from a remnant of dress goods, with each card showing a different figure. The cards were a pair of overalls. A bit of sheared rabbit skin was converted into chaps and soft kid leather supplied boots for the men and slippers for the girls.

The result was so good that the cards were shown in a window before being taken into the lobby.

## Get Popular

Public managers are going after Rotary and other local club presidencies.

Circuit is anxious that this be done by its managers where possible for the natural benefits involved.

## Transient Trade

Exhibitor whose small town house is located on the main street, which is also part of a state highway, has a deal with the gas stations at either end of the town to hand out cards to all who stop for gas and are headed the right way.

Cards are headed "Visitors Courtesy Card" and argues that a stop off for a look at the feature will be restful, adding that there is plenty of free parking space and making a two-for-one discount on ticket buys. Cards are inexpensive and the house takes in from \$10 to \$25 a day on these rebates.

Priority the theatre urge to stop would be of little appeal, but the

## BEHIND the KEYS

Barry Burke, of Public City division, appointed Twin City distributor after John Fried, Burke succeeds C. B. Stiff, who becomes an assistant to Burke.

Following closing of the Garrick, Duluth, Ed Siebel moved by Public City to publicize the theatre. He will assist Charles Winchell, transferred from the New York City office. Don Chambers from here to New York to take Winchell's place.

Lynchburg, Va. Order has been received from Public City to close either the Academy or Isis theatres here Aug. 6. Which must be decided by the end of just before closing time.

Park theatre, Roanoke, also closed.

New Palace theatre has been re-opened by N. C. Gans, manager. City has been without a film theatre for two months.

Fine Bluff, Ark. James Topping, former manager of the Alhambra, has taken over the theatre in North Little Rock. Opens as soon as sound equipment is installed.

Milwaukee. Jack Wornor, Milwaukee, elected president of the Wisconsin Association of Stage Employees and Projectionists at semi-annual meeting. Wornor, who will operate under the name of J. Thomas, Racine, secretary-treasurer.

Los Angeles. Lark, downtown grid, operated for 10 years by Carl Drane, sold to R. M. Adams & Johnson, who will operate under same policy.

Waterloo, Ia. Paramount closed during month with Harry Herman, manager, vacationing.

Rochester, N. Y. Paul Fenveny, manager of the Madison, also will direct the West End, latest of the Fenveny string. George Gemming will be manager of latter spot, with George Gans assistant.

Lansing, Mich. Garden theatre dated July 25, 1932, for installation of new sound. The Orpheum, which with the Garden comprises the Jardine theatres here, reopened this week after having been closed for installation of new equipment.

Los Angeles. After unloading the Arcade, downtown grid, to Daltor Bros. for stock exchange, Gus Metzger took over the Wilshire at Santa Monica. House, formerly operated by Madam & Johnson, went dark three weeks ago. Reopens Aug. 10.

Coggon, Ia. The Coggon opera house has been taken over by Raymond Dettlefson, Lawrence Poppe and James Morrison. Sound will be installed with opening in August.

Newark, N. J. Jim Lundy, doing publicity at Loew's State, transferred elsewhere, and Bill Phillips on his own again.

Oak Bluffs, Mass. Alfred Hall, owner of the Strand and Jadon theatres in a town of 100, has secured a permit for Sunday shows. Public hearing will be called.

Where there is a garage hand, probably could be arranged to split the cost by adding an urge to have the car checked for minor repairs made while the show is being enjoyed.

## Sprinkling Names

Ottumwa, Ia. With a local paper running promotional ad copy regularly for a full page, the Capitol crashed this page at a cost of but 10 tickets per page ad.

Stunt was to sprinkle names of patrons in ads, tickets being available to those calling on the merchant and presenting the ad with their name. Plenty of good will from merchants as it guaranteed reader response.

## On Summer Camps

Public managers are being urged to try to build kid business if located in summer resort or camp localities. Suggestion is that theatre parties from these camps should be organized, or that interest be worked up by offering to show pictures in the camps.

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Los Angeles. Two more indie picture houses closed here last week. Vernon, 500 seater, went dark July 18. Norwalk, at Norwalk, a suburb, put on the padlock two days earlier.

New Haven. Barney London, formerly with Fox in New York, traveling auditor for Arthur New England chain.

San Francisco. Henry Pincus is out after seven years as manager of the Casino for Ackerman & Harris. Ackerman is now operating the house alone with Arthur Loring as assistant.

San Francisco. Fred Siegel has reopened the Roxie, Oakland, as third run picture house. Frank Jenkins in as manager.

Fox, Richmond, Cal., opened for summer under Bob Sharp.

Fox United Artists, Berkeley, tentatively set for Aug. 30 opening.

Hartford, Conn. F. T. Thomas, manager of the Capitol, has ended RKO. Will be replaced by Samuel Maurice, formerly of the Capitol, who will operate under the name of F. T. Thomas.

Long Branch, N. J. Russell Terhune, formerly of Strand, Plainfield, N. J., managing recently opened Strand. Long Branch, N. J., has been closed for the summer, Terhune going back to Plainfield in fall.

Dallas. Grand at Corsicana, Tex., gutted by blaze. Cops decided arson after finding rear door open and house filled with gasoline. Operated by C. J. Musselman, Inde.

Gainesville, Tex. A. V. Wade, Texas indie leader, rebuilding the Majestic here. Recently destroyed by fire.

Dallas. G. R. Frank, New Orleans, re-opened the Capitol, who will operate under the name of F. T. Thomas.

George Blumenfeld has bought into the American, Oakland, with Charles G. Branham, of Boston, comes over as district manager. Arthur G. Stolt will be in charge of Public houses in Waterloo.

San Francisco. Barry Burke, division manager here for Public, transferred to Minneapolis. Everet Cummings, div. manager, will take over both Nebraska and Iowa in his territory.

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## Book Covers

Working ahead may give you an edge on book covers. You can't get them in September. If you are in a city go to a large job printer and tell him what you want. Often he will have stock covers in larger sheets. The original job pays the cost of the entire sheet. The printer regards the win as clear profit and will sell it cheap. If he has no trim, he can be on the lookout for a job in the sort of paper you want and pick it up more cheaply than if he has to go into the market and make an immediate buy.

Book covers for school children should be something more than jackets. They must be capable of being tucked in at top and sides to stand wear. They should be of stout craft or manila paper and cut to fit the front with space for the pupil's name, the school, the class and the room number. There should also be a modest advertisement for the school, the street, both amusement and educational value of the picture, with special emphasis on his duty as well as on the

Back page can be laid off to one or two merchants whose wares appear on the cover. This should cover the entire cost. Announcement of the covers should be made in advance of the opening of the school and the covering merchants given a supply for distribution.

## Staked the Newsie

Recent newspaper learned that one of the young men who patronized his house had been offered a chance to handle the local route for the newspaper. The newspaper is a large city. Boy needed a little cash and space for headquarters. He knew the lad to be a hustler, so he staked him to the few dollars needed, and let him use one of the rooms back of his house.

He went a bit further and announced that subscriptions might be left at the box office, running this in his daily ad as well as on the screen and in his program.

All he is asking in return is that the boys who carry the routes be used to distribute the advertising and to keep him in the loop of the newsie territory. Figures that it costs very little since he will get his loan back and he'll have the use of trained distributors. He'll have a chance not to stuff the papers, knowing that many rest this practice.

## 5c and a Sign

Denver. Joe Dekker, owner of the Granada, doesn't let the fact that he is a neighborhood newsie interfere with exploitation plans. Dekker always makes an extra effort to have the house filled with youngsters at the start of every serial.

For the last one he decided on a sign. He had a sign made and admitted for 5 cents and a sign. It didn't make how small the sign was, but house filled for the largest crowd.

Saturday afternoon came around the neighborhood set up and took the sign. The sign was a sign. "I'm going to the Granada," and was headed for the theatre.

Winning sign was printed on wall paper and was long and was carried by 20 kids.

## Local News Views

Working along the lines of the pictorial news sheets, sold in the cities for window display attractors, a theatre in a town of 10,000 devotees a special frame of local news items, working in with a clever high school boy who has a 5x7 camera.

Anything ordinary, such as parades or fires, are played up with several prints, but the aim is to have at least one new print a day.

It's almost always possible to get at least one print a day. Displays are run through the theatre into the frame. Orders are taken from those desiring prints for their own use and real news shots are rushed off to the city illustrated news sections. The photographer thinks the "Globe Theatre News Service" on the backstamp and letter heads gives him better standing with the camera men.

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(Continued on page 26)

(Continued on page 26)

## KEEPING UP WITH F. & M.

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

### Exhibit

Oil of Reri, star F&M "Tahtit" Idea, will go on exhibition at famous Peragil Galleries, New York, in September. Done by Joseph Henninger, young Indianapolis portrait painter who was doorman at New York Strand only five years ago, won art scholarship in Paris and is now town talk in Manhattan. Told Mildred Luber, Reri manager, he'd been waiting three years to paint Reri.

### Cheerup

Youssey has had masters of ceremony and mistresses of ceremony, but never an "optimistress," which is the cheering role of F&M's Sylvia Clark, star of "Birthday Party" Idea. Country needs Sylvia more than a good five-cent cigar. Has Frank and Warren Lanister, Morgan and Stone, Bobby Kuhn and Sylvia Sharp in the "Party."

### Broxpraise

Cincinnati Times-Star says that even as late Ziegfeld glorified the American girl, "the Brox Sisters have glorified the American song." Comment made during engagement F&M's "Town and Country" Idea at the Albee, Brox Sisters headlined this unit, which received critical praise from every Clincy newspaper. Clincy lost key city to capitulate to F&M Ideas.

### Glasscrash

Eddie Peabody's reception Great Falls, Montana, so tremendous that in addition regular show review Great Falls Tribune does special story headed: "Electric City Gives Peabody Big Reception." Regional Manager Bill Steege (for Fox Rainbow Theatre) quoted by paper as saying: "This was the biggest crowd that ever attended any showing in any theatre here. Broke all the glass in our display frames."

### Winner

Bridgeport (Conn.) Herald's Radio Personality Girl, as selected by radio ed Bud Kingston and committee, is Edith Josephson. Miss Josephson is Thursday evening feature over WICC. Interviewed by Bud Kingston she revealed her first interest in public singing brought about through a radio contest staged by Fanchon and Marco. Offer from WICC resulted. Edith has been there for over a year.

### Recollections

Johnny Burke and Nina Olivette, "Buddies" Idea, are bringing Coast fans recollections of the Mack Bennett comedy lot (Johnny) and touring musical comedy (Nina). These stars from movies and musicals head exceptionally strong Idea, according to Coast newspaper critics, and have well supporting troupe in Les Eyerson, Jack Irwin, John McAvoy and the Dancing Doughboys.

### Trixie

James Aswell, Central Press ace, features F&M's Trixie Friganza in his nationally syndicated kolyum. Story mentions famous movie names who have succumbed to stage lure including Gilda Gray, Raquel Torres, Alice White, Paul Muni, Conchita Montenegro and Betty Compson. Four of the six, we would advise Jimmy, succumbed via Fanchon and Marco contracts.

### Parade

Fanchon and Marco Sunkists have their own "Beauty Parade" sponsored by Los Angeles Examiner in behalf of Jig Saw Presidential Game. Fifty shiny new automobiles attended beauties, with much music by five bands. In Madison, Wis., another group of Sunkists defied heat and wore fur coats to boost RKO Orpheum's "Fur Fashion Show."

### Boloney

Herbert Jennings, city manager Low Memphis theatres, discovered F&M's Frank Gaby has cousin in Memphis so gives him party as "home town boy." Must like Jennings in Memphis to get away with that. Bert Ross, in The Performer, London, device lasing F&M's Bart and Mann as British-born act but just as American act very popular in the tight little isle.



# WE ARE GETTING READY FOR NEXT SEASON

What are YOU doing?

We are signing new talent, bigger names. We're all set to take you on—as an act or a "stand."

When the weather turns cooler and business gets "hotter" what will you be doing—hustling for time at the last minute or comfortably working with the busiest organization in show biz?

## 'Whoopee' 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 "Whoopee," 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 Florian 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.

Variety, July 26

← Whoopee  
← Follow Thru  
← Desert Song  
← Mary Eaton  
← Snub Pollard  
← Walter Hiers  
← Ben Turpin  
← Teddy Joyce  
← Schumann-Heink

# FANCHON & MARCO

INC.

Offices

HOLLYWOOD • SAN FRANCISCO • SEATTLE • MILWAUKEE • NEW YORK

**EVERYWHERE**  
**S.R.O.**  
**COAST-TO-COAST**

Mr. & Mrs. Martin  
**JOHNSON**

**CONGORILLA**

**BIG APES AND LITTLE PEOPLE**

**FOX PICTURE**

**WATCH FOX THIS YEAR**



# GOOD NEWS

RIISING STOCKS, BOND GRAIN CHEER WALL ST.

NEW BUSINESS GAINS AFFECT MANY LINES

Other Improves in World Markets; Gold Position Better

LIVING COSTS FELL 0.9% IN SIX MONTHS

STEEL PRICES HOLD; TRADE OPTIMISTIC

STOCKS RISE AGAIN IN YEAR'S HEAVIEST TRADING

"DOCTOR X" IS COMING



# DO YOU INHALE?

(with apologies)



—no matter whether you do or not,  
take a look at the latest list  
of this industry's BOX-OFFICE  
CHAMPIONS!



## AGAIN M-G-M LEADS IN MOTION PICTURE HERALD'S BOX-OFFICE SURVEY

*Every month the box-office reports of 105 important de  
luxe theatres in 20 key cities are checked for the month's  
Box-Office Champions. M-G-M leads in June again!*

# 5 out of 11 are M-G-M!

These M-G-M hits are June's Box-Office Champions:

AS YOU DESIRE ME  
LETTY LYNTON  
HUDDLE  
GRAND HOTEL  
RED HEADED WOMAN

### PROPHECY!

The next list of  
Box-Office Champs  
will include M-G-M's

Washington  
Masquerade  
Skyscraper  
Souls

# METRO-GOLDWYN-MAYER

*It's a pleasure!*



# Too Much 'Cuff' Shackles Trend For Shotgunning

Movement toward shotgun operation at small price scales, which brought legions of non-shownmen into the exhibition field the past two years, has almost vanished. Fear that the theatre chains and distributors will take measures to curtail the shooting gallery bonanza, existing since the depression, is evidently scaring off the would-be small time exhibitor.

Owners of closed houses which the get-rich-quick operators would take over are also becoming timid. Too many lessees have come in on the cuff and walked out on the same way, leaving nothing for the owners. The distributors, along with the owners, have further discovered that a signed lease, on which nothing was ever paid, is often merely a gag to tie up film product in the hope opposition houses will buy the shotgun exhibitor before opening for business.

General agitation against the dime-seaters has prospective low scale exhibitors thinking twice before going into action. Suits by distributors on unplayed product have also muddled the outlook for them.

## Minn's 3d Run Strife

Minneapolis, Aug. 1. Battle in the Loop 10c and 15c third run grind field is threatened as a result of the advent of Pantages and the Seventh Street. Publix is already in the fray, although opposition independent theatres have not opened up.

Publix has raised night prices at its own third-run, Loop grind house, the 1300-seat Palace, from 10c to 20c, thus giving it a preference among all Loop third-run theatres. Prices of 10c and 15c have been definitely announced for the Pantages, but the Seventh Street scale has not yet been fixed. The Aster, Publix Loop first-run recently closed, may reopen with a grind 15c policy.

## FANCHON & MARCO Featured Acts

FANCHON & MARCO Presents  
**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"  
ROBBIE KUNN as "UNCLE ROBBIE"

**WILTON CRAWLEY**  
"The Thunder Storm of Jazz"  
With HOT LIPS—HOT HIPS  
"NIGHT CLUB" Idea

**NINE ALABAMA PLANTATION CROONERS**  
COLORED SINGERS SUPREME  
Just Finished Tour of West Coast  
Theatres in Conjunction with KMPC, Beverly Hills.  
ONE SOLD YEAR  
THIS WEEK, Paramount  
Los Angeles, Calif.  
SAMUEL HOOVER, Director, Manager

Now Releasing  
HARRY RICHMAN in "A PARADE,"  
1-act featurette  
**STANLEY DISTRIBUTING CORPORATION**  
729 Seventh Avenue, New York  
Telephone Bryant 9-2112

## DISTRIBS OFF BLANKET ADJUSTMENTS IN N. Y.

Distributors have decided they will not grant New York exhibitors blanket adjustments on rentals for film still to be played under current 1931-32 contracts. In some cases such product will not be absorbed by accounts until the fall.

In taking this position against wholesale rental adjustments, distributors feel they are facing a tough battle with the indies this year when it comes to negotiating for the '32-'33 programs. If a concession for one account, unless circumstances were unique, the distributors see themselves repeating the incident all along the line.

New York exchanges have been swamped with requests for adjustments, many exhibitors threatening everything from a blow-up to extinction, not to mention resigning. In answer, the distributors have purposely stalled for a while to see if the closing threats were made good. In most cases the houses have stayed open. Just about the usual number of adjustments and no more this summer despite conditions. Commenting on the campaign for wholesale rental cuts, a spokesman points out that the distributors stand to lose more money than the exhibs and they cannot play S-n-t-a Clause by going deeper into the red to attain the objective of black for the theatre.

## Circuits Look for 2 Million Reduction On Property Taxes

Reappraisal of picture theatre properties is taking place on the widest scale in the country, as theatre owners seek readjustment of property assessments in order to cut down tax payments for the current year.

This work has been going on for some months now, and for the major chains alone the estimated tax savings looked for is around \$2,000,000 on the stand to lose more money than the exhibs and they cannot play S-n-t-a Clause by going deeper into the red to attain the objective of black for the theatre.

Methods being employed in effecting these readjustments may differ with individuals as they differ with the major companies. Usual municipal contact guides are still employed by some, but by fewer than in past years. Impelled by necessity, theatre men are overlooking diplomacy for bare fact and dealing direct in a number of instances.

The most pointed this way is RKO. Letter firm has a traveling representative who, for the past four months or so, has been touring the circuit meeting with assessment board members as they open their assessment rolls. This company figures it has shaved some \$150,000 in tax payments for the year so far after covering around 65% of its spots.

## Fear of Violations Slows F-WC Bookings

Los Angeles, Aug. 1. Due to zoning protests and threats of court action, if certain agreements are not lived up to, booking of next season's product by Fox-West Coast is making slow progress. Indications are that this will take another month or six weeks before the distributors and the circuit can get together.

District managers for all major distributors have been in New York for more than a month working out deals with the circuit, with F-WC anxious to avoid any Federal court agreement violation.

Information here is that several deals have been worked out, but that no contracts are as yet signed.

## P-P SEUTS 3 MORE NABES

Minneapolis, Aug. 1. Wholesale closing of Publix theatres is occurring here in line with the announced policy of John Friedl, district manager, to shut down all spots where operating costs cannot be readjusted to income possibilities. Notice has been posted at three more leading neighborhood houses—the Victoria, Lorain and Nokomis. They will close during the next two weeks.

Within the past fortnight four other Publix theatres were darkened. They were the Aster, a loop first-run, and three nabes, Kialito, Arion and Empress.

## French Idea

Paris, July 23. An office specializing in promoting the sale of butchers' shops and similar businesses to new owners has opened a special department to obtain purchasers for picture houses. To this end they are publishing a small leaflet depicting to prospective buyers the ease and pleasure attached to being an exhibitor.

Among its enticing statements are the following: "Usually picture houses have their films booked in advance for the season so you will not have to worry with this at the start." "Scarcely 20 lines of 'bookkeeping' are necessary weekly." "Whenever you see a projecting booth you will always marvel at the cleanliness and good condition of the equipment." "You will never have any trouble with the personnel, and especially not with operators, etc., etc."

## EMPIRE UNION PICKETS LOEW'S

Among developments growing out of the recent New York Court of Appeals decision giving one union the right to picket another was the sudden picketing Friday (23) of two Loew theatres by Empire operators. Since the Court of Appeals decision reversed injunctions of Empire-managed theatres ruling against any picketing by 306, the Empire is also given the right to picket any theatres which have 306 operators.

Empire men were stationed in front of Loew's Kings, in Brooklyn, and the Avenue B, on the lower east side, New York. C. C. Moskowitz immediately started asking them to leave the Empire men called off.

Another major aftermath of the Court of Appeals ruling is preparation by Empire of an appeal to the U. S. Supreme Court at meeting held by that local, it was announced such steps would be taken. This takes the question out of the hands of the Roseway Theatres, Windsor Theatre Corp. and Stillwell Theatre, Inc., all of Brooklyn, which were involved in the Court of Appeals decision rather than Empire.

Kaplan's major fight on unionization is against the Springer-Cocalls chain (30 houses), which holds injunctions against picketing by 306. While the Court of Appeals decision will serve as a precedent for the future, 306 men have to carry the Springer-Cocalls fight also to the higher courts if hoping to have injunctions set aside so far as that particular chain is concerned. It's a question of not being able to make law retroactive as a result of a precedent by another suit of a similar nature.

All the S-C houses employ Empire men who are represented as being in around 110 theatres in New York, Brooklyn and the Bronx. Membership is placed at 300.

## Tax Guessing in San Diego Replaced By Theatre Comm.

Los Angeles, Aug. 1. Unable to obtain a reduction in the tax valuation of F-WC houses in San Diego, W. H. (Bud) Lottier has convinced the city authorities that next year's valuation should be left to a committee of experts on theatre values.

Decision by the committee valuation, followed acknowledgment of the deputy assessor, who handled the city's theatre taxation, that he had no knowledge of theatre or amusement figures.

Lottier was seeking a reduction for 1932 from the previous year, but was met with an increase, which could be figured from the theatre man's angle.

## 2 Strikes, But Still Up

San Francisco, Aug. 1. Though Emil Umann was let out as p.a. at RKO's Golden Gate several weeks, his second RKO let out within two months, he's again back handling publicity on "Bring 'Em Back Alive." Arvid Erickson is in as p.a. at the Fox Oakland, Oakland.

## S. E. Exhibs in Film Buying Co-Op; Veto Privacy for Mutual Benefit

### Goes Back to Texas for San Antone Settlement

Following conferences in New York, with virtually no progress made toward a settlement of the union situation in San Antonio, the IATSE has assigned one of its special representatives, W. O. Raoul, to the Texas situation. Raoul left Saturday (30) for San Antonio, accompanied by Harry Sherman, Public relations director, and W. C. Lytle, Public partner in S. A., who has been in New York.

Before leaving, Lytle expressed hope of inducing the operators to come back into the theatres through an offer of \$210 a week for a booth, this to be split among three rather than four men. This would have the effect of keeping the salary up to \$70, believed satisfactory to the operators.

San Antonio is unique in that it's the only show town of its size in the U. S. entirely without union labor in its theatres. A total of eight houses have been non-union since April. This includes Publix's five, RKO's one and Bill Underwood's two.

### Southern Contracts Nix Doubles, Specify Bottom Admish Price

Baltimore, Aug. 1. Selling season is getting under way in earnest. In spite of recent attempts to smuggle the twin-bill idea into this district, leading exhibs and exchanges have been successful in keeping it outside. For the present campaign several exchanges are taking it upon themselves to make special notes in contracts prohibiting the exhibs from double- featuring their product. Some of the weaker companies, not wishing to antagonize the exhibs, are placing the no-doubling mark only on a select list of their catalog. Southeast exchanges are also showing greater backbone than those in other sections of the country by specifying minimum admish. The bottom duet charge generally is fixed at 15c for adults, the exchanges and the leading exhibs both agreeing that a 10c admish should be for kids only. The 5c ticket for kids and the two-for-one for 10 and 15c are flatly prohibited in an attempt to keep admissions stabilized.

Local show business has watched the results of price-cutting and double- featuring in other parts of the country and has made up its mind that it doesn't want anything to do with either.

Seattle Service  
Los Angeles, Aug. 1. National Screen Service will service the northwest in future from Seattle. Office has just been opened. In the past everything was handled from here.

Cuts License Fees  
Humboldt, Ia., Aug. 1. Here's one town giving amusement a chance. Annual \$100 license fee for theatres cut to \$50.

### Baltimore, Aug. 1. Southeast territory, while sparse in the way of buying circuits, has nevertheless developed a co-operative buying system among groups of exhibs that seems to be working out okay. So much so that this type of combo purchasing is building rapidly in an area where exhibs formerly stuck strictly to themselves.

Local district has nothing to compare with the number of film buyers for indie theatre groups such as exists in other metropolitan areas. Local owners have voiced their objections to that plan, claiming that one man can't buy for a group of competing houses.

System in effect here has five or six indie theatres organized into a single buying group with all participating exhibs acting on the buying committee. In this way the exhibs feel that the interest of each theatre is watched over by the owner himself, and the exhib knows just what's going on with the exchange. Besides which he gets the advantage of lower prices because of the collective bargaining.

One thing not so hot is that this plan has opened up the buying secrets of the exhibs. Theatres which formerly guarded the prices they paid for films now have their deals performed practically in the open. Exhibs, however, are growing accustomed to it and figure they make up for it in the better deals from the co-operative bidding.

### Stench Bombing Pickets Outside Theatres Now

Tacoma, Aug. 1. Acid and stench bombers are throwing their ammunition from passing autos at union pickets of the nabes. Several nabe houses are operating with men belonging to the purported union not affiliated with the national federation.

### Special for Sork

Ben Serkovich, RKO exploiter, is switching over to the film end. It will be for six weeks and on loan from the theatre department to the picture division. Purpose is the campaign to be waged for "Bird of Paradise" (Radio City), which will be directed by Serkovich.

**DARK TOWN STRUTTERS**  
Joe Schneiderman Management  
Fox West Coast Theatres  
Edith Spencer and Lottie Gee, Alma Trais, Billie Mitchell, Prof. Toby, Cleo and Billie  
THIS WEEK, Paramount  
Los Angeles, Calif.

**CHARLO DAY**  
Recent triumphant engagement  
Radio, New York City.  
Just finished Paramount, Los Angeles.  
Previously engaged by MR. OCEAN B. DE MILLE, for "Sign of the Cross"

## To My Dear Fanchon and Marco:

Never since my nine weeks with Roxy have I enjoyed such wonderful engagements as at the Fox, San Francisco, and the Fox, Oakland.

My deep appreciation for your courtesies and kindness.

MME. ERNESTINE  
SCHUMANN-HEINK

## Exploitation

(Continued from page 19)  
prosperity. Those entering are invited to outline their views in not more than 300 words. First prize is \$100, second 50, third 25, and there are additional prizes of \$5 each to exhaust the \$500 fund appropriated by the theatre. In addition, 100 ticket awards will be given.

Theatre's direct return is the provision that contestants must personally deliver their letters to the ballot box in the inner lobby. No restriction on the number of plans a contestant may submit, but only one may be dropped in the box with each admission.

Credit for the plan goes to Downs. If successful here, plan will be used nationally by the Loew circuit.

### Girl Barker

Minneapolis.

Publix tried the innovation of using a young and pretty girl attired in natty male yachting, suit with tight-fitting white trousers, in front of the Lyric as a barker for 'Society Girl'.

Attracted such a crowd of young men on opening day that traffic became blocked and it was necessary to call the police.

### Maybe Sundays

Manager in a southern town with an air-cooled house is working in with the churches. Attendance had been poor at the various places of worship and he suggested a series of union services in his theatre. Ministers take turns preaching, and the combined congregations just about comfortably fill the house. Costs a little money to run the plant on Sunday but he figures that he is getting it back in extra attendance through the week.

And he is not entirely unmindful of the fact that this is to be a drive for Sunday opening next fall and figures that the ministers will be less rabid against the summer heat. Even if that does not go over, he figured he's still on the black side of the ledger with the returns not yet all in.

Church service idea worked so well that now he is also running a Sunday school session.

### Roach's Better Babies

Culver City.

Hal Roach tied up with better baby contests being conducted currently by Chicago 'American' and the Los Angeles 'Herald-Express'. In the local contest he offers two weeks' work for two kiddies at \$50 a week, and free tests for 25 others. Best picture baby in the Chicago contest gets two months' work at \$40 a week, and possible term contract.

Kids will be used in 'Our Gang' shorts.

### Fans on Exit

Theatre manager importuned by a merchant to help him distribute a lot of advertising fans figured it would be poor policy to hand them out to his patrons until he hit on the idea of giving them away to those who left the theatre.

Fans were stacked on an ornamental table with the sign 'Take one as you leave.' You'll not need it inside. Manager had his lesson the first year he put in his cooling system. He had a lot of fans left over from the year before and he put them out. Having them, many patrons fanned more from force of habit than anything else. Result was that many fanless patrons came out for one declaring it was hot inside. A checkup proved that the house was normal on temperature. It was merely the patrons had been given the wrong idea.

### Fresh Start

Even where there is no real reason it's a good plan to shut down for a week just before the fall season in order to have a big opening event. Some renovation should be made inside the house, the lobby cleaned up and an extra strong bill arranged for the first week.

Sell a combination ticket for all of the shows the opening week, pricing it about 70% of the face value. It might be better to cover only three shows, where there is a daily change, but it will be worth the discount to get them coming back again.

If possible promote some sort of a band to give a concert the opening night, get the merchants in on a hook-up and make all possible noise about the reopening. It will mean twice as much as it would if over with the house running. But if there is opposition, it would be a good plan to coax all the theatres into the same shut down or the other house may get some of your patrons.

### Coaxes Peepers

Varying the usual peep box, a shadow box with the poster or other advertising matter back of a tightly stretched screen presents a blank surface except when a push button completes an electric circuit and lights up the subject, the lights be-

ing placed behind the scrim and shaded on the side toward the spectator. It is a familiar stage device, but it seems to get more than usual attention when used in the lobby. A sign above the box urges the passerby to press the button and get four out of five will do so. Value lies in the fact that it concentrates attention on the matter instead of merely winning a passing glance. The button should be above the reach of children.

If a sheet of clear plate glass can be borrowed, it can be set into a recess at an angle of about 15 degrees off the perpendicular with the top slanting toward the spectator. With a black backing turning lights onto a poster or sign resting below the level of the glass will bring the sign into view on the glass itself. The sign must be done in reverse in order that it may reflect properly. Just the old Pepper ghost trick but new to this generation.

### New Contest

Contests always seem in order. While the old ones can be repeated a new one has greater attraction. Something new is a sponge estimate contest using pressed sponges. They should all be of about the same size with one retained in its normal form for a sample. The others should be wet and then put under heavy pressure. The old-fashioned letter press is excellent or the sponges can be merely put between two planks and heavily weighted.

Idea is to figure how many sponges like the sample are contained in the compressed mass. If the job is properly done most estimates will err on the minus side, for in the sponge country they can press half a bushel of sponges into a cigar box.

Might help to run a window contest for a couple of weeks and then bring the mass over the theatre to be soaked out after the last night show. They are simply placed in a tub of water and allowed to swell, and then counted after being squeezed dry.

### Synthetic Headlines

It is a good plan to save up such headlines and press books as apply to pictures booked and now and then paste a sheet of headlines. Done so that it does not appear that the lines are taken from an advertising sheet instead of the newspaper, stunt will be fairly convincing. Idea is to create the suggestion that the picture is much talked about.

Even where headlines from the city dailies are available it is handy to have these to supplement the on-the-level notices, provided that you do not deliberately seek to convey the impression that the clips are from the newspapers. Don't say that they are, but you do not have to say they are not.

### Kidding the Kids

Members of a kiddie club were asked to register when they went on their vacations telling when and where. Where there is a definite address each child is getting at least one picture postcard. If they are away for more than three weeks, they will get two.

And, more important, they are all hand written by the manager. Just a line or two, but a definite message from the boss himself, and it makes the youngsters feel terribly important to get a letter from 'my theatre.'

A letter from the theatre is a clincher on goodwill.

### Record Bout

At the Fordham theatre, N. Y., Max Halperin pulled a honey for 'Lady and Gent.' He built a prize ring on the marquee with a referee and timekeeper with a gong and everything. For 10 hours a day two 16-year-old boys staged a boxing bout with one-minute rounds and two-minute rests. It attracted an enormous crowd, most of them going inside when they got tired watching the boxers.

Had the advantage of interesting without holding them in the street too long.

### Presidential Puzzles

Chicago. Chicago Sunday 'Herald-Examiner' selected Esaness as a distributing point for jig-saw puzzles on the presidential election. Late starters in the contest go to any of the 19 Esaness houses and obtain free reprints that enable them to catch up.

publicist gets free mention and publicity, the contest is free of charge. Herb Ellsburg is Esaness publicist.

### For the Elks

Birmingham. With several thousand Elks in town for the national convention, George Steele, manager of the Mayo Ritz, fixed up a microphone and loudspeaker. Every Elk that passed the cashier in veiled 'Hello, Bill' through the mike.

# VARIETY'S

## EIGHTH ANNUAL

# INTERNATIONAL

## NUMBER

Issues End of this Month (August)

DEVOTED TO EXPLOITATION  
NATIONALLY AND INTERNATIONALLY

An Opening of the Season Opportunity

To Tell All the Show Business

About Yourself

RADIO ARTISTS  
STAGE ORCHESTRAS  
VAUDEVILLE ACTS  
STAGE PLAYERS  
SCREEN ARTISTS

USE

# VARIETY'S

## INTERNATIONAL NUMBER

as a Pre-1932-33 Advance Agent

Cheapest World's Exploitation Round Trip

Advertising Copy, to Any 'Variety' Office  
NEW YORK CHICAGO HOLLYWOOD LONDON PARIS

# RKO SETS 25-WEEK LIMIT

## 30 RKO AGENTS ON FINAL LIST

With one more franchised agency created through the affiliation of Nat Sobel with Harry Norwood, the final list of official RKO agencies, as okayed by Beck, stands at 31.

Combinations formed during last week to complete the line-up included Lew Mosley and Henry Bellit, Herman Citron and Alex Garber, Harry Semon and Roger Murrell, Paul Dempsey and Phil Tyrell, Billy Jackson and Jack Hart, and Pete Mack, Lewis Spielman and Phil Morris. Latter, as a partnership trio, will alternate under the two-on-the-floor rule.

Agents' RKO theatre passes, picked up six weeks ago, were returned to the act reps yesterday (Monday). Minus passes, the agents had to buy tickets in the RKO houses to see their own acts.

## Kate Smith's Palace

Unit Totals \$8,000, of Which \$5,000 Is Kate's

The Kate Smith unit bill at the RKO Palace, New York, this week, is getting \$8,000 in salaries, or \$3,000 more than the budget originally prescribed for vaudeville under the Palace's new vaudeville policy.

Miss Smith's share is around \$5,000. The \$8,000 salary is under a blanket arrangement with Miss Smith's manager, Ted Collins, who picked the surrounding talent, which includes Cliff Edwards.

Macklin Megley produced the unit in 48 hours, being called in on short notice when other matters retarded Bobb's production. Megley, who picked the unit, is now staging. Three performances were played at the Prospect, Brooklyn, while production was going on. Megley got two hours' sleep out of the 48.

## DUNCANS SPLIT, VIV.

WILL LEAD JAZZISTES

Los Angeles, Aug. 1. Ambitious to waive a baton, Vivian Duncan has split with her sister Rosetta and is rehearsing a female orchestra for possible vaude and picture house dates. Rosetta will go single.

Band will break in at the State, Long Beach, within the next three weeks.

## Another Big Cap Show, Lil Roth Only 6 Days

Lillian Roth's act at the Capitol, New York, stage show Friday (5) for six days, succeeding Warray William and Bette Davis who held over one day from Thursday when the new picture, "Skycraper Souls," comes in. Milton Berle, Morton Downey, Vola and Yolanda and Madeline Killeen appear at the house that day with the new picture.

Abe Lyman is holding over a fifth week.

## 15 People Magic Act

Los Angeles, Aug. 1. Avadala, European magician, has framed a 15 people magic act for picture houses, and opens at Warner's, San Pedro, Aug. 4, with Huntington Park and Santa Barbara to follow.

Act is managed by Charles A. Allen, one-time RKO booker. It will jump to the middle west after three weeks of coast breaking.

## 2 FEMME M. C.'S

Harry Huffman's Stunt Helps Attract to Denver Orph

Denver, Aug. 1. Since Harry Huffman pooled with RKO in this situation he has been featuring two mistresses of ceremonies at the RKO Orpheum. Idea has gotten attention from the start. Currently Mitzi Green, in person with "First Year" (Fox), is doing the town's main trade with \$15,000 the pace this week. Picture stars Gaynor and Farrell.

## LAYOFFS FORCE RKO BOOKINGS

A flock of standard vaudeville acts who reside on Long Island in their own homes when not working, decided to do something about the not working thing and went into Skouras' Rivolt, Hempstead, last week in a unit produced for the occasion by Macklin Megley.

The Hempstead date was on percentage and reports were so good, that RKO bookers went out to take a look. They are now laying out some RKO time for the troupe.

Acts are Arthur and Morton Hallow, Ethel Davis, Art Henry, Kraft and Lamont, Dorothy Martin, Giesdorf Sisters, Ridiculous Recco, George All and a Joan Shibley girl line. Unit title is "Nassau Backfence Follies."

## EDDIE CANTOR'S VAUDE REVUE WITH MEROFF BD.

Detroit, Aug. 1. Benny Meroff and band go with Eddie Cantor in his vaude-revue planned to play concert halls and auditoriums this fall.

Tour starts Nov. 1 at Newark.

## RKO Sets Stage Band Act With Ex-Pug Who Crooms

Cleveland, Aug. 1. Manny Landers' local band with Billy Wallace, ex-pugilist, who quit the ring when Paul Whitehead discovered he could crown, open their first tour on RKO in New Orleans this week.

Landers and his singing leather-pusher protege made their vaude debut at Keith's East End recently. Subsequent tour was partly arranged by "Doc" Elliott, house manager. Landers also adding two femme hoofers to act.

## Joe Howard Left Bill To Reach Stricken Child

Chicago, Aug. 1. Joe E. Howard left the State-Lake bill Tuesday night to speed to Cleveland, where his 11-year-old daughter was taken ill. Child died Thursday. Wan Wan San, Troupe replaced at State-Lake.

Child was by Howard's third wife, Evelyn Clark, also a vaudevillean.

## Geo. Hyde Suicide

San Francisco, Aug. 1. George R. Hyde, former p.a. for RKO at the Golden Gate and vet newspaperman, committed suicide by taking poison in his apartment Thursday (29).

Hyde had been out of work for some time and was despondent.

## Senator Murphy—RKO

Senator Murphy opens Oct. 1 in Rochester on RKO route upon returning from Europe.

The Sen. started an engagement yesterday (1) at the Palladium, London.

## RETRENCHMENT ON VAUDEVILLE

Added Picture Strength Through Product Deals Makes Leading Vaude Circuit Less Vaude-Minded—Coast Time Stays Out—With 20 Weeks Now, Only 5 to Be Added

## 4 WEEKS IN NEW YORK

RKO will limit its vaudeville start of the new season on Labor Day to a maximum of 25 weeks throughout the country. This contrasts with the 70 weeks with which the principal variety circuit commenced the season just ended, also the 40 to 50-week forecast made recently for '32-'33.

The drastic retrenchment in the amount of proposed playing time is due to a general economy trend, plus a desire to see how far the former RKO vaudeville theatres can go on the circuit's new picture product without the aid of stage shows.

Picture deals made recently place RKO in its strongest position to date nationally as far as film product is concerned, making vaudeville a lesser factor in this circuit's operation than ever before. When RKO's film product was notoriously weak—and this was true up to the present time—vaudeville was its chief life line, patronage during the majority of weeks each season. Now that strength has been gained in a picture way, RKO is far less vaudeville-minded, it admits.

## F.A.M. Units

Withdrawal of the Coast houses in two weeks time the RKO books to 20 weeks, necessitating the addition of only five new weeks to fill the 25-week quota. The 25 will include two or three weeks of Fanchon & Marco units contracted for in advance and one or two locally booked stage band propositions, such as that at the Golden Gate, San Francisco.

Probably is that about two of the five forthcoming weeks will be in New York, where the RKO time is now resting on a new low of 2 1/2 weeks, including the split week break in Prospect, Brooklyn, the Palace, New York, and Albee, Brooklyn, are the others. The Kenmore was declared on and off in two days last week and is now set to remain stricken pictures.

The 25 weeks will stretch no further west than Denver, where the Coast drop-outs due to stay out during the first couple of weeks in the new season, or until a straight picture has proved themselves either way.

A scheduled series of meetings at RKO regarding policies for next season, upon which the location of the 25 weeks depend, got under way last night (Monday).

## Paradoxical Click And Brodie by Mills Bros. in Twin Cities

Minneapolis, Aug. 1. Vagaries of the show business were demonstrated in the Twin Cities when the Mills Brothers drew capacity at the State theatre last night, while a simultaneous engagement at the Hotel Lowry night club, St. Paul, did a brodie.

At the Lowry, appearing each night after their last theatre performance, they couldn't draw. They finally were cancelled by the Lowry after Tuesday night, two evenings before the end of their engagement, and paid off in full.

## 20-25 Weeks of Loew Vaude Lined Up For 5 Act \$3,000-\$5,000 Bills Wkly.

## 2 Musketeers

Jack Norton and Harry Lang, both former performers, are now agents and have their own office. A twist in their affairs has come about through Lang trying to sell Norton for a new musical show.

If successfully concluded it will have the unusual aspect of one agent paying his partner commission, and if Lang also happens to "place" Lang he'll owe himself commission and there'll be no more office.

Loew's is contemplating 20 to 25 weeks of vaudeville time for next season, 14 of which will be full week-stands, playing five-act bills priced from \$3,000 to \$5,000 in salaries. It will top any contemporary vaudeville book in amount of time available for shows of that salary calibre.

At least 10 of the 14 big weeks will be contributed by the former Loew presentation houses which go regular vaudeville as a result of the scrapping of the circuit's unit production department. Loew's production activity during '32-'33 will be confined to the one Broadway de luxe week, the Capitol.

Theatres and towns under advisement for \$3,000-\$5,000 full week-stands, in addition to the Capitol, are the State and Paradise, New York; Valencia, Jamaica; Metropolitan, Brooklyn, Jersey City, Boston; Wals, before Beaumont, Philadelphia, Columbus, Montreal, Syracuse, Cleveland.

All but Pittsburgh, Columbus and Syracuse are currently in stage contracts, but mostly under summer budgets.

## Mills Bros., Calloway Will Screen and Stage For Par While in N. Y.

Mills Brothers and Cab Calloway's orchestra are jointly set for the Paramount, Brooklyn, Aug. 26. Quartet plays the New York Tour the week before.

While filling the Brooklyn date the two colored attractions will do their bits before the musical and Mike for Paramount's "Big Broadcast." Chicago had previously been agreed upon at the meeting place for these shots, but the picture company vetoed the idea. It was arranged the theatre bookings here so that the work could be done at a New York studio.

## ROGER KAHN NO LIKE RKO DOUGH, SO HE BLOW

After a week at the Palace and a split showing, date before that, Roger Wolfe Kahn has washed himself of any further RKO time. Had been offered an out of town route, but the difference between his asking price and the booking price was too wide, he said, for him to swallow.

Four weeks already laid out for him took in Cleveland, Chicago, Boston and the Albee, Brooklyn, Cleveland spot (30) was kept open to the last minute while the wrangling went on.

Band carries 25 people, including two femme specialists and an electrician.

## Nicky Thompson Accepts Lift with Dire Results

Rochester, N. Y., Aug. 1. Ruth Robbins, 26, vaude dancer, professionally Nicky Thompson, was found semi-conscious at the foot of a steep cliff near Hornell, N. Y., after accepting an automobile ride with a stranger. Apparently she had been drugged and thrown from the car.

After dancing engagements at Mansfield and Covington, Pa., and Elmira, she was on her way to visit a sister in Hornell. She missed a train at Bath and the man, hearing of her plight, said he was going to Olean and would give her a lift. After riding some distance she complained of a slight illness, she said, and he gave her a drink of what she supposed was water. She soon lost consciousness and remembered nothing until she came to in the hospital. Authorities have no trace of the man.

## MARCO EAST RE 5 TAB MUSICALS

Los Angeles, Aug. 1. Mike Marco leaves for New York Aug. 2 to arrange with all the circuits outside of Fox for the playing of four musical units he is now producing. They are "Whoopie," "Irene," "Follow Thru" and "Sally," the latter with Mary Eaton.

Bookings for 55 weeks have accumulated so far for Marco's "Dance Song." Also 20 extra weeks have been added to the 26 already scheduled for Ted Lewis.

## BERLE WITH CARROLL, 3 YEARS UP TO \$2,000 WK.

Milton Berle, 25-year-old comic who came up from the vaudeville ranks on his m.c'ing at the Palace, New York, last season, is going legit for the next three years under Earl Carroll. The contract, arranged by Berle's vaudeville agent, Charlie Morrison, guarantees him 30 weeks a year at a salary graduating up to \$2,000.

Berle's first will be in the Carroll book musical importation, "It's a Girl," as one of the two comedy leads. Frank Morgan is the other. Berle's contract starts when the show opens Oct. 1 or thereabouts.

## Hipp, Cleve, Possibly Also Loew, Reopens Sept.

Cleveland, Aug. 1. RKO Hipp is slated to reopen Sept. 3 while Loew's will turn the State's mazdas on again Sept. 2. Both houses have been dark two months, leaving this burg with only four downtown pic and vaude theatres for summer.

State, which formerly had units, will add new vaude policy, although H. M. Addison, Loew chief here, has penciled in tabloided "Rio Rita" for early date. Myron Roman's band may go back in pit again as Roman is now doing local commercials.

Straight picture policy is announced for Hipp, but inside-dopesters claim RKO may change plans to include some form of stage shows. Starting in September Keith's East RKO only has one spot here, will book in Fanchon & Marco units for first half of weeks and vaude for second half.

## Ben Blue's Hal Roach Comedy Shorts' Series

Hollywood, Aug. 1. Ben Blue has been signed by Hal Roach for his first picture work. He will appear in the Roach "Taxi" series of six two reels, starting soon.

Leo Morrison, who suggested Blue come out from New York a couple of months ago, negotiated the deal.



**SYLVIA SIDNEY**  
sure to be a sensational success in  
her new vehicle "Madame Butterfly."

**CAROLE LOMBARD**  
Her blonde beauty will soon  
be seen in "Hot Saturday."

**SARIE MARITZA**  
who will win many new follow-  
ers in "Manhattan Rhythm."

**FRANCES BEE**  
soon to appear in  
"Night of June 13."

**ADRIANNE ALLEN**  
who has been starring  
in the Broadway suc-  
cess "Cynara."

**FLORENCE McKENNEY**  
appearing soon in "Horse  
Feathers."

**CLAUDE RODE**  
one of Paramount's loveliest  
stars.

# It's their favorite

## All thes

## Paramoun

## LUX Toi

**T**HEY'RE favorites among the world's most beautiful women — these Paramount stars! Radiantly youthful, beloved by thousands!

To hold the admiration they have won, they guard their complexions jealously — with Hollywood's (and Broadway's!) favorite soap . . .

"We use Lux Toilet Soap," Hollywood and Broadway stars say. "It keeps skin wonderfully smooth and fresh!" That is why millions of women the country over, like the stars, depend on this fragrant, white soap to guard complexion beauty. You, too, will want to try it.

*Broadway's  
favorite  
beauty care*

It is found in theater dressing rooms all over the country.

**MIRIAM HOPKINS**  
soon to be seen in a new picture  
called "The Honest Finder."



**CLAUDETTE COLBERT**  
whose new picture, soon to ap-  
pear, is "The Phantom President."



**NANCY CARROLL**  
soon to be seen in "Night after  
Night."



**WYNNE GIBSON**  
who will appear in  
"Night after Night."



# Complexion Care!

lovely  
Stars use  
et Soap

You're sure to be delighted with its quick gener-  
ous lather, its delicate fragrance.

*9 out of 10 Screen Stars use it*

In Hollywood, of the 694 important actresses,  
including all stars, 686 use Lux Toilet Soap  
regularly. It has been made the *official* soap in  
all the big film studios.

With the Broadway stars, too, Lux Toilet Soap  
is such a favorite that this fragrant, white soap  
is found in the dressing rooms of legitimate  
theaters all over the country.



**MARY BOLAND**  
Broadway favorite to  
appear in "Night of  
June 13."



**JULIETTE COMPTON**  
beloved young star of Para-  
mount pictures.



**ADRIENNE AMES**  
who will appear soon in "Giddy  
as Hell."



It is the *official* soap in all the  
big film studios.

## 5 on Coast Drop RKO Vaude, Leaving Only 20 Weeks of RKO Time Aug. 13

RKO's vaudeville time shrinks to 20 weeks Aug. 13 with the folding of the entire five weeks on the Coast. San Francisco, Los Angeles, Seattle, Portland and Oakland all drop vaudeville on that date, making RKO an 100% straight picture circuit on the Pacific slope but for locally booked stage band shows at the Golden Gate, Frisco.

Although the switch to films only in four of the five important Coast cities is described by RKO as an attempt to finish the summer season as economically as possible, none of

the drop-outs has set a date for a return to vaudeville. As has been the case with other RKO deserters from the vaudeville field, profitable returns from straight pictures may result in the film policy's retention and preclude chances for the return of vaudeville.

Quality of the recent vaudeville bills sent out from the east had much to do with the decision to eliminate stage shows altogether. Reports from the theatres have been consistently unfavorable.

### No Coast-to-Coast

The Coast time's withdrawal con-

(Continued on page 38)

## Dempsey's Gesture

Los Angeles, Aug. 1. Not wanting to break the implied conditions of his Fanchon & Marco contract, which prohibits other entertainment appearances while employed, Jack Dempsey passed up an easy \$3,000 by turning down an invitation to referee the Hamas-Ramag fight at Wrigley Field, Los Angeles, July 25. F.W.C. execs figured Dempsey would contend that a prize fight was come under the classification of theatre amusements and were prepared to concede that point.

Their surprise was marked when Dempsey said he didn't think it would be fair to the circuit for him to accept another public engagement while appearing at Loew's State, where he was getting \$4,500 net for the week.

Dempsey further set himself with the theatre men by his willingness to co-operate on exploitation and publicity stunts.

## RKO Lets Out Gibbons On Request from Hearst

Chicago, Aug. 1. Floyd Gibbons, booked to head the Palace bill locally this week, isn't. He was released by RKO at the request of William Randolph Hearst, who asked Gibbons to shoot to Washington to cover the Bonus Army doings.

## 4 BOATS CARRYING 100 PERFORMERS ON CRUISES

Over the week end four liners sailed from New York on cruises of varying lengths, all carrying shows and bands. About 100 professionals were engaged for the trips.

Friday (29) the "Mauretania" sailed on a four-day cruise to Halifax, the show consisting of Dancing Debutantes, Pat Lane, m. c.; Eric Titus, Marie Fabian, Lucille Rogers, Korre, Noyes and Le Baron, Michael Foreman, Laura Lee, Le Van and Watson, Kittle Sisters, Frankie Fay, Betty Baer and a Markels orchestra.

Saturday (30) "Belgenland" sailed on a six-day trip to Halifax and Bermuda. The show: Bernard Granville, m. c.; White Way Revelers, Nordstrom Sisters, Serge Abagor, Alfred Chigi, Michael Mackay, Yvonne Jones, Hilton and Garon, Pierce and Harris, Zanau and Kaz, Helen Windsor, Bob Carney, Gloria Ely and Sherr Bove, Gypsy band. The "Belgenland" will make similar trips weekly throughout August.

The "California" also sailed Saturday, the cruise being a 12-day trip with the same show. She was on the "Transylvania," including Zito, Stanley Adams, m. c.; Charles Adams and Co. and Sue Hopkins and Jonettes.

"Francisco" moves off today on an eight-day trip touching at Bermuda and Nassau. Show includes the Cosmopolitan Trio, Benjamino Rocio and Babe Warren.

To promote interest in the mid-west, the Cunard line has arranged for a weekly broadcast from one of its liners over WLW. Those in the show will appear on the air half an hour before sailing each Friday evening; extra salary going for the make-work. All programs are being handled by Nat Abramson, who books the shows.

## WM. MORRIS DECLINES MARTIN BECK'S INVITE

Martin Beck's offer to open the RKO booking floor to the William Morris office for direct agenting was not accepted when received yesterday (Monday) by the leading independent agency. The Morris office's other interests, including booking office franchisees with Loew's, Warners, Publix and Fanchon & Marco, were given as its reason for declining.

When inviting the Morris office on the RKO floor, Beck declared that although it appeared contrary to his agitation for a cut in the agency ranks, he desired representation at RKO by the best available agents, with the Morris office placed by him in that category.

The Morris office was granted an RKO franchise early last season, but held it for only a few weeks. Complications resulting from its many booking interests elsewhere caused the cancellation.

## RKO's Colombs. Shifts

Columbus, Aug. 1. Tom Davis, manager of the RKO Palace here, has been made city manager for the two Keith houses. The same time Joe Alexander, manager of the Majestic, was transferred to Cincinnati, where he will manage the Family, and Lou Holleb came back to town from Cincy to become manager of the Majestic, a post he held immediately prior to the time that Alexander was shifted here.

## RKO TO ROUTE REDMAN

Don Redman's first RKO date is at Cleveland Saturday (5). Nothing as yet set to follow, but a route is being worked out for the colored orchestra.

Joe Heather's Discs  
Joe Heather is over here from London. She will record for World Broadcasting Co., which specializes in radio platters.

## 4-TOWN START FOR DIAMOND-BURT BOOK

Chicago, Aug. 1. As the beginning of a small time circuit they hope to have launched by Labor Day Glen Burt and Bill Diamond have lined up four towns. They are Ishpeming, Mich., two days; Dolt, Marquette, Mich., two days; Lloyd, Menominee, Mich., three days; and the Garlick, Fond du Lac, two days.

All these towns are around 10,000 population. Iron Mountain and Iron Wood, Michigan, are in negotiation.



**FREDDY MACK**  
Fox, B'klyn  
Indefinitely

RKO VAUDEVILLE INTACT 88  
(Week Aug. 11), Kansas City

**THE GENIAL ROTUND**  
**LARRY RICH**  
with  
CHERI  
"Miss of Paris"  
TOMA GENARO  
South America's Newest Dancer  
TOMMY LONG  
"The Algonquin Express of Comedy"  
AL HODGES  
"Olehonno the Ambassador"  
ENGLAND ONG  
The Chinese Helen Kane  
JOE BLA  
"The Voice with a Heart"  
GILBERT LAWRENCE  
and His Suite Hips  
And the  
**RICH RHYTHM BAND**  
(Direction of Blondell & Mack)

RKO VAUDEVILLE INTACT 86  
(Week July 30), State Lake, Chicago

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 Forkins)

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<b>C. B. MADDOCK</b> <b>NICK AGNETA</b> 137 WEST 46TH STREET New York "The Playhouse" BRYANT 9-4531	<b>JACK WEINER</b> Palace Theatre Bldg. NEW YORK

## Capitol Bids \$20,000 for Wynn Air Act

Ed Wynn was offered \$20,000 for a week at the Capitol, New York, with his Texaco radio act, but turned it down with the promise that when and if he accepted that sort of stage work he'd give the Loew theatre the first crack. That's the record top salary for any attraction, radio or otherwise, even if the date isn't guaranteed.

Louis K. Sidney for Loew's was to pay for the production, with Wynn to defray talent costs.

Wynn gets \$5,000 a night for his radio "house" act. He is shortly going out on the road with "Laugh Parade" and if able to broadcast this fall the air salary becomes \$5,500.

## Leslie's Colored Tab Repeats 4 Wks. for B&K

Publix has picked up Low Leslie's colored "Rhapsody in Black" tab for four more picture house weeks through the Morris office following its current week in St. Louis. The extra shows will repeat in the Chicago B. & K. theatres.

"Rhapsody" is salaried at \$7,500 with Publix.

## ALBEE, CINCY, LIFT LIFTS ONCE AGAIN

Cincinnati, Aug. 1. Backstage elevator at the Albee is operating again on orders from Herschel Stuart, RKO field director, who called here recently. Lift serves five floors of dressing rooms and was briefly non-commissioned by Bernard Hynes, traveling manager, as economy measure.

Hynes has toured shows by Fanchon & Marco units.

## After Trying Everything Else, Vic Goes Dark

Chicago, Aug. 1. The Vic, pet white elephant of Mrs. Caroline Kohl, has been closed until October. Bad luck.

Policy has been 26c straight films of late, although the Vic in its checkered career has tried, everything except grand opera.

## CONLINS' LONG DRIVE

Mr. and Mrs. Jimmy Conlin (Myrtle Glass) start driving to the Coast today (Tuesday).

With them go Dink and Buddy Freeman, eldest sons of Charlie Freeman, who will join their father in Hollywood. Freeman pere is west as contact between the home office and the studio.

Balto. All Fri. Opening  
Baltimore, Aug. 1. Hippodrome vaude, moved up a day to Friday opening this week. Figures to make booking easier.

Shift will have Baltimore first-run unanimous for fish day openings.

# K. C. BULLISH ON STAGE TALENT

Kansas City, Aug. 1.  
A number of the leading residential theatres went stage show this week and there is more vaudeville and musical entertainment being offered than in several years.  
RKO Mainstreet holds Harry J. Conley, Devito and Denny, Sheldon and Frayne, and Beeche and Ruby-ette; top, 50c.  
Plaza, has Danny O'Shea, Sonia

**BOOKED SOLID!**



**R. K. O.**  
**CARL FREED**  
THE  
CROWN PRINCE OF MEX.  
Material by  
EUGENE CONRAD  
Direction  
CURTIS & ALLEN  
WEEK JULY 30  
SEATTLE, WASH.

**"THE BUNDLE OF JOY"**  
**Muriel Gardner**  
TOE ACROBATIC DANCER  
Wk. Aug. 4, Pantages Hollywood, Cal.  
Direction, FANCHON & MARCO

and Marinoff, Margaret Merle, Dorothy Lang and Girls, and the Mad-dock Twins to a top of 35c.  
Madrid has Three Melody Maids, O'Keefe and Higgins, Leigh and LaGrace and Meyers and Nolan; top 20c.  
Warwick holds Ida Cox and her Seven Cain Raisers, Rogers and Rogers, Thersfield Sisters and LeRoy Wane. Top price 25c.  
Ashland has Harlem Black and Tan band and revue; top 20c.  
Chief, Twelve Black Dots.

## BAND POLICY AT PALACE CHI, ON MONTHLY RUNS

Chicago, Aug. 1.  
Band policy is slated for the RKO Palace. Idea is to have a series of bands, each going on a four-week basis and doubling in the pit and on the stage.  
First aggregation tentatively set is Ted Weems, Gus Arnheim will follow.

**2 Wks. Off for Sustaining  
Then Act Back to RKO**  
Landt Trio and White bookings for RKO now take them through to Oct. 7, with the exception of a two-week layoff the latter part of August. Those two stanzas; from the 13-14, allow them to return to their sustaining periods on NBC.  
After the two weeks in the New York NBC studios, the boys unlimber at the Palace, Chicago, Aug. 27.

**McCurdy to Boston**  
Boston, Aug. 1.  
J. L. McCurdy, city manager for RKO in Cleveland, moves here Aug. 5 as manager of the RKO Boston. House has been without a manager since Ray V. Connor moved into the Keith Memorial.  
McCurdy will be replaced in Cleveland by Ted Thomas. Latter has been with Grauman's Chinese on the Coast.

## Stagehands Reject Proposed 25% Cut, New Contracts Due

Usual tussle with the stagehands in New York is in prospect over a new contract to start Sept. 1 at which time the present two year agreement expires. The local (No. 1) has already indicated it is out to fight.

In advance of any formal information from the union as to what it will want under a new contract, the chains' last week made the first move by asking the stagehands grant a 25% reduction in salary among other concessions. This immediately resulted in a flat turn-down by the union.

Not only did the stagehands refuse to consider such a cut but it also rejected three other major points bearing on working conditions. The union did not offer a counter proposition of any kind. Stagehands are receiving \$83 top under the contract expiring Aug. 31.

A special committee which presented the new demands to No. 1 was headed by Maj. L. E. Thompson (RKO), chairman; Charles C. Moskowitz (Loew), Harry Charnas (WB), Willard Patterson (WB), and John Sullivan (Public).

## Doc Stephens Files a Voluntary Bankruptcy

Nathan W. Stephens, who, as a vaude agent, used the name of N. William Stephens, filed a voluntary petition in bankruptcy in New York last week, with the liabilities listed at \$15,088 and the assets totalling \$4315. Latter figure is made up exclusively of commissions Stephens claims due him from M. S. Bentham and for which he has already started suit in the City Court.

Among his creditors Stephens posted Edward Davidson, agent, of 1560 Broadway, explaining that he owed Davidson approximately \$7,000 for commissions advanced while in the latter's employ. Stephens also included in the liabilities \$1,948.50, which he stated Bentham claims to have paid him on advanced commissions, and \$1,000 described as a loan from Charles S. Allen, formerly of the Bentham office.

Stephens is a former dentist. He is now with the Eddie Small office in New York.

As the brother-in-law or Manny Goldstein, Stephens booked some of U's vaudeville theatres when Goldstein was the Universal general manager.

## Gottler with F. & M.

Los Angeles, Aug. 1.  
Latest addition to the F. & M. producers is Archie Gottler, songwriter and production manager. Engaged to write the book and lyrics for the Vera Gordon unit, which he will also direct.  
Tentative title is "Hearts of Broadway" set for opening here Aug. 26. Miss Gordon's daughter, Naja, will appear in support.

## FRISCO 5-ACT SPLIT

San Francisco, Aug. 1.  
Capitol, former burlesque house now on a 20c grind policy, goes vaudeville Aug. 7 when five acts open on a split week plan.  
Bert Levey office booking.

Connie Almy, formerly of Hilton and Almy, is working for Warners opposite Jack Haley in shorts at the Flatbush studio.

## RKO Offers Alhambra To Loew for \$25,000

The Alhambra, Harlem, has been offered to Loew by RKO. House is located in New York's colored district and is in an area covered by two other Loew theatres. Rental reported asked is \$25,000 annually.

If the idea is accepted RKO will forego reopening the spot, now dark, in opposition to Loew's. House was once a major link in the late Percy G. Williams' string.

## TACOMA USES TRAILERS FOR SEATTLE F-M UNIT

Tacoma, Aug. 1.  
For the first time in local film history a trailer is being run at the Fox Rialto advertising "The Desert Song," Fanchon & Marco unit, at the Fox Fifth Avenue in Seattle.  
Local press does not accept theatre or any other advertising from the sister city, so the Rialto stunt has them talking.  
The Seattle unit has been drawing from here, too.

## Twin Cities' 800,000 Have One Stage House

Minneapolis, Aug. 1.  
With the closing of the St. Paul Palace-Orpheum for the balance of the summer the Twin Cities, with nearly 800,000 population, now only has one theatre, the local Orpheum (RKO) offering stage entertainment. First time in recent theatrical history that such a situation has prevailed in this area.  
Last summer three Minneapolis and St. Paul theatres were featuring stage shows. The Minneapolis Orpheum plays five acts and a film.

## LEWIS' EXTRA WEEKS

Los Angeles, Aug. 1.  
Ted Lewis, heading a Fanchon & Marco unit, gets four additional weeks with Public in the middle west, following his Chicago Oriental date.

Goes into the Missouri, St. Louis, Sept. 2; Tivoli, Chicago, Sept. 3; Michigan, Detroit, 16, and Imperial, Toronto, 23.

## F&M DID OKAY BY THE R.R. COS.

Los Angeles, Aug. 1.  
Fanchon & Marco units travelled a total of 18,711,200 miles during the year ending June 30, with the average mileage for each unit placed at 11,632 miles.

With 1,600 people comprising the units, cost of railroad tickets to F&M totalled \$507,000.

## JERRY WALD JOINS AGENCY

Jerry Wald, former radio columnist on the "Graphic" and now personally replying other acts, is going into the Charlie Morrison office this week.  
Wald will handle radio in the vaudeville agency.



**CHANNEY AND FOX**  
Sailing August 2nd  
For Indefinite Engagement in  
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**RETURN ENGAGEMENT**  
**CHERIE and JUNE**  
(PREISSER SISTERS)  
This week (July 30)  
**RKO PALACE, NEW YORK**  
BOOKED SOLID ON RKO TOUR  
Thanks to MARTIN BECK and GEORGE GODFREY, also FERD SIMON, our exclusive manager, of the  
**HARRY WEBER—SIMON AGENCY**

**SIX LUCKY GIRLS**  
DANCERS FROM A TO Z  
Just Finished Warners Downtown  
This Week (July 30), State, Long Beach, Cal.  
A Feature on ANY BILL  
Direction, TOM BURCHELL, Chicago

**• AU REVOIR •**  
SAILING FOR EUROPE AGAIN S S "MAURETANIA," AUGUST 3  
**JOE TERMINI**  
THE SOMNOLENT MELODIST  
TO PLAY  
**PALLADIUM, LONDON**  
TWO WEEKS (AUGUST 15 AND AUGUST 22)  
Direction: WILLIAM MORRIS



## WARREN WILLIAM AND BETTE DAVIS

**Sketch**  
12 Mins.; Full (Special)  
Cameo

Both Warren William and Bette Davis are from pictures. They are under contract to Metro-Goldwyn-Mayer and have teamed them up for stage personae as well as Loretta Young and George Brent, recently on tour. At the Strand, that is, William-Davis team plays the Capitol after several dates out of town and on top of a Warner Bros. production in Washington may indicate the friendliness that exists between WB and the Loew organization. Davis has taken WB-P-N product 100% for Greater New York and other spots around a late date.

William and Miss Davis have both risen to name importance rapidly. William the faster through the picture, the slower through the picture. William the faster through the picture, the slower through the picture. William the faster through the picture, the slower through the picture.

They do a sketch with a surprise element. The sketch is a surprise element. The sketch is a surprise element. The sketch is a surprise element. The sketch is a surprise element.

They do a sketch with a surprise element. The sketch is a surprise element. The sketch is a surprise element. The sketch is a surprise element. The sketch is a surprise element.

## DARO AND COSTA (4)

**Sketch**  
15 Mins.; Full  
Prospect

Daro and Costa are the dance team that have been around for a long time; they rate a new act now solely on the basis of having new material. They are a dance team that have been around for a long time; they rate a new act now solely on the basis of having new material.

Name team are okay enough in their three numbers, the last, an adagio, being especially fine. Male dancer, used in between the two tap, would be better if allowed time to do his own thing. A neat toe tap. First, an ordinary tap is too ordinary to mean anything. A neat toe tap. First, an ordinary tap is too ordinary to mean anything.

Costa gives the impression throughout of being a bit more clumsy than necessary, due largely to the fact that his costumes are not as well tailored as they might be.

## VANDERBILT BOYS (4)

**Comedy, Singing, Dancing**  
10 Mins.; One  
Audition

Four lads of collegiate type who do some dancing and singing, left, but do not show much of the routine with hoke and clowning. The act has nice pace and rates high enough for entertainment appeal, but is lively through any early spot assigned them. No. 2 or third.

Vanderbilt use a miniature upright piano, around which most of their singing and vocal clowning centers. At first in collegiate overtones, they try to make the piano visible summer limits after the opening. Much of the comedy is drawn from panny touches and some imitations of the piano. The piano is used on for the piano. The piano is used on for the piano.

A dance single is followed by a piano challenge, and the two go together. A minute's encore bit tops it off.

Played third up here, doing well at the Thursday night's show.

## RECORD BOYS (3)

**Singing**  
15 Mins.; Two  
Prospect, Brooklyn

Al Bernard, Frank Kampman and Russ Robinson, who seem to come from radio. The two of them sing fairly well, and the third, at the piano, adds on for the piano. The piano is used on for the piano.

Boys resorted to amazingly mild and meaningless numbers. Except for the violin, which is used, they could be thrown out without being missed. But maybe those songs were used only in order to attempt to satisfy the under-average mild audience. Noticeable was that Bernard, coming on for one of his juvenile attempts, said "Here's one you ought to like."

## MARY NOLAN (2)

**Sketch**  
17 Mins. In Two  
Fox, Brooklyn

Carrying the title 'Singapore Sal' or Sue, the announcement is indicated. Mary Nolan offers an east-west sketch in which she gives a colorable imitation of Sadie Thompson with the rain and seas. The rain is very well done. Apparently she finds it difficult to hold up in a sustained effort in the 20 to 30 second scenes of a talking picture, and she never suggests the underlying tragedy of the story. It is supposed to be a dramatic sketch of racial prejudice. Most of the time she has the stage to herself for long speeches. Sometimes she sits down and sometimes stands up. Three or four times she walks around, but the action is singularly static. She is assisted by two men, one playing a marine and the other a Chinaman. The two men, who suit their talents and purposes of the moment very well. Setting is that of a lively scene of the best of taste and more reminiscent of sets for films than for the stage.

## COUNTESS SONIA-DON ROMERO REVUE (5)

**Singing, Dancing**  
16 Mins.; One and Full (Special)

Countess Sonia has been in vaude for some time now. In the revue, in which she shares dancing honors with Don Romero, the investment is obviously high. Both sets and props as well as costumes indicate that considerable has been spent. In an attempt to look the revue lacks interest a good ways above the average.

The Countess, with her decided foreign accent as an asset, announces the various numbers. She does an opening song number with four people in a large wooden soldier replicas and three dance doubles with Romero, in each displaying little technical skill. Romero proves a capable partner at all times.

In between, a male double offers a couple dance routines that get over okay, and a prima does some singing, including 'My Hero,' in bringing out a strong soprano.

Close to the end of the entire company working into the set of hell as devils. Good lighting effects enhance the show.

Brought up the end of the stage show up here Thursday night, scoring okay.

## HARRY STANLEY AND JOAN

**Comedy, Dancing**  
14 Mins.; One  
Audition

Harry Stanley formerly did a male dance with another girl, using different material. Comparison of new act report by 'Variety' then, as now, shows the difference. Present setup, Stanley and his partner, Joan Page, have a 100% better turn. It was bought as the No. 2 act up here, and it did very well Thursday night.

Stanley in his present routine has made good material which lands solidly for laughs. He sells it to some of it with Miss Page on the other. Otherwise Miss Page's act is a waste of time. Stanley cracks and eats walnuts for laughs. His impressions of radio and film are good, while indicates, while he can do them, are primed mainly for laughs.

## CAPITOL STEPPERS (5)

**Singing**  
7 Mins. One  
Audition

A quintet of fast and clever dancers who do not vary their routine much, but in solid. Boys work hard while they're on and then scream, with no stalling at any point. They are all good dancers. The girls have played considerable picture house time. They probably learned in those theatres that it's smart to do their stuff fast and get off.

Boys open as a line, arm on arm, exhibiting some tap-dancing. Then, on each does bits, then pair off in couples, finally winding up together singing.

Did extremely well up here Friday night.

## NOLAN BROTHERS (3)

**Dancing**  
10 Mins.; One  
G. O. H.

Under this deceptive billing is found one of the neatest acts in the city. Two boys and a girl—and the girl deserves every bit as much billing as the boys. They are all thought-out, handled and presented routine. They opened here, but are now doing a try in better spots.

Kids do a variety of three of them. In sort of West Point costumes. They tap neatly and go through a series of interesting formations, most effective being the one in which the trio handle guns. It's good stuff from open to close.

## MILDRED HARRIS CHAPLIN

**Singing, Comedy**  
15 Mins.; Two  
Prospect

Mrs. Chaplin's newest attempt to leave the vaudeville gods is with Herbert Faye and Phil Silvers. Faye, up to a few weeks ago, and Silvers, who has been doing nothing of his own, and a pretty good one. He's still pretty good. So's Silvers. The rain is very well done. Apparently she finds it difficult to hold up in a sustained effort in the 20 to 30 second scenes of a talking picture, and she never suggests the underlying tragedy of the story. It is supposed to be a dramatic sketch of racial prejudice. Most of the time she has the stage to herself for long speeches. Sometimes she sits down and sometimes stands up. Three or four times she walks around, but the action is singularly static. She is assisted by two men, one playing a marine and the other a Chinaman. The two men, who suit their talents and purposes of the moment very well. Setting is that of a lively scene of the best of taste and more reminiscent of sets for films than for the stage.

Turn opens with one of the two men, playing a marine, and leading the little applause he could stir up for her. She comes on and does a completely hopeless and hopelessly stupid recitation that brought snickers even in this Brooklyn hideaway. She and Silvers, one of them in the pit, go hurriedly (and fortunately) into some crossfire that is not bad, and the act is completely over. The stage to an amazingly good Chevalier imitation. He looks uncannily like the Frenchman. Mrs. Chaplin comes back, allegedly as Greta Garbo, and the other male comes back with a Frenchman. Mrs. Chaplin comes back, allegedly as Greta Garbo, and the other male comes back with a Frenchman.

He gets a great laugh on appearance—plus recognition—and keeps the audience laughing. Sings for this portion of the act, with the trio discussing Hollywood and her life. She is completely over. She laughs by constantly repeating 'Ay tank ay go.'

If you think that takeoff business but up ahead is at least half of the act that means nothing but sheer boredom.

## 'YOUNGSTERS OF YESTERDAY'

**With Dave Genaro**  
Songs, Dances, Instrumental

21 Mins.; One, Two, Three and Full  
Loew's, N. Y.

The act brings a busy thought of the greatness of the Tony Pastor era. There's a tremendous kick that they. But the utter lack of talent, the part of the bookers that permits this turn to go on without proper dressup and settings is crude. With a dressed up, the investment in pure enthusiasm anywhere on a pure novelty basis, but how long it can last is something else, dressed up or down.

Here as 'cious,' over big. It's the age of the performers that attract. These vaude principals of the past range from 62 to 86 years. Tony Pastor is the oldest. He shows he is danced. President Lincoln's era. Genaro performs his cakewalk and one plans that modern day vaude has no improvement on it.

With a vaude era it may have been a generation or even a decade ago, youth prevails through from now on, even through records, and even those are skimpy.

There may arrive a slight shadow of the past. Male Patti 70 years old, do his femme impersonation. But his makeup is okay, and his style is raucous and his manner doubtful.

Lizze Wilson shows how she did her 'Snitzelbank' song that's been copied. The act is a waste of time. Stanley cracks and eats walnuts for laughs. His impressions of radio and film are good, while indicates, while he can do them, are primed mainly for laughs.

Maybe worth a Broadway playdate for more reasons than one, or novelty of style and rhythm, dressed up. Maybe Stuart should whisper instead of attempt to sing.

## KAY, HANLON AND KAY

**Travelling**  
8 Mins. Full (Special)  
Loew's Orpheum, N. Y.

Trio of males in customary tramp act with no particular setting. The act is a waste of time. Stanley cracks and eats walnuts for laughs. His impressions of radio and film are good, while indicates, while he can do them, are primed mainly for laughs.

Maybe worth a Broadway playdate for more reasons than one, or novelty of style and rhythm, dressed up. Maybe Stuart should whisper instead of attempt to sing.

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## FIVE BROWNIES

**Dancing, Singing**  
10 Mins.; One  
Prospect, Brooklyn

Five colored lads in an exceptionally fast and interesting routine. The act is a waste of time. Stanley cracks and eats walnuts for laughs. His impressions of radio and film are good, while indicates, while he can do them, are primed mainly for laughs.

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## ALEX MORRISON (2)

**Golf Lesson**  
9 Mins.; Full (Special)  
Prospect, Brooklyn

Morrison had considerable of a rep as a golfer and ought to make good vaude fare, despite the freakish nature of his act. In spots ought to be carefully chosen for him, however. In this neck of the woods he was completely out of his tree class. Morrison ought to satisfy.

Morrison has a nice set representing a bit of woods and golf course. A neat trick in his act. In spots ought to be carefully chosen for him, however. In this neck of the woods he was completely out of his tree class. Morrison ought to satisfy.

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## GEORGE BROADHURST AND CO.

**Comedy, Singing, Dancing**  
14 Mins.; In Full  
G. O. H.

George Broadhurst, come out of burlesque, bobs up once again with a crazy quilt 'what-have-you' act, with a rag order. His latest exhibit doesn't even make a pretense to being a vaudeville act, having neither form, direction nor sense.

It's a razzle-dazzle of the stow hoke associated with the burlesque. A neat trick in his act. In spots ought to be carefully chosen for him, however. In this neck of the woods he was completely out of his tree class. Morrison ought to satisfy.

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## JIM AND NANCY KELLY

**Songs, Chatter**  
13 Mins.; One  
Loew's Orpheum, N. Y.

Personable pair, these two charming youngsters, suffer from lack of material. It's what may be termed an act without the so-called body. The material utilized and which can be used in a variety of ways, is seemingly a takeoff of the Burns and Allen turn, the Block and Sully and maybe others. That makes it not so good as it seems. The work as done isn't so awfully well done as is. No special lighting.

Both the vaude and the girl attempt solos with no particular edge to their voices.

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## GRIFFIN AND MAICOX (5)

**Singing, Dancing, Comedy**  
12 Mins.; In Full  
G. O. H., N. Y.

Flash that gives little promise through the act. Three numbers, but builds up to something approaching fair entertainment by the time the finale rolls around. Ending with a razzle-dazzle, the specialty dancer, comedy stepping and the femme at the piano.

Both the vaude and the girl attempt solos with no particular edge to their voices.

Both the vaude and the girl attempt solos with no particular edge to their voices.

## ARCHER AND JACKSON

**Comedy, Singing**  
16 Mins.; One

Comedy, singing act with a novel approach, some fairly sippy gags and a few specialties for novelty operations of this caliber, where it played No. 2.

Flash that gives little promise through the act. Three numbers, but builds up to something approaching fair entertainment by the time the finale rolls around. Ending with a razzle-dazzle, the specialty dancer, comedy stepping and the femme at the piano.

Both the vaude and the girl attempt solos with no particular edge to their voices.

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## KENNETH HARLAN AND AL ST. JOHN

**'The Love Lesson'**  
Comedy, Talk  
12 Mins.; One  
Fordham

Kenneth Harlan and Al St. John are both from pictures. Former has been in the theatre many years as a leading man, of late years mostly independent. St. John is a slapstick comedian, and his work goes back to the early slapstick days. Together they form an act that should have fair enough draw. However, the act is not quite as much entertainment value.

Nancy Cornelius supports the duo as a comedienne. The two, the girl, she and St. John are planted in the audience, latter taking to stage after Harlan, telling of the many times he's been in love on the screen. He will be happy to give anyone in the crowd some pointers. After some clowning of the two, the girl mounts the rostrum, with Harlan first doing a love bit as it should be done. St. John then trying.

The idea of the skit is to emphasize the Harlan technique and burlesque St. John's efforts in the theatre. A near-screen results when St. John grabs the gal in a josh scissor-hold fashion and goes back in a big way.

This to near the close the girl hasn't spoken a word. Finally she breaks out with a desire to sing. Harlan, however, has the girl sing the b. f., with all hopping to the wings.

Act, playing next to shut up here, did unusually well when caught.

## JONES AND HART (2)

**Sing, Comedy**  
14 Mins.; One  
G. O. H., N. Y.

Couple of ducky lads with small talent, but to make decent spot in the act. Jones does a few specifications. Thinks his act, harmony of surefire appeal to the lower level mob, crossfire that gives frequent catches, and a mean, mean but nimble slapping of the livers.

If nothing else, the warbler of the tenor can make of range and volume. Lowdown blues or moony, romantic ditty, they both get that high-pitched, noisy rendition, vocal to blast the eaves of any sized auditorium, but where these lads will go on wandering they won't run into any trouble or discriminating ears, so there's nothing to worry about from that quarter.

Both the vaude and the girl attempt solos with no particular edge to their voices.

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## HI-JACKERS (13)

**Band Act**  
13 Mins.; Full  
G. O. H.

Band acts are unusual at this house, and this one reveals that it has. The band is a good one. But the kids are there and will land. It's the specialties that are holding it.

Ten boys in the band, all wind instruments with the exception of one, who plays the drums. The boys are a good one. But the kids are there and will land. It's the specialties that are holding it.

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## GEORGE PRIZE

**Punch-Judy Novelty**  
10 Mins.; One  
State

A distinct novelty and, since there are few acts of this kind around, it should be a good one. But the kids are there and will land. It's the specialties that are holding it.

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## KAROLI AND SWANSON

**Acrobatics**  
8 Mins.; Full  
Orpheum, N. Y.

Karoli is probably half of the previous Karoli Brothers team. It was a strong act act previously. It's a good one. But the kids are there and will land. It's the specialties that are holding it.

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## PALACE, N. Y.

They brought in a hefty slice of the Columbia Broadcasting studios, slipped in a dancing team, had the usual thing which is a part of the outward aspects of a stage presentation, and designated the results a complete vaudeville act. This one act is all this venerable spot unveils this week.

It's labeled the Swanee Music Revue, according to headline and m. e. and to Kate Smith. The show is a grand total of 46 minutes. Aside from the strange spectacle that this one-woman show presents, the singing turn and running around establish two more records for the chameleon place the house has undergone since it gave up the big-time show.

Not much was left to pass around after the Kate Smith salary had been duly considered and set aside. And the acting record of the proceedings and the talent dished out shows it. Payroll of the "Swanee" affair runs around \$10,000 a week. The fourth of the coin going to the glorifier of the moon and the mountain. Balance of this budget is divided among the assignments of his 14-piece musical backband; Cliff Edwards, a recent recruit to the CBS camp, and the terpsie team of Cherry and Vinnie the Angels.

Regardless of the fact that the stage bill has nothing to sell but the Kate Smith name, doubtless the CBS and the office will be hard pressed to meet the takes of recent weeks. Opening performance found the famous singer, assigned to sing and thickly spotted on the upper shelves, with this same state of affairs practically persisting through the performance. The show, which showed \$75 better than the preceding Saturday, Doubtless strong aid to the draw for the "What Price Hollywood" (Radio), second run import from the Mayfair.

Considering the material made available, Macklin Mervin turned out a punchy, fast-moving little presentation. At no point does it seem to lag in the least. The success or flop of the thing entirely on her shoulders, Kate Smith makes the end-worked-up and the audience taking over the mike for two occasions, shoots it to them straight for the finale, with the dance thrown in, and in and out of the act, introducing the numbers and whooping it up for applause. And she got it voluminous measure.

Billhoff, her regular chief maestro and on the CBS staff, started off the La Smith extravaganza with an elaborate arrangement of the show, with the backdrop revealing the moon and all its trimmings. Mike sat herself took over the next act for a Dixie-style number, then into the usual enthusiasm.

After a wordy build-up from the m. c. of the Presser youngsters, here before the audience a rasher of taps and cute katzenjammer that rated all the reward of the time and the money. Then, uncracked a wealth of personality and talent that made her the standard favorite of the surrounding satellites.

Cliff Edwards mixed some of his better known numbers with an anecdote or two about his Hollywood career. The m. c. of the show, snicker while he pulled the line from "Hell Divers," "Where did that skin come from?" and "Where did that yond a forced guff. But the twinkling clicked, and clicked plenty.

Snappy interlude by the Brillouet and a few seconds of the show, an unbelieved youth-led up to the Kate re-entry for a couple of more bal-ads, with the band moving into the next niche for a medley of hit tunes from "Show Boat." Subsequent 10 minutes had the Presser duo back to regale the first with the Indian adagio that reacted so, due to and with a sizzling exhibition of acrobatics that built up the applause to a bounding crescendo. The place of booking when these youngsters were picked for the footwork assignment. Ode.

## STATE, N. Y.

This won't be one of the best weeks the house has had, far from it. Either the Kate Smith name policy, with the Palace's current draw at that opposition, or the usual summer deficit, or both, will blame. The first week of the season, the house seems to be laying lower than ever. Some of the Saturday papers, aside from the Palace that has the lead on the stage draw.

To keep space with the Palace, probably the most serious opposition the State has ever faced, will be to provide the shows. Though probably with an eye to the fact the Palace that has the lead on the stage draw.

Presently, Joe Frisco is handed the burden of doing the drawing here by the live talent division, with Fletcher Henderson and orchestra from up Harlem, and the m. c. an aid. Screen sports "Unashamed" (M-G).

The business Saturday afternoon was off quite a ways, but with a

better play downstairs than up, where the house was thinly populated. There has been no indication that the State has started to worry about the Palace unless it can be shown that the Palace is losing on the coming week's vaude show, playing it up strong and in one mentioning: "Business is great!"

Clearly on merit, the six-act bill goes a long way toward satisfying popular taste. It is a trifling trifle in spots, but a whole has enough high spots to send people out without any complaint. Frisco's high spots are his contribution in next to shut but while he swaggered away Saturday afternoon, pretty big hand it wasn't as big as it should have been. Frisco does an impression of Helen Morgan singing "Man I Love," about the best thing he's ever done. It might be reserved for the finish but for Frisco's apparent desire to finish his original cigar-smoking derisive interest at the point.

Also ahead of Frisco's original, he does a hot rumba with Norma Corsetti (if spelled like it is spelled), latter shaking out of a lot of latent enthusiasm around the house.

With Frisco penultimate and Henderson penultimate, the show has been laid out for nice balance. Allen Stanley is directly ahead of Henderson (he is a contrast there), while between the opening, Tracey and Hay, and Lee, Lee, Lee and Lee, there's a novelty turn, George (New York).

Prize, not to be confused with George Price through any mistake about the best to come along. Very little of this sort of thing in vaude and the George (New York) act, it should have a very definite place.

Tracey and Hay, dancers, with a couple double and a single each, incept the "Rock" act. They do only 12 minutes, avoiding overdoing things. Paul Russell, a dancer, does a routine about the best to come along. Very little of this sort of thing in vaude and the George (New York) act, it should have a very definite place.

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## DALY'S, LONDON

London, July 31. Just before 6:30 Monday evening, as a "Variety" man was standing in front of Daly's theatre waiting for a show, the house was full, the policy of non-stop super variety, an oldtimer stopped and looked at the "Variety" man. "Wonder what poor old George Edwards would say to this!"

The benefit of those not familiar with the name, Edwards conducted Daly's for many years as a premier musical comedy theatre where he produced such hits as "The Gelsah," "San Toy," "A Country Girl," "The Merry Widow" and dozens of others. The oldtimer would probably continue to wonder, but it is doubtful if many others will give it a thought.

Daly's opened under the management of Louis J. Seymour, but the show suffered from the same complaint that all these non-stop bills will be tainted with. The sense of variety, due to the failure to import sufficient foreign talent, is lacking. The show is a variety act. This is the nemesis which is certain to overtake the present craze for non-stop variety.

The variety market has developed scarcely half a dozen new variety entertainers in the last few years. Most of the oldtimers are definitely dead. The best ones have retired, most of them in comfortable circumstances. Some of the new ones are funny enough to entertain, there are not enough of them to make a variety bill.

Daly's show suffered through the "unfunness" of Morris Harvey as master of ceremonies. Other than a few "What's New" bits, Harvey is not inately funny, even when he says clever, witty things, which he writes so well. As m. c. he was a failure. The show started 15 minutes late and everything was slow and crude, lacking the sparkle which is so essential to a variety bill.

Far and away the class of the entertainment was the act of Billy Newell, now sufficiently well known here to elicit a healthy round of applause directly Billy makes his entrance.

The show opened with 16 girls who enter from the audience, immediately succeeded by Moran and Eloy, a pair of simultaneous stutters of exceptional talent and originality. The show then went to Two Franks and a piano followed. They are a couple of men, one of whom is a "What's New" singer and tries to play. Nothing to speak of.

Next turn was recruited from the oldtimers in the person of Jack Stocks, who sings old-fashioned ditties about his mother-in-law, and has some quite original lines, wind-up with a parody, with musical accompaniment on a banjo. Olive Tyson, a singer, followed by Billy Newell, followed by Elsie Carlisle, a gramophone and broadcasting star, who looks like Marlene Dietrich and does "What's New" acceptably.

Closing the first half was a sketch about the "What's New" singer, who was a "What's New" singer, and proved laughably funny.

The second half consisted of "An Hour on the Riviera," showing a scene of a "What's New" singer, wherein the girls sat around in fights and half a dozen turns did the "What's New" singer.

The whole thing needs drastic tightening up before one can expect it to be a success.

The next house to open with continuous variety will be the Leicester Square, which will add 12 acts and a super production. Ode.

## PALLADIUM

London, July 31. Every act at the Palladium this week a big success, with one exception. The reason for this exception is the lack of a good act. The house Monday night. At nine o'clock the doorman yelled out loud, "The show is under way!"

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tendance, but it all rang so true there was no mistaking its genuineness. The show was a success, as done through a loud speaker with no explanation therefor. Of applause were Patti Moore and Sammy Lewis with an entirely different routine from what they offered on their last visit.

Joe Brown was a splendid success. His show was a success, as done through a loud speaker with no explanation therefor. Of applause were Patti Moore and Sammy Lewis with an entirely different routine from what they offered on their last visit.

Nothing wrong with the show. The show was a success, as done through a loud speaker with no explanation therefor. Of applause were Patti Moore and Sammy Lewis with an entirely different routine from what they offered on their last visit.

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## PALACE, CHICAGO

Chicago, July 30. Despite three full-stage revues and a technical defiance of what orthodox vaudeville considers good stage management, the Palace kept its doors open in attendance engrossed. And Saturday matinee there was better than average attendance.

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## HIPP, BALTIMORE

Baltimore, July 30. Trying several new ideas, owner Izzy Rappaport is switching things about at this indie vaude stand. The show is a success, as done through a loud speaker with no explanation therefor. Of applause were Patti Moore and Sammy Lewis with an entirely different routine from what they offered on their last visit.

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PARAMOUNT, N. Y.

New York, July 23.  
Harry Richmond has a week, (he stays in little, and possibly longer) has a singing show around him with 'Frances Williams and Jack Haley co-starring.' There isn't enough variety, but that Richmond is 'daisy' with the 'daisy' in 'inconsequential' judging by neighboring enthusiasm, is quite exact.

It's a good entertainment, however, with the 'Souvenirs' motif endorsing Richmond and Miss Williams to repeat some of the 'Scandals' numbers, and also set the motif for a revival of past favorites.

There is one makeshift grind, due to 'Palm of Your Hand,' with an exotic sartorial and scenic investiture which can't but help strike one as an odd contrast to the 'Scandals' 'Rebecca of Sunnybrook Farm' the screen feature. 'As for some of the other 'daisy' black-out, one is judging by the 'barney yard' pace at the Capitol, those quams 'over what should' or 'what should not' be done. The 'Souvenirs' have gone by the boards in some time ago. There's too much 'Minsky' in the 'Souvenirs' to keep the 'Souvenirs' figure they may as well cash in.

Picture is not going to help the cause this week, but Richmond's show will.

It evidences startlingly, that there's no such thing as opposition and more over in a limited sector as Times square. The 'Richman's' 'Holmes', 'Benny', 'Bakers', 'Williams' at all, but a sector, playing right against each other, and making quick returns at the same, or opposition to it. It tells the story of the shortage of home talent, and the hunger for anything with a bona fide stage.

It is this 'marathon' which prompts the revival of hoary gags and forces Richmond to add to it that he have to be on the scene, since they also these things together overnight, etc. It also accounts for gags such as 'if they are in the 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc. It also accounts for gags such as 'if they are in the 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

This cues for David Bines ballet, where ensemble choreography was a bit muddled, but who impressed much better in the rhythmic line added by the 'daisy' contrasting color schemes.

The blackouts in Russian, Spanish and French dialects were not surprising, made the 'daisy' a 'Haley and Miss Williams' handling, Richmond soloed again with 'Old Man River' in nice style, and then the 'daisy' in the 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

House cooling plant has been modified to a more comfortable temperature; there had been complaints plenty over its severe frigidity. 'Rebecca' is the first picture at the Par.

FOX, BROOKLYN

Mary Nolan has added attraction at the Fox this week, more on account of the weakness of the film than from any lack of merit in the 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

To get in an elaborate rain effect, a square arch has been formed with a ballustrade for the 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

F-M tender is the 'Cleanup' Idea, operating with a street drop showing a business street, and with receipts. There are dozen of these on the stage, each containing one of the 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

CAPITOL, N. Y.

New York, July 23.  
Added to Lou Holtz, Phil Baker, Abe Lyman and Hannah Williams as the Capitol's drawing plenipotentiaries on their holiday week. The line is back half in Russian dress and the rest as 'Haley and Miss Williams' handling, Richmond soloed again with 'Old Man River' in nice style, and then the 'daisy' in the 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

The Rhythmettes open, as college instructors and strip to flash full dress costumes for a notch, carrying out the same idea of contrast with Mills and Shea topping in the comedy acrobatic work that in one of the outstanding bits. The finale brings an interesting 34 minutes to a close.

Hal Beckett holds his own with a song and dance. The 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

Ated worked with his daughter, Dorothy, along lines resembling the old RKO vaude when the pair would 'act' the 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

Laughs throughout the show were numerous. The 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

WARFIELD, FRISCO

San Francisco, July 23.  
Rococo, Ates and George Raft, coming up for the Shrine convention, were snapped up to bolster a weak picture. The 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

'Raft, evidently, off the boards for some time, wasn't so sure of himself with his few gags, but turned in a good show. The 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

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The William-Davis team (New Act) opened Friday instead of Thursday. On that day as early as 7:30 p.m. there was nothing but balcony and the fans were left. It was beginning to look like old times again. 'Washington Masquerade' (Metrol) is the hope film. The 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

Warren and Miss Davis are up against the same handicap as the 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

Holtz and Baker are still a good show through the 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

Baker at times Friday night 'baked' as though he had a bad cold. He probably was suffering from strain instead. The 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

'Holtz and Baker stick much of the sock material, including some of the 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

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TRANS LUX

Pathe made a better editing job of the 'Washington Masquerade' (Metrol) than the 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

Another marked contrast in audience reactions at the two theaters was the way in which Billy Sunday's rag on repeal was received. Both reels have the tanks, soldiers and gas attacks as well as the burning of the vets camp.

General news events there is little difference between the programs at the two houses this week. Both houses have Capt. Reid's assault on the 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

Where P. got an interview with Kid McCoy upon his release from a California prison, Pathe con- McCoys stepping into a flash of Pathe went into its silent film for subject matter on the Nibbe, covering the German ship disaster with up-to-date titling, and the same thing on the death of a family.

MICHIGAN

Unusual thing about this show is that the best entertainment offered is the overture conducted by Lou Stabile. The 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

Charlie Melton in as the name act is a former m.c. at the State Theatre and he plugged at the same. His former audience, however, have forgotten him or didn't come to see him. This week is the first of the new permanent line. The 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

Following the pattern of similar jumps through ropes and gags, Melton has gone on this same act in type hadn't been through here plenty of times. This boy's name is Bud Carson. The 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

Irmanette, in Charlie Melton's act, does the first and straight part of her violin playing, next using a clarinet and then a piano. The 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

Rebecca of Sunnybrook Farm' (Fox) provides the screen fare, with a 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

NEWSREELS

Program at the Embassy this week is the 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

Among the routine subjects are: Minsky's 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

employment with Gov. Ely of Mass. was obtained by Pathe. The 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

In addition to three short subjects, the Luxur program included: 'Rebecca of Sunnybrook Farm' in 'daisy' and 'if they are not' which was tagged almost in chorus by an audience that seemed to be on the scene, since they also these things together overnight, etc.

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## ORPHEUM, SEATTLE

Grant Withers, with Eddie McGowan, did moderately well in the next-to-closing position. It is doubtful if his name means anything to the box office here, but he drew a smattering of applause on his entrance and proved a satisfactory feeder for the first-rate clowning.

(Continued on page 54)







## East

Rudy Vallee is now an enrolled student in the Suffolk (Mass.) Law School.

Albert Coates replaces Van Hoogstraten at N. Y. Stadium concert.

George Jean Nathan back from Europe, where he has been lining up writers for his new monthly newspaper.

Holdup men got \$15,000 from Newark pool rooms last Monday (25) and about 1,000 bettors, who habitually sought the Newark rooms, were turned back at the Holland tunnel by watchers because police put the rooms temporarily out of business.

Phili Baker still insists that he is going to do "Laugh It Off," but not for the summer. Illness and disappointments have delayed the start, he says.

George S. Kaufman to help stage "Flying Colors," new Max Gordon show.

Talk that Eddie Cantor will be under George White next season. Nothing definite yet.

Harriet Hector back from an eight month's dancing tour of Europe.

Viola Dobos, Hungarian dancer, brought over here by Lew Leslie, and who has been cabaret work lately, faces deportation. Her permit has expired.

Long Beach, N. Y., undergoing annual summer cleaning. About 20 places raided for gambling, but no arrests made, police merely shutting up the shops. Most of the places merely offering slot machines.

Madge Kennedy is looking for a play.

Ted Koehler and Harold Arlen will do the songs for the new "Vanities."

Mrs. Eleanor Lauderdale Burke, former actress, suing her husband, Donald F. Burke, for divorce, charging cruelty. In Philadelphia court.

Saul J. Baron denies he will quit as administrator of the Erlanger estate.

Roger Wolfe Kahn has withdrawn from the contemplated production of "Ballyho."

Forget "High Noon." It's going to be called "This Was I." The Morgan-Cavett play with Hope Williams.

Dorothy Brittain, chorus girl, named co-respondent in the divorce action brought by Mrs. Clifford R. Parlin in the N. Y. Supreme Court. Mrs. Parlin is the former Gladys Walton of musical comedy.

Crowds watching the departure of the "Bremen" last Wednesday night (27) were plunged into darkness when the transducer blew out. Picture company, making pier scenes, threw a sunray on the crowd, which was gotten off the pier without a panic.

"Lilly Turner" is the latest monicker for the dancing Abbott who formerly known as 'Exlit' and 'One And Only'.

Macgowan & Reed is not to be dissolved. Reed announces that during Macgowan's stay at Radio studios on coast he was working alone, but no dissolution contemplated.

Reva Reyes, who was replaced by Lupe Velez in "Hot Cha," given an arbitration award by Equity for an amount not revealed.

Arthur Block, of the National Winter Garden, has bought the rights to "I Want a Child" seen on the Jewish stage last season. May present an English version on Broadway.

Civic Repertory theatre opens in November, doing "Lillom," with Eva Le Gallienne and Joseph Schildkraut. "Dear Jane," "Alice in Wonderland," "Gruch," and one other play will supplement a number of revivals.

U. S. Department of Agriculture announces release of a three-red story of the sweet potato weevil, done in dramatic form. It can be borrowed by proper organization for transportation charges. In both standard and 16-mm. film widths. Silent.

Aaron Fox, brother of the film magnate, surrendered to the police last Wednesday (27) on charges of deserting his children, brought by Mrs. Fox. Mrs. Fox also has a suit against William Fox charging him with having placed

## 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.

her husband, Aaron, in a sanitarium.

Louis Mouquin back from abroad, where he purchased 1,000,000 gallons of wine in France, is expected to repeat. If the lid is lifted he will reopen his New York restaurant.

Mlle. Vallee, suing Maurice Chevalier for divorce, puts a snapper in the situation by announcing they may live together after divorce. Contends that the tie that binds chafes too much.

Thelma White, showgirl, explains that Max Hoffman, Jr., is getting a divorce from her at her request. Won't state the reason.

Namsterdam Realty Corp., owners of the New Amsterdam theatre, have applied to the surrogate for permission to bring dispossession proceedings against C. B. Dillingham, Florence Barker and Sam J. Baron as trustees of the Erlanger estate. The trio, as the Newnam Corp., are \$214,155 in default on rental.

Deems Taylor is planning to work on a new opera, while abroad. To be completed in 1934.

Preston Sturges back from abroad with a story for "Unfaithfully Yours." No plans for it yet.

Gluto Harnisch, who has been first violin under Damosch and Toscanini, suing his wife, Ruth, naming his landlord's son as the cause.

Albertina Rasch going to London late this month to stage dances for the new Drury Lane spectacle "Hazard Shift" is putting on.

N. Y. State Allied Printing Trades Council, in session at Glens Falls, denounces radio as one of the causes of newspaper unemployment, but can't think of anything to do about it.

Surrogate tells the newspapers he has declined the Charlotte Fixel application for permission to sue the Erlanger estate will be handed down shortly.

J. M. McGowan, Oswego brewer, in town with a scheme to start a new beer. When real beer is legislated.

William R. Maye, who broke his neck in a 60-foot fall while performing at an Elks carnival in Mineola, L. I., died in the Nassau hospital July 29.

Harry Bannister reported that he is engaged to be married to a Natchez, Mo., girl. Report from Hollywood had him secretly married.

Jane White, professionally known as June Martin, burlesque chorus girl out of work, is held by the police connected with the strangling of her chum, Florence Miller, with whom she shared a room at the Hotel Richmond. Miss Miller was unemployed.

Police were called to follow a row between the two girls, following an asserted drinking bout. Six hours later Miss Miller was found with a towel knotted about her neck. She was picked up in a rooming house where she was found with three other girls. The latter were locked up as material witnesses. Police declare the White girl confessed.

Coney Island will select a Modern Venus next Tuesday (9) at Steeplechase. Stage girls barred as too strong a competition.

Sunday ads for 'Grand Hotel' were an open letter to Greta Garbo inviting her to appear in the show. She sailed the day before.

Chicago Title & Trust Co. enters suit for \$1,000,000 against William Fox personally, alleging breach of contract. According to the papers, Fox, for the Fox Film Co., agreed to purchase from Herbert A. Lubin securities to the amount of \$3,056,899, including a controlling interest in the RKO theatre and the leasehold on the property at Lexington avenue and 58th street. These were to have been purchased in installments over a period of seven years. Lubin transferred the contract to Fox's wife and Arthur E. Sawyer, who in turn transferred to the Chicago company which now claims default.

Irving Berlin reported to be working on a production due late in the season. Presumably under the Sam Harris aegis.

'Dangerous Corner' will be delayed until November on account of Equity regulations. Colin Keith-Johnston, having worked in 'Warrior's Husband,' is not eligible for

another American engagement until then.

Rumor current that Charles Cochran, English producer, may be asked to assume management of a series of productions in connection with the Chicago Century of Progress exposition.

W. A. Brady has dropped Ivor Novello's production plans. Metro has the film rights with no restrictions. May make an early production.

Pilots' Ass'n warns that it will refuse to take off any persons carried away by the liners. Too many attending the midnight sailings have forgotten to get off in time and the station boat has been taxed for accommodations. Hereafter it will be a round trip to Europe and back, or a turnover to the French authorities as stowaways.

Survey shows that auto licensees have increased 15,000,000 in the last ten years. Average fee has risen from \$11.71 to \$13.34.

Dorothy Britton, showgirl, named in the divorce suit of Mrs. Gladys Walton Ferlin, is suing the latter for \$20,000 for defamation.

N. Y. 'News' reporter, Grace Robinson, is being sued to Sweden on the same boat with Greta Garbo and sending back daily stories by radio. States that Garbo did not lose a dime in the closure of the Beverly Hills bank.

Crooby Gauge says 'Angel' will be his first show next season. Also has 'The Night Remembers,' 'Police Commissioner' and 'Wake Up America,' but no dates yet.

Vera Marsh now spells it Marsha.

Madelin Boyd plans a subscription theatre in Englewood, N. J., in which plays, likely to be banned for obscenity, may be given private performances.

Lawrence Hazard, who sold 'The Man's Castle' to Al Woods and then also sold L. Lawrence Weber 'Manhattan Medley,' is looking around for someone to purchase 'The Sure Thing.'

Randall O'Neill's Mousetrap players are to be tried out in the Stanley Warner theatre. Bridgton, N. J., in a cut down version of 'Mary Jane.' They have been playing Jersey towns.

Zacchini is announced to return to Luna Park today (Tuesday) with his cannon stunt.

Garbo finally got off to Sweden last Saturday (30) on a Swedish liner. Steaming departures during the last few days have drawn extra crowds hoping for a look at the star.

Inez Wilson loses her plea for alimony and counsel fees from her husband, W. H. Wilson, the former asked for a separation and allowance on grounds of coldness, but the court held these allegations not to have been proven and refused the appeal. Hirst married the singer after becoming involved in a romance with her which led his first wife to sue for divorce.

Theatrical Protective Union No. 1 submitted a letter to Leslie a counter-proposal in reply to Dr. Moskowitz's plea for a one-third out. There will be another meeting today (2).

Earl Carroll dickered with the owners of the Casino for his return there. Matter rests with Grafton Minot, pres. of the 755 Seventh Ave. Corp., who is abroad.

## Coast

Kurt Neumann, Universal director, announces intention to wed Irma Lily of Hollywood.

Natalie Talmadge Keaton filed suit in Los Angeles Superior court for divorce from Buster Keaton, charging extreme mental cruelty. Property settlement made out of court, whereby Keaton was to pay for the maintenance of the children. Custody of the two children (boys) goes to the mother.

Jean Guglielmo, 18, nephew of the late Rudolph Valentino, in Hollywood from Italy to join his father, Metro technical director.

Surrendering to 40 police of Hemet, Cal., Kenneth Kent, 20, orchestra leader, admitted that he shot and

killed his stepfather, Alvin B. Choate, who allegedly had mistreated members of the family.

Slugged and robbed by bandits, Charles Ewing, dancer, treated at Los Angeles Receiving hospital.

Wilson Mizner recovering from bronchial pneumonia in Los Angeles.

Bebe Daniels offering sword from the Rudolph Valentino collection as prize for winner of woman's fencing competition in the Olympics.

Baroness Elsie von Koczian of Austria, known on European screen as Elsie Fuller, in Hollywood to star at scenarist career.

Dispossession proceedings brought in Los Angeles Municipal court by Bank of America against William Desmond, seeking possession of his home in Hollywood, sold under foreclosure to J. Edgar August, and which he still occupies.

Doris M. Waite, stage actress, suing Dr. Fred W. Billas in Los Angeles for \$100,300 damages following an auto accident, which she alleges left her permanently injured.

Second poison-tongue telephone call in Los Angeles in a week came when mysterious man phoned police reporters that John McCormick, former film executive, had been killed at a telephone booth. Telephone company investigating.

Municipal court suit filed in Los Angeles by Sylvia Hahn, actress, against Helen Vinson for \$350 commission, said to be due for obtaining a Warner contract.

Gilbert Tapeau, writer, reported theft of cash and clothing valued at \$1,192 from his Hollywood home.

Thomas Lipps started foreclosure proceedings in Riverside, Calif., Superior court to obtain \$37,717 secured by mortgage on Hotel Del Tahquitz at Palm Springs. Defendants: Fred Ridgeway and her husband, Constantine Bakalinski, who built and operated the hostelry.

Ruth Madonna Antonelli, dancer under name of Fontaine La Rue, filed divorce suit in Los Angeles against Albert Antonelli, cosmetic dealer, charging cruelty.

Monte Blue, headlining a Fanchon & Maude unit in Seattle, rushed out of the wing to escape burning costume worn by Wanda Stewart, chorister, which caught fire when footlights short-circuited.

RKO sued in Los Angeles Municipal court by P. L. Iverson and Beas Bordeaux, who claim circuit failed to withhold salary of G. E. (What-a-Man) Hudson after attachments had been levied against it.

Sneak thieves stole \$7,000 in Jewels from the car of John Connelidine, Jr., an actor, the former Carmen Pantages, while it was parked in front of the Brown Derby, Hollywood.

Ruth Noble back in the U. S. from Tokyo where she made an unsuccessful attempt to see her son, now in custody of the father, Sessue Hayakawa.

Preliminary hearing on complaint against Eddie Brandstatter, restaurant man, set for Aug. 8. Charge brought by C. E. Toberman, Hollywood actor, that Brandstatter moved out \$5,000 worth of fixtures and equipment from the Montrose where actor Toberman had bought them.

Queen French Simmons, pianist, awarded \$14,000 damages in L. Superior court for injuries suffered when struck by automobile of Ralph Bohne and Harlan Dalry.

George Hyde, 36, reporter and former member of Al Himec McPherson, charged with poisoning a woman in San Francisco.

Los Angeles police hunting Harold Duncan, brother of the Duncan sisters, on warrant charging issuing the bank to pay an auto repair bill of \$33.

Capt. Albert Condit, film player, announced in Hollywood that he will marry Baroness Elsie von Koczian, scenarist, in a ceremony at sea within a month.

Lina Basquette rushed to Los Angeles Receiving hospital where surgeons treated her for poisoning. Goons treated her for poisoning. Later friends discounted the suicide

theory, saying her illness was due to overdose of onion soup. Note found in her apartment addressed to 'Dear Jack,' and professing love, led to bringing of Jack Dempsey's name in the case. He denied any engagement. Shortly before the attempt, Miss Basquette announced her re-engagement to Teddy Hayes, Dempsey's former rival. It was her second attempted suicide.

Jewelry valued at \$100 lifted from Hollywood apartment of Frances Lee, actress.

Coroner's jury in Beverly Hills reported that death of Lory Rother Stanford student, was due to negligence. Coroner's Smith, musical comedy dancer, who drove the car in which Rother was riding. Car overturned when it hit a depression in the street.

For injuries received allegedly when hit by automobile driven by Dr. Fred W. Billas, damages of \$5,000 awarded to Doris M. Waite, actress, in L. A. Superior court.

Jury in L. A. Superior Court awarded damages of \$14,000 to Mrs. French Simmons, pianist, for injuries allegedly 'Queen French Simmons' in action against Ralph Bohne and Harlan Dalry. Said she suffered spinal injuries in an auto crash which halted her musical career.

## Mid-West

Trudy Davidson's husband, Stephen Corbin Davidson, was in court, after alimony owed to wife, 1. He was supposed to make a cash settlement of \$7,500 on a five-year contract. Davidson's alimony was to be reduced from \$250 to \$100 monthly. Miss Davidson is a Chicago night club entertainer.

Edith Rockefeller McCormick, Chicago's best known millionairess, writers, is going to write in six parts. At least she wrote the words. Eleanor Freer provided music. It was recently sung, in toto, for a group of society dames over the telephone.

Henry J. Schireson, once an M. D., was denied the right to again have out a doctor's shingle. Judge Joseph Pritch of Superior court nixed the doctor's shingle. He was to practice his arts in Illinois. At one time Schireson had offices in the State-Lake building, and did a thriving business. He was a doctor. He lost his license when a boy-legged lady lost them altogether.

It was horses, Frank Berling revealed, that brought him together with Joan Winters, the actress who is now Mrs. Berling. The general manager of the Hotel Sherman was a lifelong cynic on matrimony, but finding a common bond in horses he finally gave up the quackery and became a horseman. Honey-mooners were in Dayton, Ohio, to visit Mrs. Berling's parents.

Polka Brothers drew more bombs. Their circuit of suburban Chicago theatres is non-union.

Nick Basil, actor, spent a morning on the bench with Judge Joseph Pritch in Chicago. Basil's court case he passed through to Hollywood. His name lives in Chi.

Messenger bearing \$12,000 from the Deftis roadhouse, reported to police the theft of the money near Evanston park. Two bandits did the job.

## 5 Drop RKO Vaude

(Continued from page 30)

finer the RKO route to Denver as the farthest western point and leaves the circuit without a coast-to-coast vaudeville trip for the first time in many years. That Coast route was always the principal variety circuit's booking advantage over other circuits, since it permitted more extensive routing and better consecutive bookings.

Increasing the bookings and bookers in the RKO office probably will result, because the loss of the Coast weeks practically dissolves the road show route running from Minneapolis to the Coast and back. Shows and acts booked for that territory beyond Aug. 13 will have to be re-routed or paid off without playing, which further burdens the little remaining eastern route. Shows and acts booked for the already large list of obligations.

Horace Heidt and band, with a contract for three months in San Francisco, will remain at the Gold Coast with the stage act required to support them being booked from L. A. by Bern Bernard.

Los Angeles, Aug. 1.

RKO's coast actor is reported to have been averaging a weekly red of around \$18,000.









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# 15 YEARS AGO

(From 'Variety' and 'Clipper')

Harry DeVaux, president of Actors International Union No. 1, told that the American Federation of Labor, which had issued a charter which later was transferred to the White Rats, was about to form a federation of all stage players, with branch locals in various cities. Eventual outcome was a charter to Equity under the Actor's Union. Later gave up the ghost a year or so ago. So long as it lived Equity held under that charter.

'Booking office told the agents to stay home and tend to business. Agents-owned yachts in those days.

Lowest circuit took the new Stillman theatre, Cleveland, and the Valencia, Toledo. Dinkering for sight more.

William Collier, Sr., planned his own film company to star his son, Paul. But he was killed by Tom Sawyer because Jack Rickford was starred.

First National was preparing to make the first film production of Tarran.

'Clipper' estimated that there were 80 new acts for the coming Vaude season.

Jane and Katherine Lee yanked out of the Loew theatres by Gerry Seely.

N. Y. Screen Club realized \$5,000 on its first public show. Had ideas for a clubhouse, but the creek went left; it high and dry a few years later.

Jack Osterman got his first legit job as a writer in the Chi company of 'Oh, Boy.'

Exhibits warned against faked French war films labeled 'official.'

# 50 YEARS AGO

(From 'Clipper')

Willie Wells, with Sells Bros. show, set a new selling record. Did 29 feet over the backs of 10 elephants. Four feet better than his nearest competitor.

Van Amburg show claimed a record. Wagon show drove from Oxford, N. Y., to Chenango Falls, 18 miles, gave two shows and drove 12 miles to Binghamton and loaded on train for a 172 mile jump to Warwick, landing there 4 p.m. the next day.

Court action brought out the testimony that the members of a juvenile 'Patience' troupe playing New York got \$5 a week and board.

Iron Steamboat Col. in a jam. Giving concerts at Pier 1, North River, and charging admission. Corporation Counsel made them quit. They're still stopping at the same pier.

'Clipper' told an inquirer that banjo players were not in demand by minstrel troupes. They were of high rank, and then they were not hired as banjo players but as comedians.

Daly's theatre, then one of the class houses, was being renovated. Charges included equipment to electric light for stage and auditorium.

John T. Sullivan, who had been an amateur actor, got a job with Rhea for next season. Developed into a strong leading man. Remembered by old timers as a fist fight with Leander Richardson over a notice given his wife, Rose Coglian.

Barlow-Wilson minstrels had a new specialty—song and dance men opened in full armor.

Hodge opera house, Lockport, N. Y., advertising for shows. Rent was \$40 a night or \$200 a week, with one box reserved for the prop.

# Inside Stuff—Pictures

(Continued from page 6)

movie possibilities in Buck and 'Bring 'Em Back Alive,' with sincere regards, Frank Buck. Goldburg at that time was general manager for A. J. Van Beuren.

In years past the motion picture industry was well represented at the three-week revel of the Bohemian Club, San Francisco, held each July at the Bohemian Grove on the Red River, Calif.

This year they were absent and those who did go kept it under cover. The event, which generally has about 300 from all parts of the country, was not so successful from the attendance standpoint, there being less than 200 there. Those coming from sections outside of San Francisco are mostly guests of the members, with the latter paying for their maintenance during the sojourn.

A former agent, recently appointed a production assistant at a major studio, was assigned to supervise entertainment of visiting Olympic athletes and other celebs. Agent's wife is a freelance player, and at all affairs she took complete charge of the entertainment and did considerable ordering around of contract stars and players. Front office later informed the former 10 percent to retard the activities of his frau, reminding him that after all he was the only one in his family on the company's payroll.

Christy Walsh has the 11 football players he brought to Universal for 'All America' fled up until four months after the picture is completed. He was signed for 10 days at \$10 a day and keep, and agreed in their contracts they would not appear on stage, screen or radio for 120 days after completion of the opus.

Several of the boys are already regretting their commitments, as they have numerous offers to obtain extra money on the side while on the Coast.

Buffalo hunt material filmed years ago in Yellowstone Park by the late Thomas Ince for 'The Last Frontier' will make another appearance in the serial of that title, now being made by J. A. Van Beuren for Radio. 'Last Frontier' now becomes a Hollywood tradition. Picture was an on and off for two years prior to Ince's death, but later PDC revived and completed it, using some of the buffalo footage.

When PDC passed to Radio the buffalo film was acquired in the transaction.

Fox were trying desperately to get a burly male lead for 'Rackety Rax,' which Jack White, will direct. They wanted Wallace Beery, also Edward G. Robinson, but were turned down. Last week Sol Wurtzel saw a 400 pounder in the restaurant on the lot. Man was working extra at \$5 a day. Wurtzel rushed him in, had a test taken and immediately contracted him for the part at \$200 a week. His name is Dewey Robinson.

Amongst other things, S. L. Rothafel plans a change of guards, as at Backus Palace, for Radio City theatres' uniformed staff. There will be different squads, including special officers, guards, pages, ushers, doorman, attendants and musicians, each with uniforms that will differ from each other under intentions. Besides which there will be two types of uniforms for each of the groups, one for afternoon wear to 6 p. m., the other for evening.

The main house owned by Gaumont British has been squawking because the arrival of Joan Crawford here netted five columns of space, excluding photographs, in the major London dailies, while the opening of the palatial Gaumont British studios in London the previous week netted only two.

Enlightened scribes rate it as a fair representation of the relative new value of a star's arrival and the building of new studios.

Frenzied finance has hit one of the Coast. Indie studios where three of the producer's backers are established on the set in canvas chairs with their names thereon. They're watching costs. The director obviously explains each sequence before he starts the camera, a process that is adding plenty of overtime. But the angels have effected economies. They sent home three extras on quarter checks because they were not needed after the first two hours a day.

A male star recently pleaded a broken ankle and delayed production on a picture for nearly five weeks. But beyond that is what the star, the director, an astrologer, was advised by the astrologer not to work during a certain period if he desired artistic and financial success.

Only way out for the actor was to plead ill, so he thought of the ankle complaint.

There was something startling in the dumb question of an autograph home at the 'Congorilla' of the company until the Winter Garden. New York Signature snatcher was wished onto the theatre man as a gag and told he was a prominent Paramount executive just in from Hollywood. 'The house said, 'Who's Zuko?' Told it was Jesse Lasky, the light-weight with the fountain pen; then asked, 'Is he still with the firm?'

Paramount exchanges have been ordered not to book the first block of business of the company until everything on the current season is out of the way. Edict comes from G. J. Schaefer, sales head.

'If they want the new product now on the way to them, say that they don't want the older product first. This must include all shorts,' says the bulletin.

Film attorneys who specialize in lobby work and government as it affects the industry, are not worrying over threats from indie organizations which are talking about going to their own state legislatures for a solution of picture problems.

Picture prices in back or in front of the boxoffices cannot be regulated by legislation, declare the film lawyers.

In line with Radio's future policy to limit heavy expenditure only to the Constance Bennett, Richard Dix and Ann Harding pictures, Dave Selznick has brought in the first of his program output for next season for \$105,000. Picture is 'The Age of Consent,' directed by Gregory La Cava.

Total cost includes a directorial charge of \$12,500 and a \$7,500 story.

Considerable interest by American film companies in 'Maedchen in Uniform,' German talker, and an amateur effort except for the producer and director.

Made in a German girl's school, doing away with the necessity for building sets, a government building was arranged for the court scenes. Film cost well under \$30,000 to produce.

Warner Brothers' new series of natural tint two-reelers is said to be an effect of its original contract with Technicolor. WB is making a half dozen or so of these shorts, one of which has already been released.

At the time the vogue for musical films and color started to wane,

# Inside Stuff—Vaude

'Variety club of Columbus, O., held a royal fete last week at Olentangy park with Leo Haelein as host. All members of the theatrical organization were guests of the park for the night.

H. E. Cherrish, 'Dispatch' critic, put in so strenuous a night that he reviewed the proceedings the next day and signed it 'By what is left of a critic.'

Politicians along the Atlantic coast are handing their followers vaude shows instead of the usual political rallies. Monmouth County Democratic Club opened its campaign at the Asbury Park Convention Hall (27) with six acts and a 10-piece band for dancing. Show was advertised as a 'speechless rally.' And it was.

Publicity matter issued by RKO in connection with the NBC-RKO radio talent contests in the circuit's theatres gives an unusual plug to opoahish network artists.

Morton Downey and Kate Smith, both CBS names, are prominently publicized along with NBC talent.

Arthur Van Dlen, for many years with RKO as its traffic manager, has gone into business for himself, opening a New York travel bureau. He grew up with the Keith regime in the old days; handling all transportation matters on acts, etc.

Lou Holtz and Phil Baker are splitting billing in the crossword puzzle manner at the Capitol, New York, this week.

Winchell resolved his campaign in the ads so a compromise was arranged. In half of the advertising Holtz is on top, and vice versa.

Advertising budget for the Palace, New York, had been increased \$500 weekly for the first three weeks of the new vaudeville policy. Will run to \$1,500 weekly now.

Lobby decoration costs are limited to \$200 weekly.

Walter Winchell turned down an offer from Louis K. Sidney for a week at the Capitol, New York, on the ground of doctor's orders.

Winchell resolved his campaign in the ads so a compromise was arranged. In half of the advertising Holtz is on top, and vice versa.

Before leaving for a Chicago trip last week, Joe Sullivan, RKO agent, declared he was going out to look over the situation as a personal emissary for George Godfrey.

almost simultaneously, Warner's held a contract with Tech which carried a forfeit clause if the Tech process was not used. However, it is understood that this contract was on a footage rather than a per feature basis, or such a settlement was reached, hence the solution via the two-reelers. Besides which WB has a feature length mystery tale in color to be released for the new season.

Shooting a 75, with the end showing three consecutive birdies, Junior Pettijohn, 14, son of the Hays lawyer, has received offers from two clubs for exhibition rounds on the links.

Youngster flashed his round Sunday afternoon (31) at the Westchester Country Club, New York. Young Pettijohn also holds several records for trap shooting.

Four reels of animal stuff, taken in Africa by the Hope Expedition, is under consideration by Educational. Film may be split up for use in shorts.

Meanwhile, another Hope Expedition to Africa is under preparation. Some film from the first trip, was lost on a steamer which sank off the African coast.

There are some exhibitors who have no complaints to offer in playing at 85% to the distributor after overhead, taking the unprecedented short end of 15% for themselves.

'If we could be sure of even getting expenses these days, stated one southern exhib visiting New York, 'there'd be no kick on any picture.'

Although passes should carry the line, 'Subject to U. S. Government tax,' those which were printed prior to the enforcement of the tax may be used by theatres until stocks are depleted.

On all passes going into theatres a record is being kept of the name, number, whether one or two admissions, and the amount of tax collected.

A few transfers between New York and Chicago are reported being considered for the Paramount-Publix publicity and advertising staff. Not a question of let-outs in any case, merely a change in locale.

Exchange may include some of the executive staff of these Manhattan and Windy City departments.

Anticipation now regarding Radio City's theatres are that the two houses will open a week apart next winter.

Plans point to the music hall, or stage house, opening first with the straight film spot to follow. Question seems to remain open whether the stage site will debut under a \$2 or \$1.50 top scale.

Some players in the Al Jolson picture 'The New Yorker' have been on the payroll for 10 weeks. A few have worked as little as three days and others not more than a week.

It is figured that the majority of the cast will have drawn from 16 to 20 weeks' pay before picture is finally completed.

Theatre department and sales execs of RKO-Radio took a squirt at 'Hold 'Em Tight' last week in New Rochelle. They'll probably cut it 500 feet and send it along.

This is the last Wheeler-Woolsey picture for Radio.

The supplementary 'Congorilla' exhibit in the darkened WB Hollywood, across the street from the Winter Garden, New York, is being moved to the Federal Hall in Bryant Park and Mount Vernon as institutional plugs for the picture.

Taking their 'Paramount Year' campaign seriously, some of the execs in the home office are looking forward to January with much enthusiasm. They feel that at least one of the salary cuts imposed by the company during 1932 may be rescinded at that time.

Midnite admission prices at the RKO Mayfair, New York, to a 85-cent top daily.

Price was formerly limited to weekdays only.

Paramount has 26 directors under contract. Of this number only five hold one picture agreements. They are Frank Borzage, Thornton Freeland, Eric Kenton, Max March and Frank Tuttle.

Metro's 'Wild Party,' announced as first starring picture for Jean Harlow, takes its title from the poem by Joseph Moncure March, now a Hollywood scenarist.

RKO's drive for increased box-office results, to be called 'RKO Greater Show Season,' Aug. 12-Sept. 15, may be postponed for the Greater New York area to wait for the new product to arrive.

# \$8 in B. O. Folds B'way Show with \$40 Star and No Ushers Upstairs

'The Chameleon' did a quick fold at the Masque, New York, playing a single week. It was the first non-Equity try in some years, presented by Lionel Elyman with a semi-professional cast. Understood the top salary was \$40, but only one player in the cast was reported paid.

First night's takings were estimated at \$110, which was top for the week. A performance was scheduled for the second Monday but with only \$8 in the box office Elyman decided to shut down rather than be obligated to the stage crew for the week. Actors salaries did not figure, since there was no guarantee to pay them.

**B'w Treasures**

Two persons on the box office were said to have been put on at \$15 per week each. There were two ushers downstairs and none in the balcony, nor were there any customers. Equity made no attempt to stop the show taking the position that unless it clicked, there was no cause to interfere. Had the show gotten across the stage hands would have been asked to walk unless the actors joined Equity.

The players recruited from dramatic schools, were warned, however, that they might encounter difficulty if ever applying to Equity for membership. That caused several originally in the cast to walk out.

## BUCHANAN-ROBERTI IN NEW A & F SHOW

New Arons - Freedley musical, for which George and Ira Gershwin are writing book, score and lyrics, will go into rehearsal October with Jack Buchanan as the star. Show was delayed because of fixing a date when Buchanan could leave London. This was definitely arranged by cable last week.

No title for the production has been selected and casting incomplete. Among those tentatively chosen - Lydia, George Hale will stage the numbers.

## Baker's Untitled Show

**Sans Shubert Revue**

Phil Baker's 'Laugh It Off' revue is on, sans any Shubert hookup or other hitches. Sole change will be the title, as yet undetermined, because of a previous claim to 'Laugh It Off'. Pat Ballard, U. of P. alumna, claims prior right to a libretto and score of that name which college show he is trying to sell professionally.

So far lined up for the revue are Eddie Gray, Ethel Barrymore, Coit, the Four Musketeers (male quartet from Abe Lynette's orchestra), Alice Koushnetzoff and Nicolina, Barr Hill, baritone from the Chicago Civic Opera, June and Cherry Preisner, and the Abner Twins.

'George Hale' will stage the dances. Songs and scenes by Murray, Trivers and Oakland.

## NORTON RESTING UPSTAGE

William Norton, manager of the Music Box, New York, who was under observation at Polytechnic hospital where his ailments were diagnosed as intestinal congestion, is resting at Lake Lucerne.

He is expected back at the theatre next week. Lep Solomon and Spencer Bellhorn are battling for Norton in his absence.

## OPTIMISTIC

Tracer, Ia, Aug. 1.

Despite that red ink marked the efforts of the little theatre movement in the season just closed, times and not the money were to blame, directors voted. They have made plans for fall and winter work which thus far will include three stage play presentations.

Ray Smith is president.

**McGowan Staging 'Ballyhoo'**

Thomas Mitchell has replaced Jack McGowan as stage of the skills for 'Ballyhoo', revue due for fall opening.

Haas Thompson was offered the assignment while in town, but couldn't make it due to a Paramount studio assignment.

## What, No Stuffing?

Los Angeles, Aug. 1.

With a larger number of turkeys in the air than ever before, one shoestring has figured a new way to make a million.

He's going to supply the cranberry sauce.

## BUT 3 BOOKINGS NAMED FOR CHICAGO

Chicago, Aug. 1.

The Chicago legit outlook is bleak. Only three bookings appear even tentatively set. They are 'Another Language', for the Harris about Sept. 1, 'The Sound in Vienna' at the Erlanger Sept. 5, while the 'Chi Of Thee I Sing' is not due until October. Dates may be changed.

Looks certain that six or seven theatres will be dark at any given date throughout the new season. Great Northern is slated to remain in perpetual mourning and the Princess and Cort are natural sisters-in-law. Present calculations indicate that the Illinois will be dark most of the time. Rumored revival of 'Hot Cha' is mentioned for this house.

Buckleton has approached the Shuberts for bookings, but latter replied negatively. Tracy Drake must therefore rely upon independent bookings for the house. Hotel man may have little leisure for the theatrical hobby this season.

Adelphi and Playhouse, the two legit without five-man orchestra bands, are again on the edge for the smaller attractions and one-act operas.

## Production Lull May Close 3 B. & C. Houses

Los Angeles, Aug. 1.

Belasco & Curran is facing a complete shutdown of its three Coast houses, the Belasco here and the Curran and Geary in San Francisco, through failure to put into rehearsal a production to follow 'Cat and the Fiddle'. B & C will keep the musicals at work only until the end of the month. Claire winds up here at the Belasco, 'Cynara' closing Saturday (6), at the Biltmore here, goes into the dark George, for two weeks.

Local producers had planned on Gerhold Davis' 'Footlights' for the 'Frisco ace house to follow 'Cat and Fiddle', but with the Davis show a bloomer, B & C is high and dry for an attraction.

## Billie Burke May Do Kern Show, And Retire 'Follies' Title from Stage

## Chi Legit Comm. After Concessions from Unions

Chicago, Aug. 1.

One month before the present union contracts expire, Chicago's legit managers have formed a committee whose slogan is 'unnecessary theatre orchestras must go.' This refers to the required five man pit orchestras which most of the legit houses have maintained for years. Cost is \$480 per theatre each week.

The legit men also want relief from the stagehands. In this direction they advocate the flexible crew system of New York where the backstage boys increase in number as shows increase in size. Neither Jimmy Petrillo, musicians' boss, or George Brown, of the stagehands, have been officially informed of these ideas as yet. Formal notification is expected within a week.

## MID-WEST CHAM

McLaughlin Planning 12-House String for Autumn

Cleveland, Aug. 1.

Robert McLaughlin and Sam Mehm, business associates, planning a midwestern stock chain of 12 legit houses getting under way around Sept. 1.

The chain will be the producing headquarters for shows sent out on the circuit.

## Co-Op Troupe of 50 Starts Bus Tour of 1-2 Nites at \$1.50

'Merry Go-Round,' Barnum Corporation's co-operative road revue which will tour by bus, is due to open next week, at Norwalk, Conn. Troupe comprises about 50 people and will one and two night it at a \$1-\$1.50 scale. Three and a half weeks are already booked.

Cast is headed by Agnes Ayres, Shannon Day (both from pictures) and Billy Wayne (formerly of Wayne and Warren, vaude), who is the show's producer. Score is by Ken Nichols, who is in the cast, weekly expenditures shall not exceed \$1500 weekly, this including buses at \$125 weekly each which includes drivers and gasoline. Company will start out through New England and upper New York state and may reach Canada and the middle west.

Show has had two advance men out for six weeks in selling two buses at \$125 weekly each which includes drivers and gasoline. Company will start out through New England and upper New York state and may reach Canada and the middle west.

Behind the venture financially are Harry Barth and a Mr. McNichols, real state brokers from whose names the title of the corporation is derived. An unusual clause in the contracts issued to the players is a paragraph which specifies that weekly expenditures shall not go beyond \$1500 weekly, this including chorus and orchestra salaries as well as stagehands, etc. Up to yesterday (Monday), the backers had not asked for an adjustment on this stipulation.

## McGraw After Pres.

San Francisco, Aug. 1.

Baldwin McGraw, ex-KPO drama director, plans to install a co-op stock company in the long-endangered President, and is dickering with unions for concessions. Stagehands have given him a definite turn out on his own proposition, but musicians will meet this week to consider it.

Winthrop estate, owner of the President, formerly operated by Henry Duffy, is willing to turn the theatre over to McGraw sans rent until house makes money.

McGraw would ring up certain at 7:45 p. m. for a 10 o'clock closing.

Hollywood, Aug. 1.

Billie Burke was in the 'Bill of Divorcement' at Radio this Friday (5). She will remain here two weeks and then leaves for New York with the body of her late husband, Flo Ziegfeld. Miss Burke desires a private funeral, but Mayor Walker is insistent on a tribute from the city. No decision has been reached as yet. Miss Burke states that she will do the score of Jerome Kern's operetta, which he wrote for Ziegley prior to the latter's death, and possibly will produce it herself. Actress declares she is undecided about permitting use of the 'Follies' as a title, feeling that with Ziegley gone the heart of the 'Follies' is no more.

It is also likely that Miss Burke may complete affairs of the estate upon the termination of the 'Showboat' revival and return here for picture work.

She has already decided to go into production, reports it that A. B. Blumenthal will probably finance.

# New U. B. O. Awaits Action in Oct. Pending Theatre Lease Settlements

## Jobless Break

Winchell Smith, III, at his Farmington, Conn. home for most of the past year, calls it a break.

'I've been too busy to monkey around Broadway recently,' he wrote a New York friend a couple days ago, 'So I've still got most of my money left.'

## 18 LEGIT WEEKS IN CAN., 1ST TIME 10 YRS.

Toronto, Aug. 1.

Canada will be open for legit bookings to a greater extent than any time within the past 10 years. Bookings totaling 18 weeks have been offered by Ernest M. Rawley of Toronto, who has lined up the theatre.

Territory extends from Toronto to the northwest. A number of theatres mentioned were of the Canadian dramatic control and were involved in a government suit. Understood that Rawley thereafter entered into an agreement to supply them with legit attractions from time to time.

## L. A. MUSICAL CLOSED BY UNIONS; CAST COLLECTS

Los Angeles, Aug. 1.

'Footlights,' Gerhold Davis' musical, folded Wednesday (27), half an hour after the matinee was to start. Musicians' union and stagehands, holding \$2,135 worth of uncashable checks refused to render service. Cast and chorus were paid \$2,400, two weeks salary, out of the bond posted with Equity. About \$200 in refunds was made for an unplayed matinee.

Both unions are still waiting for their money, and Arthur Wenzel, p.a., and Agustin Glasimire, director, are in the same fix.

## Vail's Rep for Pitt, Plans 4 40c Mats Wkly.

Pittsburgh, Aug. 1.

Deal whereby Ed Vail, former director of George Sharp stock company here, is to take over the Pitt to house a repertory group next season, expires, and the company closed in a few days. Vail has been around for weeks arranging financial backing and other details. The Pitt, formerly a Shubert property, was sold at a sheriff's sale some time ago to the insurance company holding the mortgage. It has been dark for more than a year.

Vail intends to run 10 shows a week, including four matinees, at which top to be 40 cents. Evenings are to be 51 cents, with a 9-cent tax, permitting customers to escape the government rap.

## Fears and Anderson

Peggy Fears in contemplating another new show in which to star Judith Anderson.

Title of the piece is 'Mistress Antonio.'

## COMMEMORATING OLD CALIF.

San Francisco, Aug. 1.

A suggestion of the late Emile Melville was carried out this week when a plaque was installed in what is now the telephone building, commemorating the old California theatre on Bush street.

J. J. Gottlob, Charles Shult and other old-timers were guests at the exercises.

## 'LILLY' AT BROADHURST

First George Abbott-Phil Dunning play, 'Lilly Turner,' goes into the Broadway, New York, Sept. 19.

It's the piece previously known as 'Exit,' authored by the producers and staged by Abbott.

The combined Erlanger-Shubert booking enterprises opened offices on the eighth floor of the New Amsterdam theatre, Aug. 1, but it is believed the new legit circuit will not fully function until October because of the mass of detail to be arranged, including deals with out-of-town theatres to be booked.

Jules Murry for the Shuberts and Augustus Shubert for Erlangers have separate offices for the handling of shows for New York. They will team on the out-of-town bookings. Marcus Helman, whose office is on the same floor, but of the new circuit and has the last say in questions to be decided. Circuit's official title of the United Booking Office, the same that once applied to the Keith vaudeville booking department.

Control and booking of a number of Broadway theatres, continue to be shrouded about because of banking control or foreclosure, which forestall definite disposition of the houses at this time.

**Musical Houses**

Two independent producers of musical plays are dickering for leases on the Imperial and Chickadee theatres, both of which were properties of the Shubert Theatre Corp. (Continued on page 53)

## CHARLOTTE FIXEL HELD A. L. ERLANGER'S WIDOW

Surrogate O'Brien handed down a ruling Monday sustaining the contention of Charlotte Fixel, who was once professionally known as Charlotte Leslay, that she was the common-law wife of the late A. L. Erlanger. The decision coupled most of last winter and the testimony was the most voluminous on record in such cases.

It was shown that Erlanger and Miss Fixel traveled from coast to coast as man and wife and that they coast as European trips together at which time they registered as such in various hotels abroad.

No contention of Miss Fixel was made in Erlanger's will. The fight to establish Miss Fixel's status was accompanied by a feud between attorneys Max D. Steurer as counsel for Erlanger and Charles Kresel, called in by the estate. Recently Mr. Kresel withdrew, after a reported dispute with Judge Mitchell Erlanger after the hearings were completed.

The court castigated the defense for its insistence in painting 'a sordid picture of continued breaching of the moral law and a complete lack of fact there is 'convincing proof'...of a union of two sympathetic persons for a time illicit, but legitimate of a banner in the divorce decree (Erlanger's) and not because of a lack of matrimonial intent, a decade of mutual fidelity, unstained by even a suggestion of indifference or inconstancy, a blending of two lives...as are lived by the average husband and wife faithfully devoted to each other.'

Miss Fixel now has the right to sue for a widow's one-third dower right in the estate, which unless a settlement is made, may be tied up for years. It is estimated that the activities of the Erlanger office will be limited until the matter is finished.

## EDITH KING IN ELIZ.

Newark, Aug. 1.

Edith King is heading a new stock company in the Elks' Auditorium, Elizabeth. William Faveram, whose stock in Montclair closed last spring, is playing the leads.

Others in the company are Lorna Elliott, Burr Lee, William R. Randall, Kirk Brown, James Horn and Wallace Groom.

## I. A. BILTMORE DARK

Los Angeles, Aug. 1.

With departure of 'Cynara' from the Biltmore, Saturday (6), house goes dark today.

Not a single legit show has been pencilled in for the coast, and unless an early season Broadway production is jumped here, the Erlanger house is in for a long idyll.



# Ziegfeld Anecdotes

The late Sam Kingston was the most colorful executive on the staff of the late Flo Ziegfeld. When Ziggy was out of town Kingston received telegrams both voluminous and numerous. Not infrequently he would indicate a sheaf of such messages and declare he had not even read them, saving the wires merely to check the bill.

Kingston was partial to blue serge suits and half a dozen hung in a cabinet in his office. When joshed about it he would open the cabinet and display the clothes, once buying a gray suit to fool a friend.

Ziggy's general manager continued to occupy offices in the ninth floor of the New Amsterdam after the Ziegfeld theatre was built and the late Walter Kingsley held forth in Ziggy's quarters on the same floor. Coincidence was that both Kingston and Kingsley died of cerebral meningitis within a comparatively brief interval.

Kingston handled all of Ziggy's accounts and bankrolls and became a past master at stalling creditors. It was nothing for him to gather up a bundle of bills and statements and tear them up. Sam quit Ziegfeld to go with William Fox but returned after a year. Ziegfeld and Kingston were associates and friends for many years. One of the latter's prized mementoes was a tynpse of himself and Ziggy posed with small derbies, or 'iron hats,' and he never permitted it out of his hands.

'A Parlor Match' was not a Ziegfeld show. It was a Hoyt farce presented by and acted in by Evans and Hoyt. Show was played by them for a dozen years and revived before Anna Held appeared in it as an added attraction.

Ziegfeld brought Miss Held over from Paris but didn't know what to do with her. When Minnie French (Mrs. Evans) was taken ill, Miss Held stepped into the cast. 'Match' was originally a playlet called 'The Book Agent' and first showed at Miner's Bowery.

Nor was Ziegfeld concerned with 'The Pink Lady' which really was the most successful musical ever presented by Klaw and Erlanger who were inordinately proud of the show.

Throughout the profession it was commonly believed that Ziegfeld was Jewish. He never bothered to comment on the matter one way or the other.

Ziegfeld's father was a Lutheran and his mother a Catholic, as is the case with Billie Burke. On the Coast services were conducted by an Episcopal clergyman.

Miss Burke remains at the Radio studio in Hollywood until the pictured version of 'A Bill of Divorcement' is finished. The suspense of the coming journey back to New York is an added burden for her with no date for the final interment in New York named as yet.

The roof atop the New Amsterdam, the activities of which were especially Ziegfeld's, drew the classiest after-theatre patronage ever known to night clubs then or since. Called the 'Midnight Frolic' it offered a special type of revue for which there was a \$5 cover charge.

'Follies' beauts appeared in the 'Frolic' and the roof brought out Lillian Lorraine as a number leader. Prohibition took the roof out of the field as a late supper spot. About two years ago Ziggy attempted to revive the 'Frolic' with the 'Pink Lady' band and Maurice Chevalier, but it was a losing proposition.

To the roof, in addition to social registries and the cream of the show world, there nightly assembled in the old days a group of managers and newspapermen who always sat around a table in the back. The press found the padding of the roof more keenly than the closing of any Broadway spot that the dry law dried.

Ziegfeld was known as Flo, abbreviated from Florence, but he was rather sensitive about it and invariably advertised as F. Ziegfeld, sometimes adding the Junior to his name.

'Variety' made it easier by calling him Ziggy, to which he never objected.

Ziggy was the first manager to charge \$5.50 top for his musicals, a price that doubtless led others into the revue field. He had opened a number of his most recent shows at \$11 and \$15.50 the first night. Others had the temerity to top that going to \$22 and \$27.50, and one revue sold about 100 tickets for its premiere at \$100 each.

The 'Follies' was originally priced at \$2 top. That was when Ziegfeld moved into the New Amsterdam from the New York roof in 1914. At that time the 'Follies' opened in June and closed on Labor Day, merely to summer show. Sidewalk ticket spec had no trouble getting \$5 and \$6 for tickets whether it was hot or not.

'Variety' received not a few of Ziggy's lengthy telegrams which generally took exception to some story or the estimated grosses on his shows. The wires were rarely answered in type.

His leading objection was a half hour phone call about 'Variety's' notice on 'Rosalie.' He desired another review, claiming a bad break for a production that cost \$250,000. No second review was written but his plaint was referred to in the paper as 'A \$250,000 Squawk,' and he sighed when he saw it.

The pass list was always a bone of contention between Ziggy and his various p. a.'s. The producer was adamant against spurious gate-crashing, and always checked up on his publicity men via the company managers to see that the press passes, when issued, went to legitimate sources and not as payoffs for personal favors, etc.

Bernard Sobel, Ziegfeld's last p. a., had finally gotten it so that the pass list was not curtailed as stringently as in the past, but as recent as 10 days before Ziegfeld's death Ziggy had wired Percy Thomas, acting company manager of 'Show Boat' at the Casino, to keep strict tabs on the pass thing.

Ziegfeld had a wealth of color. He was an artist in all essentials. He was addicted to colored shirts, smoked cigars and was temperate, rarely imbibing in public. His favorite drink was Napoleon brandy. Once, when coming from his Canadian camp, his private car was stopped on the border and about 60 bottles of the prized booze were confiscated.

The late David Belasco had the same hobby.

A radio memorial program to Ziggy was conducted by WMCA Friday night (29) through A. C. Blumenthal and Donald Flamm. A flock of Ziegfeld names went on the air including Helen Morgan, Peggy Fears, Norma Terris, Harry Richman and Bert Lehr.

An oldtimer supplies the following bill as presented by Ziegfeld at the Broadway, Chicago music hall, in 1893, during the World's Fair: 'Samson's Band, Snowdew, Lew Dockstader, the Flying Jordans, Wood and Shepard, Haasen Ben Ali Troupe and two other acts. All for \$1.50 top.

## Just Missed

Hollywood, Aug. 1.  
Emerson Treacy rushed into the Hollywood Playhouse last week, asking for rental prices, cost of stage hands and details of production, announcing that he had just met a former schoolmate who was anxious to back a comedy the actor had written.

Treacy didn't show up again for two days, but when he did he said the producer had borrowed the long-lost pal borrowed a dollar to wire cast for the money.

## % STAR, HEALY DEMANDS SAY ON CASTING

Ed Healy's disagreement with the Shuberts over a supporting cast of other details concerning the 'Greenwich Village Follies,' resulted in his temporary withdrawal from the revue. The comedian's contract made him a partner in the production on a percentage-sharing basis instead of a straight salary.

Healy's objections were chiefly to the cast proposed by the Shuberts. His contention was that as long as his salary would depend on the quality of the show he should have a say in the casting.

After the comic's contract tearing, Healy's lawyer and the Shuberts made a new deal by which the producers gave in to the percentage star's demand. An inserted clause gives Healy equal say with the Shuberts in picking the cast.

Two vaudeville dates arranged for Healy between the Shubert cancellation and new deal will be played. They are the week of Aug. 6 for RKO in Boston and the following week for Loew at the State, New York.

For 'G.V.F.' the Shuberts guarantee Healy \$1,000 a week single against 50% of the net and take care of his stooge payroll.

## LESLE-IMPORTED GIRL FACES DEPORTATION

Unless she can get a job within two weeks Viola Dobos, dancer, who lives in Astoria, will be faced with deportation to Hungary. The girl, who was brought over from Paris for part in Lew's 'Follies' at the 'National Revue,' had had several odd jobs since the show closed.

Miss Dobos is afraid to return to her native land for fear it would take another five years to climb back to the place she had when the show closed. She is also concerned with the deportation as the Hungarian law forbids the issuance of passports to persons deported to that country.

## Schwab-DeSylva Musical Is Minus Love Interest

Lou Holtz, Ethel Merman, Mitzl Mayfair, Gene Knight, J. C. Nugent and Sid Silvers are among the principals lined up for the Schwab-DeSylva 'Two Little Girls' Show going into rehearsal Aug. 15.

Schwab and DeSylva are doing the book with Nacio Herb Brown and Dick Whitting attending to the score.

Script will be minus a weeping or fainting ingenue because there's no love interest.

## Leontovich for 'Bird'

Hollywood, Aug. 1.  
Eugene Leontovich returns to New York early in October for 'Fire Bird,' which Gilbert Miller will produce. Gladys Cooper also shortly presents it in London.

Miss Leontovich came here for a rest after a 20-month tour in 'Grand Hotel.' May do a picture before she returns east.

## LARRY BECK'S COLLAPSE

Larry Beck, stage manager for 'Ballyhoo of 1932,' collapsed in his hotel room last week. He was replaced by Dennis Murphy.

# Interests Outside Theatre Took Ziegfeld's 2 Fortunes; Mass of Claims Leaves Estate in Doubt

## 'MOURNING' IN MORNING

Cleveland Plan for O'Neill Play—Time Out for Lunch

Cleveland, Aug. 1.  
Morning matinees for the stock production of 'Mourning Becomes Electra,' with time out for lunch, is the wrinkle Robert McLaughlin will try out when his Ohio 196 company puts O'Neill's play on here Aug. 14.

McLaughlin plots to start his show at 11 a. m. with luncheon intermission at 1:30, and evening performance beginning at 5 p. m. Alice Brady is slated for the lead with Walter Gilbert opposite, but producer plans to import another lead actress for alternate shows. Both will also appear in 'Rain' Aug. 7.

Blanche Yurka, for 'Women of Destiny,' also signed for McLaughlin's stock program. Play, due to be produced late this month, was once optioned by Ethel Barrymore, who finally dropped it. Rights to it are now held by Lee Shubert.

Ernest Truex is booked for 'Whistling in the Dark'; also Helen Ford in revival of 'Gingham Girl,' and dancing in 'Let Us Be Gay.' Cleveland producer also dickered for James Cagney, of pictures, offering him \$2,000 a week for appearance in a new play.

## CHI FADEOUT A SHUBERT WORRY

Chicago, Aug. 1.  
Lee Shubert spent several days in Chicago last week and left for New York Saturday. He is due to return Thursday (4).

Locally it is understood that Shubert is anxious that the Shubert power and name shall not become obsolete in show business and that the brothers are investing their own money to that end.

## Kern-Hammerstein Cycle Of Theatre Historicals

A cycle of musicals inspired by 'Show Boat' is being prepared by the authors, Jerome Kern and Oscar Hammerstein, 2nd. Each will have theatre or show background which is the atmosphere of 'Show Boat.'

First of the series is tentatively called 'California,' having to do with the '49 gold rush and the theatre of that day. The cycle in subsequent shows will treat of some other phases of the theatre, also an American historical background.

It was the intention of the late Flo Ziegfeld to present 'California' at the Casino theatre, following the current revival of 'Show Boat.' He also proposed to present at the Ziegfeld another Kern-Hammerstein musical, tentatively in the making and which has the working title of 'Two Little Girls.' Latter is of the opera type, with the chorus limited and virtually detached.

## Harris' 2 Shows Have Kaufman as Co-Author

Next two presentations to be produced by Sam Harris will be non-musical, with George S. Kaufman as co-author.

Plays are 'Dinner at Eight,' by Kaufman and Edna Ferber, and 'Here' Today,' by Kaufman and George Oppenheimer. 'Dinner' is set for the Music Box, New York, Oct. 12. Cast includes Paul Harvey and Jose Aliesandro.

## OSTROW'S 3 ON OWN

Dimitri Ostrow, legit adaptor and stage producer of the Shuberts, is going into production on his own. In the fall, He has three plays lined up.

Optioned by Ostrow are an untitled piece by Jerome Prellus, 'So This Is College' by Fabian Marthey, and 'Censored,' by Conrad Selfer.

Flo Ziegfeld died a poor man, but he did not go broke in show business. He was twice a millionaire under the same star market. Intuitively he headed for the coast to be near his wife, Billie Burke, not only because of his desperate illness, but the weight of financial worries.

To what degree his family is protected has not been determined, the mass of claims against the estate are yet to be scrutinized. It was stated that the Ziegfeld name at Hearings-on-the-Hudson is in Miss Burke's name and that she mortgaged it to provide some of the money for 'Hot-Cha,' the last Ziegfeld production. Ticket takers advanced money for the show. That Miss Burke is on the lot in Hollywood speaks for itself. The late showman had a constitutional date about the prompt payment of bills and often allowed creditors to go into court with their claims.

The Ziegfeld offices at the Ziegfeld theatre have been virtually abandoned. The showboard was being disconnected, but one telephone and one person remain to refer queries to the Casino, where 'Show Boat' and what remains of the staff are quartered.

## Louis Levy Executor

What the activities of the Ziegfeld estate will be appears to be up to Peggy Fears' husband, A. C. Blumenthal, who is in charge, although the executor named in the will is Louis Levy of the legal firm of Chadwick, Adams and Levy. Miss Fears was once of the Ziegfeld 'Follies.' There had been a long friendship between the two couples, and it was Miss Burke's desire that Blumenthal be in charge. He was requested to do so by Ziegfeld, and is acting without remuneration.

Plan now is to tour 'Show Boat' in October, the revival doing well about the country. It is expected to then. Also, it is proposed to tour a combined 'Follies' with bits and numbers from most of the revues. Understood show would be backed by Blumenthal, but what Miss Levy declared in it in return for the use of the Ziegfeld name. As for the material, arrangement would be made with the estate and the estate of L. Erlanger, which has a one-third interest in the 'Follies' Corporation, on a royalty basis.

'Hot-Cha' was produced under the name of the F-Z Corporation, and understood to have had the same corporate identity. That caused some confusion when 'Cha' claims started piling up against 'Boat' and nearly closed the revival. When Blumenthal stepped in a number of claims were set aside as mere corporate tynpses by the late producer, for which the corporation cannot be held liable. Some doubt about authors' royalties on 'Cha.' It appears the authors had agreed with the late manager but not with the F-Z Corp. Total cost of 'Cha' was \$179,000, which represents the loss. Amount of claims against the show unpaid are said to be about \$22,000.

## Patricia's Trust Fund

Ziegfeld did not own a share of the F-Z Corporation, all his stock being in the name of his daughter, Patricia, who was to have benefited. Under the trust fund, however, Ziegfeld is the only material cash on hand and is immune from claims against the estate.

The basis upon which 'Show Boat' continues to operate has the cast on a 25% salary cut. There were two reductions, the first averaging around 10%. Authors (Jerome Kern and Oscar Hammerstein 2d) also reduced their royalties by one-quarter. Under the trust fund, however, Ziegfeld is the only material cash on hand and is immune from claims against the estate.

Retained of the Ziegfeld staff and now quartered in the Casino are Mrs. 'Goldie' Stanton and Alice Poole. Percy Thomas is house manager. Sam Harrison, who handled the company, withdrew when complications arose. He is now with Nick Holde, general manager for Miss Fears' productions and Blumenthal is in entire charge at the Casino.

Since Ziegfeld, Jr., was said to have been born a Catholic (in Chicago) (Continued on page 49)





# New Amsterdam Ouster Proceedings Technical Move for Jumbled Estate

New Amsterdam, New York, ace property of the A. L. Erlanger estate, was tossed into court last week under ouster proceedings, with claimed back rent amounting to \$24,165. This technical move, one having to do with the action of Charlotte Fixel in her fight for a dower right to the Erlanger estate under claim of having been Erlanger's common law wife.

The theatre, has been operating since a three-way lease, the principals being Erlanger (now his estate), Charles Dillingham and Florence Ziegfeld (now his estate). S. J. Baron is named in place of Erlanger, because he is temporary administrator of the estate and is also reported having an interest in the New Amsterdam.

It is said that Baron has been setting the rent money aside because the estate's activities have been limited by the Fixel action. The money is understood to be held in escrow.

## \$3,000,000 in Escrow?

Although Baron, in an intermediate accounting made several months ago, indicated the Erlanger estate had liabilities that equaled the assets, report is that \$3,000,000 is also held in escrow. No mention of this money, if it is existent, has been made by anyone concerned with the estate.

The New Amsterdam was originally owned by Klaw & Erlanger, Nixon & Zimmerman, Henry Dazian and Al Hayman. All are deceased, except Dazian, who is 52. Some years ago Erlanger bought the Klaw and Nixon interests. Previously it looked like the other partners would gain possession of the house, for which reason the late manager built Erlanger's office over 44th street and provided for offices over the theatre. Freddy Zimmerman had a deal on to leave the New Amsterdam to William Fox for \$250,000 yearly, as against \$130,000 which has been charged as rent for legit purposes. But Erlanger gained unexpected control.

Erlanger's theatre recently was taken over by Vincent Astor, who owns the ground, rent on which was unpaid. House represents a loss of over \$1,000,000, of which about four-fifths is presented in bonds, which the holders will probably seek recovery from the Erlanger estate. Later requested that the name of the theatre be changed and the letters have been changed to the signs. New name will probably be adapted from a London theatre.

The house is to be operated by Lodewijk Vroom, who has taken it over under lease. With the heavy fixed charges automatically eliminated by the foreclosure, the theatre may now be operated easily to a profit.

## Dixons to Cedar Rapids

Dubuque, Ia., Aug. 1. Don and Mazie Dixon's stock company closed a two months' run at Spensley and went to Maclellan, Cedar Rapids, for an indefinite stay.



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# OUT OF TOWN REVIEWS FOOTLIGHTS

Los Angeles, July 24.

Musical comedy in two acts and nine scenes by Gerhold O. Davis. Adapted from the Broadway hit "The Fiddler". Evening Post serial. Music by Harry Alton, Raymond, Benn, Richard Whiting, Dave Snell, Will Jason, Ralph Freed and Art W. Brown. At the Mayan, Los Angeles, July 20, \$2.50 top.

Cast: Harry Stafford, Reginald Sheffield, Billy Lee, Dorothy Lee, Claude Dell and Reginald Sheffield. The production is interrupted occasionally by a chorus (which dances in approved picture house fashion) and the title songs of principals. A tip-off on the popularity chances of a musical number is given by the chorus when the show is over. Departing from the Mayan, femme patron overheard whistling "Kiss Me Again."

Davis' story is the familiar activities of a flouzy young college professor who comes to New York to see life, and who is producing a show. Second act of "Footlights" has to do with the production by the prof. Naturally it's a hit, and he marries the girl who keeps him at the boarding house. She has been instrumental in keeping him from going home and leaving his lady, whom Davis made a bad lot.

Miss Lee, Miss Dell and Sheffield, all capable players, struggle hard to give some semblance of continuity out of the script, but wind up behind the eight ball. Other in the cast makes enough in a bewildered fashion. It's pretty sad all the way through, and can

(Continued on page 54)

## Future Plays

'Keep Off the Grass' new title of a musical with a book satirizing nudist cults, written by Bob Granits and Jack Heagney. Former was dramatic editor of the late Graphic. Score is by Tom Connell and William Heagney. Alva Productions to present.

'Street Fiddler' will be shown next week at Tarrytown by Arthur Beckhard.

'Best Years,' by Raymond Van Sickle, will be produced by Elizabeth Miele, by arrangement with J. J. Shubert. Play had a tryout at Sharon recently.

'Redskins,' by John Duddy, is to be brought in during September by George H. Brennan after a road tryout.

'Harbor Lights,' by Owen Davis, will be done in the fall by Frank Conroy. Play is getting second tryout at Showgarden, after a first last spring at the University of Iowa.

'Crimson Cat' will be the first Shubert production of the season, opening in Atlantic City, Aug. 1. 'Just a Nice Girl,' by Raymond Croset, taken by Albert Bannister for full production.

'To Be Continued,' comedy by Charles George. For immediate production by Sam Lowett.

'Eastside,' by Dennis Connolly. To be produced and staged by Roy Schertel. Title may be changed to 'The Cycle.'

'East River,' by Katherine Forbes-Leth. For production by Seymour Thayer.

# Inside Stuff—Legit

With one load of scenery lying on stage, unhung because of no money in sight for the stage hands, and with the transfer company refusing to unload two additional trucks, producer of a Coast musical stop helplessness on the afternoon of opening night. Unable to raise the necessary coin. Break-in at a suburban town had not produced enough revenue to take care of immediate demands with the result the producer, who has had little previous financial experience with productions, had to call on his treasurer to scurry around for dough.

Financial situation refused to make things any easier. Meantime, the producer, scenting a slim premiere, laid out copy for a page ad in three papers, not knowing that it would cost him over \$3,000.

During the break-in members of the cast called on the b.o. for salary advances. When the treasurer, the only one to realize the ticklish financial situation, refused to make things any easier, the producer wanted to know why. Show was finally launched grossing about \$2,000 on the first week against a carefully pared out of around \$8,000.

Although no announcements or statements are being made, it is becoming more evident that J. J. Shubert is tied with William A. Brady for the coming season. In the cast of 'Domino,' Brady's opening play, will be Robert Lorraine, a Shubert contractee, on loan for six weeks.

Also Brady will probably use Margaret Sullivan, another Shubertite, for the title role of 'Clarry.'

Marcel Acard, author of 'Domino,' has brought over scripts of two other plays, 'Midnight,' which will be produced later in the season by Shubert and Brady, Brady has also come into possession of several previous Shubert properties from abroad.

Looks like a race between two incoming musicals. Larry Schwab and Buddy DeSiva are preparing one to be titled 'Humpty Dumpty.' Len Brown and Ray Henderson are readying another, 'Forward March.' DeSiva used to be a partner of Brown and Henderson. Indications are that both shows will open within a week of each other.

'Humpty Dumpty' is scheduled to start in Pittsburgh Sept. 12. The Brown-Henderson show goes into rehearsal about Aug. 1. Seymour Felt staging. Probably a matter of how they shape up out of town as to which hits New York first.

Major film companies are covering all stock companies in search of play material that might suit for filming. Story department representatives have been watching everything done by the stock groups all over the east, covering everything regardless of whether previously recommended or not.

So far only a couple of plays look possible for filming, say story department executives. Broadway legit field has afforded nothing this summer.

George Cohan, 2d, a first cousin to George M., was a box office treasurer well known among this Broadway set. But with the number of shows falling off the No. 2 George took to selling mail polish on a house to house basis.

Twist is that the former treasurer is doing so well as a salesman that he may give up counting up a rack. He's been at it now for two or three months.

Understood the estate of the late Dan C. Curry, general manager for Ziegfeld, will file claim against the estate of the late producer for \$47,000. Curry and his wife were bequeathed a tidy sum about two years ago. All of it was reported loaned to Ziegfeld.

From time to time, when the payroll for various Ziegfeld shows was inadequate, Curry made up the deficit from his pocket. Mrs. Curry worked in the Ziegfeld office in a secretarial capacity.

Salaries paid by Coast producers have reached the lowest scale in legit history out there. Production of a New York musical success has salaries down to rock bottom. Producers are paying \$100 each for the male and female leads, \$75 to the ingenue, \$50 to the juve. A few Coast vaude and presentation people, and have little legit production experience.

Subordinate players are drawing from \$35 to \$50.

# \$3 Top, Maybe \$2.50 for Dramatic, Incl. Tax Next Season; Only 7 Left

## FRISCO LEGITS 100% DARK; 2 SHOWS DUE

San Francisco, Aug. 1.

After first week of complete legit darkness since there was a theatre at San Francisco, town is beginning to stir again with one opening tonight and another next week.

'Cat and the Fiddle' comes into town on Curran tonight with no competition.

'Cynara' is due into the Geary Aug. 8.

Other than Baldwin McGaw's projected co-op stock company for the President, there's little else moving. Erlanger's Columbia may remain dark for balance of the year, since it is in nothing on the calendar for this season.

Henry Duffy's Alcazar stays dark, any chance of its reopening eliminated when 'Hullabaloo' brooded in Hollywood.

## 'CYNARA' \$6,800, 'VIENNA' \$9,000 ON COAST

Los Angeles, Aug. 1.

Pipe openings and one closing marked the local legit last week. 'Footlights musical' closed at the Mayan Thursday (28) after one week of pathetic business. Closing came after Gerhold Davis, producer, failed to pay off.

'Reunion in Vienna' at the Belasco, 'Cynara,' road show, at the Biltmore, and 'In the Best of Families' at the Hollywood Playhouse were the starters. All base their hopes of good business on the Olympic visitors. Indications according to picture house business is that some one will carry the sack. 'Reunion' got a fair start week at \$9,000, though Belasco and Curran figured in late Claire would draw considerably more on the opener. Philip Merrill in 'Cynara,' despite newspaper wars, failed to impress at the b.o., with less than \$7,000 coming in the week. 'In the Best of Families,' produced by George Fairchild, former Albany stock man, opened to a weak advance, getting around \$1,100 for the first four performances.

Estimates for Last Week

'Cynara,' Biltmore (1st week) (CD-1,655; \$2.75). Hardly worth the trouble of the journey here at \$6,800 for opening week.

'In the Best of Families,' Hollywood Playhouse (1st week) (C-1,615; \$2.75). No encouraging at \$1,100 for the first four performances.

'Reunion in Vienna,' Belasco (1st week) (C-1,103; \$2.75). Fair opener at \$9,000 but will have to hold to show profit due to high royalty and heavy wages for the two leads.

## Engagements

Oscar Shaw, 'Of Thee I Sing' (road).

Beth Merrill, James Rennie, untitled play by Martha Morton under Alex. McLean.

Robert Emmett Keane, Claire Whitney, Percy Helton, June Clayworth, Carleton Young, Doris Eaton, Thos. Brown Cook, Alene McDermott, Page Pygmalion.

Adrian Allen, 'Bad Manners.' York and King, 'Keep Off the Grass.'

J. C. Mayfair, J. C. Nugent, 'Humpty Dumpty.'

Oswald Yorke, Harlan Briggs, Russell Hicks, Jos. Stryker, Patricia Clark, Hans Hansen, Oscar Polk, Millard Mitchell, 'None Henry Travers, 'Good Earth.'

## Glens Falls 3-a-Week

Glens Falls, N. Y., Aug. 1. L. J. Carkey has taken over the management of the Empire theatre, under the direction of P. L. Dana, lease, according to an announcement.

Under Carkey, dramatic productions by a resident stock company directed by James G. Coats will be presented during the remainder of the summer on a schedule of three nights weekly, with matinee on Saturdays.

Last week a sudden closing dropped the number of shows on Broadway to six. There are seven attractions this week but two or three are likely to stop any Saturday and the incoming list is meagre.

Indications are that admission scales for the new season will be topped at \$3.50. That goes for most of the musicals in preparation, there being one exception for a \$4.40 top will be tried. General idea of the musical producers is to secure houses with generous lower floor capacities.

The \$3 ticket as applied to non-musicals may undergo some variations. Some managers are figuring that at that price the 10% admission tax would be included. If that plan is carried out the actual top price would be \$2.73 plus 27 cents tax, one showman proposes to establish a \$2.50 top, absorbing the federal tax in the same manner.

Prices at the box office are somewhat indefinite at this time because there are items of operating expense which are expected to be reduced. Showmen say that is only way admissions can be revised. Curtailment in cast costs is a factor, meaning a downward trend in actors' salaries. Rehearsal time has been cut, stage and pit labor made up the other important factor. A meeting between managerial interests and actors is scheduled for next week, and may result in wages coming down and allegedly stringent union restrictions being modified.

Business looked upward somewhat last week, 'Show Boat' going to about \$28,000. 'The Revival' is now expected to start until October. 'Of Thee I Sing' held to \$22,000. Another language' picked up to nearly \$20,000. The others are all more or less doubtful running week to week.

Estimates for Last Week  
(Top admission prices inclusive of 10% federal tax.)

'Another Language,' Booth (15th week) (C-708-\$3.30). Up about \$1,000 last week; at approximately \$10,000 next week; looks good well into next season.

'Bridal Wreath,' Cort (10th week) (C-1,043-\$3.30). Players sharing; house getting little more than operating expenses; \$2,500 provides slender margin.

'Cat and Fiddle,' Cohan (43rd week) (M-1,400-\$4.30). Running week to week; house guaranteeing against operating loss and principals sharing; about \$10,000 last week.

'Of Thee I Sing,' Music Box (32nd week) (M-1,000; \$5.50). Prize winners seem to pile up weekly profits with the July average around \$22,000.

'Page Pygmalion,' Bijou (1st week) (C-605-\$3.30). Presented independently (Alan Morrill); written by Carl Henkle; opens tomorrow (3).

'The Chameleon,' Masque. Withdrawn after playing one week.

Other Attractions  
'Show Boat,' Casino. Revival now aimed for another two months; up last week to \$28,000.

'That's Gratitude,' Waldorf. Revival; small money.

'The Devil's Little Game,' Proctor. Opened Monday (1).

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## Biddell's 5,000,000

That long reported plan by which the newswriters will take on books in addition to other reading matter has been fruition through Sidney M. Biddell, of the former book house of Payson & Clarke. Biddell has formed The Mystery League for this purpose.

Through an arrangement with the Eastern Distributing Corp., which hitherto has distributed periodicals only, Biddell will place on the newstands the equivalent of \$2 books to sell for 50 cents.

Biddell's undertaking is a pretentious one, inasmuch as his distribution arrangement with Eastern will give him 70,000 retail outlets in contrast to the regular bookselling outlets comprising some 1,000 book stores only. Necessitates a first printing of 100,000 copies for Biddell.

By his new publishing set-up Biddell will issue a new book a week, thus putting on the newstands 5,000,000 books a year. It's a staggering figure for this or any other period of the book trade. The first book to be issued will be a mystery novel, under the Mystery League imprint. Thereafter straight fiction and other subjects will be added.

Value to the dealers is that the books will be issued on a turnkey basis. While the books will carry no date lines, unsold copies will be pulled in at the end of their sales periods, to be replaced by the successful ones.

All the Biddell books will be new works—never before published. Among the scripts he has lined up so far are some from the late Edgar Wallace, Abraham Lincoln, Francis Beeding, Sydney Horler, Seldons, Truss, John Hawk, George Goodchild, Walter Livingston, Gwen Bristow and Bruce Manning. Despite the 50 cent price of the books, the 100,000 print order makes it attractive to scribblers.

Previous to his newstand book plan Biddell published a series of mystery stories for exclusive sale through the United Cigar Store chain. Claims to have disposed of 2,000,000 volumes during the period of his tie-up with those stores; hence the more extended newstand undertaking.

## Remarque Goes Swiss

Turbulent conditions in Germany have led two of its foremost contemporary literatures, Erich Maria Remarque and Emil Ludwig, to apply for Swiss citizenship. Reasons for the actions were nationalistic in one instance, and religious in the other.

With the publication of 'All Quiet on the Western Front,' Remarque was labeled a pacifist by the pacifists in his country, and they made it uncomfortable for him. Film version of the story made considerable noise, and Remarque went to Switzerland to stay.

In Ludwig's case, the matter has been a religious one. Emil Ludwig, commonly acknowledged to be the greatest of living biographers, was born Emil Cohn. Although accepted as a literary lion everywhere else, only in this country has he been fettered by the highest. Ludwig has found a different feeling for him in his own country.

## A Mag Merges

Doubleday, Doran, which has been displaying activity of late in its mag division, has disposed of one of its mag publications, 'World's Work.' Buyers were the Albert Shaw and J. R. publishers of 'Review of Reviews,' who will combine 'World's Work' with their own mag.

'World's Work' was established about 30 years ago, ten years after 'Review of Reviews,' with both mags covering the same field. Best known editorial figure was the one-time publisher of 'World's Work' was Walter Hines Page, who became Ambassador to England.

## Negro Actor's Book

The first book by Clarence Muse, colored film player, to come out of intellectual of his race is out, in a beautiful and costly limited edition of 1,000 copies. Book's title is 'Way Down South,' and David Arlen, Muse's press agent, is down as collaborator.

'Way Down South' suggests it is autobiographical of Muse's early days. The first chapter is by Dusty McLean, show owner on the T.O.B.A. circuit, and the tale takes McLean on a swing around the Southern colored show route.

The writing is sometimes naive,

at other times it is very graphic. Withal it presents an interesting picture of colored show life, in which Muse was a prominent participant before going to Hollywood to win a reputation as a character actor of his race.

Published in Hollywood by David Graham Fischer.

David Graham Fischer is the one-line picture editor turned printer and book publisher. Fischer, who specializes in the works of picture people, has published such books as Jimmy Starr's '365 Nights in Hollywood' and 'The Woman at the Door' and others.

In addition to 'Way Down South,' Fischer will issue this month 'Growing Pains,' by F. Hugh Herbert, and Al Martin's 'Jail Bait.'

## Right on the Boat

New York 'Daily News' (tab) assigned its scribe, Grace Robinson, to sail with Gustav Gheen to 'Gripsholm' and wireless back a daily column on the voyage, centering around the Swedish screen star. It's the first time that any paper took this revenue English to publicize a show person; although Garbo's aloofness has been front page news right along.

The 'News' enterprise on speculation, evinces itself when Jack Miliey, who covers Broadway among other things for the 'News,' drew a nifty assignment—vacation to Palm Springs, Cal., at the time Mayor Walker was to take the desert resort on a vacation two winters ago. At that time Miliey, too, went ahead a t. just in case the Mayor took one of those film crew outfits about which there were rumors.

## 'Incorporation Game'

A new idea being worked among scribblers is the 'Incorporation game,' with many of the writing craft, who have gone for it, cost of \$150. Promotion is by a New York attorney and his assistant. Assistant gets after novelists who have recently had books published and expresses an interest in the book's state possibilities.

Self-styled promoter then suggests incorporating the project, the publisher of the book, with the incorporation to be performed by his lawyer-employer. Corporation fee is always put at \$150, and the difference between that and the actual incorporation cost is net for the lawyer and his assistant.

## France Suspects Ghosts

Abusive ghosting used by the Academie Francaise is drawing severe comments from French public and press on the official body. Now the French Academy, supposedly authorized by the Academie and in which was found many mistakes, was the work of a ghost. Same suspicion was cast on the French dictionary, always the Academie's main job. The French public bought nearly 200,000 copies of the dictionary directly it was put on sale.

## Break for Unknowns

A break for the unknown fictioneer is the decision of the A. S. Barnes Co., publishers of books in specialized fields, to extend its operations to include fiction.

According to John Lowell Pratt, vice-president of the Barnes concern, who will have charge of the new fiction department, he will read the works of unknown or comparatively unknown scribblers. What this means is gleaned from the fact that many of the book houses won't even read first novels.

Pratt has many tales, otherwise he will read and publish all types of fiction.

## Water Kelly's Memoirs

Walter Kelly, known in vaudeville as 'The Virginia Judge,' is at work on his memoirs which will likely see print this autumn. Book will encompass the monologist's experiences during his world travels and the acquaintanceships he has made among all types of classes.

Not generally known is that the veteran performer's first stage partner was Marie Dressler, the two doing an act known as Dressler and Kelly back in '01.

## Another Racketeer Angle

Simon and Schuster will publish 'Gumshoe Racketeers,' by William F. Kay, in the fall.

Kay, currently on the Coast, writing scenarios, has just finished a collaboration at Paramount on 'Lustiana Secret.'

## Best Sellers

Best sellers for week ending July 30 as reported by the American News Company, Inc., and Branches.

## Fiction

'The Fountain' (\$2.50) ..... By Charles Morgan  
'The Store' (\$2.50) ..... By T. S. Stripling  
'Little Lost Girl' (\$2.00) ..... By Temple Bailey  
'Kisses and Cakes' (\$2.00) ..... By E. Derr Bigger  
'Robber's Roost' (\$2.00) ..... By E. Derr Bigger  
'Promenade Deck' (\$2.00) ..... By Isabel Ross  
Non-Fiction  
'Twenty Thousand Years in Sing Sing' (\$3.00) ..... By L. E. Lawes  
'A New Way to Better Golf' (\$2.00) ..... By A. J. Morrison  
'What We Live By' (\$2.50) ..... By Abbe Ernest Dimmet  
'Only Yesterday' (\$2.00) ..... By Frederick Lewis Allen  
'Thirty Years in the Golden North' (\$2.50) ..... By Jan Welsi  
'Once a Grand Duke' (\$2.50) ..... By Grand Duke Alexander

## Sordid Side

One of the few volumes of Hollywood fiction to get its implied promise to get hot is 'Reckless Hollywood,' by Haynes Labou, admittedly a non de plume.

It is the somewhat hectic story of a minor player who turns to the fan mag and who ties up with a stunt aviator, but his treat of her, and the story ends with the girl back in the grind. It is one phase of Hollywood, the sordid side, and it is not badly told and should appeal to that class of readers who prefer the words usually poetically represented by dashes. Here they are not only spelled out, but amplified. Published by the Amour Press.

## Kidnap Story

Amour Press is one of the first in the field with a story of kidnappers to capitalize on the recent news value. A child abducted, but this is incidental to the mystery-detective plot of a secret service operative who is loaned by the government when the Police head kidnap the chief of police.

Albert E. Ullman tells a rather fantastic yarn though he knits his incidents cleverly, holds suspense fairly well and carefully avoids details which reform might condemn as giving too much information to would-be snatches.

## Youngsters' Quarterly

Another of those literary quarterlies, the latest the project of a couple of Brooklyn lads, Charles Rhodes and Arthur Rosen will call their publication 'Prifance' when it makes its first appearance around September.

'Preface' will be the voice of the younger scribblers, and the younger contributors.

## 100 Shorts

New 100 fiction magazine, 'Short Short Stories,' will be on the stands shortly from a new firm headed by Thomas M. Kelly, Kenneth E. Olson and Fred C. Carlson. Story will not exceed five minutes in reading time.

Antoinette Fawcett, of Minneapolis, will distribute it as the second of her proposed string of periodicals. First is the 'Calgary Eye Opener,' which she has taken over.

## Best Short Short

Lionel White, publisher of 'Short Short,' and his editor, Paul Anderson, will collect an annual 'Best Short Short' of the Year for Putnam. Will be similar to the O'Brien 'Best Short Stories of the Year.'

The White-Anderson selection will not be limited to those appearing in their list; it will be gathered from every medium using that type of tale. Second issue of 'Short Short' will appear soon.

## French 'Merry-Go-Round'

French politicians have been treated to a hotting since to that supplied by the anonymous 'Washington Merry-Go-Round' in America. But author of the French book has signed his work.

He is Edmond Wolfsohn, who has a political job but who is mainly a journalist. Book is deemed very amusing and is drawing abundant complaints from its subjects.

## Helen Starr Henesin's Return

Helen Starr Henesin is a one-man short story and fan mag writer, who has been in the Orient for two years, has returned to New York to resume fan magazine work.

Mrs. Henesin is one of the few fan mag writers working in New York. Practically all writers selling material to the fan publications are in Hollywood.

## The Title of the Thing

Latest effort of book and magazine publishers to effect a quick

of film rights is reflected in the practice, just started, of sending producers the titles and names of authors of new stories. There are other angles, also. Hunch is that the film companies may be sufficiently interested in the title alone to bite. Many stories have been bought on that ground alone.

Publishers are being urged with picking a title that will sell.

## Dell's Radio Monthly

Dell plotting a new mag, a radio fan monthly, to be called 'Radio Stars.' Will make its initial appearance about Sept. 1, Ernest V. Hays and Curtis Mitchell co-editing.

Will be printed via rotogravure, in keeping with the Dell plan to get away from wood-pulp. Since 'Ballyhoop,' Dell has been inclined to give wood-pulp the go-by in favor of smooth paper.

New mag will carry radio features of all types but programs. Monthly publication precludes that.

## Steady 600,000

Reported that 'Ballyhoop' has settled to a 600,000 circulation.

Comic monthly was up to 2,000,000 at one time despite a flock of imitators. Of the latter 'Boloney' (Fawcett) is still runner-up, both battling for prior issuance with irregular monthly release dates. They come out together or a day or two apart, with the exception of the 'Boloney' on which 'Ballyhoop' has the jump by a wide margin.

## Repeal Weekly

Newest of many publications aimed at prohibition repeal is a weekly newspaper, published out of Washington, called 'Face the Facts.' Underwritten by the National Association of the various repeal agencies, with a couple of ex-newspapermen editing and keeping under cover.

Surprise sale of the weekly, which goes for a nickel, has decided the American News Co. to take it over for national distribution.

## As Boxholders

Charles Brackett, novelist and short story writer, and Bud Fisher, cartoonist, will mingle with society as box holders at the Saratoga race track next month. Brackett, a son of the late Edgar T. Brackett, famous Saratoga lawyer and a political power in the country, is a native of Saratoga. Fisher has been a race horse owner.

## Britisher's Viewpoint

Donovan Pedely, who has been in California representing various English papers, has returned to London, convinced that most of the British colony in Hollywood will be following him soon.

Hollywood, argues Pedely, is no longer the actor's paradise it once claimed to be.

## London Dramatic Circle

Mattland Davidson, who has been writing the dramatic department for the London 'Daily Telegraph' and 'Sunday Times,' retires from these publications the end of July. He is succeeded by George W. Blash, who occupies the same position for the 'Sunday Observer.'

## Sudden Fold

'National Graphic,' London weekly, which started very well recently and was a rebirth of an old publication, folded suddenly.

Most of the staff had an inkling of the final.

## Earl Rogers' Life

Ray Long-Richard Smith will publish in September, 'Take the Witness,' by Alfred A. Cohen. Story is based on the life of Earl Rogers, noted Los Angeles criminal attorney.

## Marian Spitzer's Briefs

Marian Spitzer (Mrs. 'Harling Thomas') has taken to 'short story writing on the Coast.' Her first, a dissertation on the Pacific film colony, appears within a couple of weeks in the 'Satevean,' titled 'Out Where the Blues Begin.'

## Holtzman Goes East

After three years in Los Angeles as news editor of the Pacific Coast edition of the 'Wall Street Journal,' Louis F. Holtzman has returned to New York to join the eastern end of the paper. Paul S. Berry succeeds to Holtzman's post.

## Real Names of Authors

Francis Beeding, author of 'Murder Intended,' is the combination of John Leslie Palmer and Hilary A. Saunders. B. M. Bower, who wrote 'Rocked Arrow,' is Mrs. Bertha Sinclair-Cowan. 'Vingie Eve Roe,' responsible for 'Wild Hearts,' is Mrs. Raymond C. Lawton. 'Who is John Parls,' author of 'Matsu?'

## John Howard's Trip

John Howard, son of Roy Howard (Scripps-Howard), is in Los Angeles for the Olympic games. After the contests he will pack his car and ship for the Orient and take a trip around the world. He is seeking copy for newspaper articles and a book.

## Real Names of Authors

John Goodwin, author of 'The Shadow,' is Sidney Floyd Gowing. Author of 'Very Private Sin,' credited to Laurence Oliver, is Laurence Oliver Brown.

## Chatter

Mason Deal, author of 'The Rumble Murder,' is the literary name of Henry Elliot, brother of S. T. Elliot.

Farrar & Rinehart has Collette, French teaness scribbler, exclusively now.

Sara Teasdale to England for material for her new book.

Inbel Ross finally got that tea. The high-hat Oxford University Press is getting out a book of crossword puzzles, no less.

Alimony Club likes 'Arthur Train's Princess Pro Tem.'

Walter Durnany back to Russia. Bedford's 'Rope' forthcoming novel, '42d Street,' starts and ends with the production of a musical comedy.

'Burton Rascoe doing a study of the development of literature from Homer to maybe Rian James.'

Might interest Max Miller to know that Jackson Budd used to cover the waterfront, too—the London waterfront.

Henry Walter married before starting on that trip to Germany.

Madeleine Boyd, literary agent, inviting unknown poets to contribute to an anthology.

Edna Gladstone in New York until her new book appears.

'X,' who wrote 'A Brilliant Future,' will wear a mask to guard against discovery when getting his radio interview by Thomas L. Bix.

X's Kenneth Collins?

E. M. Delafield supposed to have been 'discovered' by Joseph Hergesheimer. Who 'discovered' Hergesheimer?

Katharine Brush back from Europe.

John Day will feté Pearl S. Buck, 'Good Earth' authoress, with a dinner at the Waldorf when she gets here this week.

Sherwood Anderson in town to deliver his new book to Liveright.

Padralo Colman will return to Ireland around September.

Samuel Putnam usurping Ezra Pound's leadership of the Parisian scribbling set.

Floyd Dell at his Vermont farm while Thomas Mitchell sweaters in New York.

Ben Wasson and Jack Chapman are bosom companions.

More literary deals made at Tony's than any other spot in town.

Charles Yale Harrison lecturing. The 'College Humor' new led, exceeding H. N. Swanson, who has definitely gone pictures, is Patricia R. Foster.

Loyla George sailed.

Air periodicals still selling big.



## Agencies Booking Talent Direct As Policy, Ignore Network Bureaus

Number of the major advertising agencies are starting the new season off with a policy of doing their talent booking direct to radio, strictly through their own offices. Means that the networks' artists services won't have a look-in on the framing of programs handled by these agencies.

Trend among the advertisers' reps against booking talent through the chains' bureaus has been gathering momentum the past two years. Toward the end of last season, several of the big ten agencies had already adopted a steadfast rule of doing their business direct with the talent or his immediate personal rep, and of passing up the networks completely. Especial case in point was the Batten, Barton, Durstine & Osborne outfit.

### Get Better Prices

Agency contention has been that they have proved to themselves they can do better by going into the open or freelance market and picking up the talent required. Prices asked by the network bureaus, say the agency men, are invariably out of line with the artist's actual worth, and in most cases, say they claim to have discovered on personal inquiry, considerably more than the artists actually expect.

"Latter situation generally prevails, claim the advertisers' reps, an artist is involved who has been on a sustaining bill paid by the network. Salaries paid for the sustaining program, however, is considered by the chains in the light of an investment, and in working out the commercial asking prices for an artist there is included pro rata the accumulated salaries already paid the performer as a sustaining attraction. It's the hope of the chain to get most, if not all, of this money back during the period of the artist's commercial connection."

Agency men describe this method of setting salaries as inequitable, pointing out that the reason why the commercial should be saddled with an expense that should have been rightfully absorbed by the network itself.

## NEW N. E. NETWORK OF 5 IS NBC SUBSIDIARY

Worcester, Aug. 1. Five New England radio stations, including WTAP of Worcester, have formed a chain known as the New England network. The others are WEEI, Boston; WATL, Hartford; WCSH, Portland, Me.; and WJAR, Providence, R. I. All are members of the NBC red network.

Most of the new networks' programs will originate at WEEI, which has been feeding sustaining features to the NBC chain. The other three stations, however, also will contribute. It is planned to continue NBC advertising accounts but four hours daily will be devoted to New England network programs.

Another New England radio chain is the Yankee network, with headquarters in Boston, which supplies 11 stations with its own programs and those of the Columbia Broadcasting System.

The new station, WMAZ, being built in Springfield will be affiliated with the Yankee network.

### Shifts to CBS

Investors Syndicate is returning to the air Oct. 9, but not on NBC, whose steady customer the syndicate has been the past four years. Contract with the Columbia for a 15-minute Sunday evening session over a period of 13 weeks.

Though entertainment hasn't been picked, it will likely be an original name dance orchestra. Program will originate out of Chicago.

### P. & C.'s New Serial

Galveston, Aug. 1. Harry Tuthill, creator of the Bungles, has signed a contract for a new radio comic serial to be known as the Puddle family. Procter & Gamble will sponsor the feature to be heard over WLW.

### J.S. Crowe in Charge

#### Of NBC Frisco Casting

San Francisco, Aug. 1. Jean Campbell Crowe has been placed in charge of casting for NBC here.

Mrs. Crowe came over when the network took over KPO several months ago. She was program director at that station.

Talent letouts at NBC this week are Tom and Dud, harmony team, and Margaret O'Dea, contralto, in re-shuffling of the staff acquired by the KPO take-over.

## Big Town Dignity For New Big Time Station—KFAB Idea

Lincoln, Aug. 1.

KFAB in advance of selecting the site for the new 25,000 watt station is doing a little expansion stunt to catch the attention of national advertising agencies. A branch studio and office is being opened in Omaha ready for business in the near future.

The present studio in the Hotel Cornhusker will be retained to carry the greater share of the broadcasting, but the need of a bigger town name was felt by the organization to carry weight with outside enterprises.

The station has already been granted a number of stays in the selection of the new site, the last one setting the deadline at Nov. 1. When the new plant construction is made increasing the watt power five times, it will, probably be located somewhere between the two towns.

## BANEFUL RUMORS FORCE CRITIC TO QUIT RADIO

Louisville, Aug. 1.

Dan Thompson, picture critic of the Louisville "Times," discontinued his "Interviewing the Actor" series over WHAS as result of reports he was being paid by National Players. Thompson had interviewed only one or two outstanding Louisville stars such as Grant Withers, in the series, and belief is that other theatres were jealous of the constant indirect ad value of the interview with stock players.

As Thompson was doing the series as an advertisement for the "Times" dramatic page without any additional payment, he announced, without forwarding, during his interview with Barbara Weeks, new leading woman of the National Players, that "rather than be misjudged," he would remain off the air.

## KSO Scores Point in Plea to Move to Des M.

Clair Lake, Ia., Aug. 1.

One leg of its determined try for removal from this point to Des Moines, state capital, has been successful for radio station KSO, with federal examining recommending to the federal radio commission a grant which will allow removal of facilities to the point desired.

Better talent and ability to serve its listeners in a more efficient manner is salient point in application.

### Circus Air Rally

Detroit, Aug. 1.

Novel tie-up by the Hagenbeck-Wallace circus has Al Priddy in a series of talks on the training of wild animals.

Circus only pays for spot announcements before and after the program and the talk is used as a sustaining featuring running from three days to a week ahead of the show.

### ELLINGTON'S 5TH CHI RETURN

Duke Ellington makes his fifth stage return to Chicago within eight months when he opens at the Tivoli Sept. 16.

Ellington is a B&K deluxer on the southside. Will be the Ellington combo's first theatre appearance in that name.

## 100% Air Test

It's seldom a sponsor announces a radio advertisement is being confined exclusively to that medium, as a test of the air and station's pulling power, but such is the procedure followed on a new early-evening sports and style talk over WGY, Schenectady.

Warren Munson, in plugging clothing sale, states it will not be advertised elsewhere, because store wishes to learn listeners' reaction to air spiel. Apparently WGY's ban on mention of specific prices is off for this test.

## NETWORKS CRY DOUBLE-X ON OLYMPICS

Latent cry of the double-cross between the networks revolves around the broadcasting of the Olympic games. NBC is accusing the opposition of breaking faith on an agreement between them not to carry anything about the Olympic games without first consulting the other.

Because of the \$100,000 demanded by the Olympics committee for the ether rights of the meet, the chains, so NBC now claims, had agreed on a freeze-out policy for the event, with the proviso that were either to change its mind the other party to the agreement was to be advised. Regardless of this arrangement, charges the NBC program department, CBS went ahead and scheduled a resume of the games without first telling the opposition about it.

Under the CBS scheme, which started yesterday (1), a resume of each day's events is wired into New York and relayed over the network for a quarter of an hour late in the evening with Ted Husing doing the splicing assignment. NBC has framed an Olympics program of its own, with Grantland Rice doing a direct broadcast from the Coast. There is also a bulletin arrangement similar to Columbia's, with the broadcast originating from New York.

Hollywood, Aug. 1. Olympics started with radio completely left in the lurch. Major radio chains and local stations requested permission to broadcast from Stadium, but were ignored by committee, which was chagrined by refusal of chains to pay \$100,000 for exclusive air privileges.

As a result of the refusal to extend press courtesies to an important NBC executive for the games, later communicated with New York resulting in instructions to get Grantland Rice to broadcast a resume of events each evening.

Deal was made Friday for \$5,000 over two weeks, with KECA removing an account to put it on at 8 p. m. each evening, starting the 30th for 15 minutes.

All local papers having radio tie-ins will also broadcast a brief summary of events, but there will be a general feeling of indifference at stations so far as the Olympiad and its social activities are concerned.

## LUCKY STILL AFTER A SAT. NITE COMIC

Despite the announcement that its Saturday night program is washed up on using any more comics during the summer, Lucky Strike is still auctioning them.

Latest to go to the block is Herman Timberg. Pilots of the hour not only listened last week to Timberg but several of his own protégés, including Fannie Brice, Walter C. Kelly and Jack Haley had also been o.o'd.

### Chico Di Verdi at KMTR

Hollywood, Aug. 1. Chico Di Verdi will be orchestra leader at KMTR, now under reorganization.

Other new talent in shift of owners includes Peter Grooms, tenor; Jeannie Dunn, personality singer, and Joan Stone, contralto.

## Frequent Changes of Program Too Costly, Say Irked Radio Editors

### NBC's Chi Landlord on Air as Radio Client

Chicago, Aug. 1.

NBC's Chicago landlord, the Merchandise Mart, will become an NBC client on Aug. 16 when launching the "Merchandise Revue" which will be confined to the middle west.

Exploitation motive is to drive home to this area the importance of the Merchandise Mart as the wholesale center of Chicago. Building, 20 stories high, is the largest in point of ground coverage of any structure in the world. And with plenty of office space it would like to rent.

### Too Much Advertiser Interference Ousts MJB Hour from L. A. Hotel

Los Angeles, Aug. 1.

Abe Frank, manager of the Ambassador Hotel, is passing up \$40,000 a year by cancelling his contract to broadcast a half-hour program twice weekly for M. J. B. Coffee from the Cocoanut Grove of the hotel. He claims to be tired of catering to the entertainment whims of some 60 people in the advertisers' organization who have different ideas of what kind of program is best.

Abe has been broadcast by remote control over KFI for the past two years, with John P. Medbury master of ceremonies. It has been very popular on the Coast. Comes off Aug. 15, switching to the Biltmore hotel, with direct wire over the same station starting Aug. 22. Medbury will continue to handle the program with the Jimmie Grier orchestra, formerly at the Ambassador, taking the place of the Phil Harris outfit.

Frank states it was too tough to please the three heads of the coffee company and various executives and employees of the concern who all had different ideas as to the program.

M. J. B. people say cancellation was agreeable to them, stating that the Cocoanut Grove people would not give them the variety of talent to support Medbury.

## PITT BASEBALL FANS PUT WWSW ON MAP

Pittsburgh, Aug. 1.

Biggest inspiration a small radio station has ever had around here was WWSW's lining up play-by-play broadcasts of Pittsburgh "Pirates" games away from home. It's the feature that has put the station on the map locally and has monopolized the afternoon radio audience for town's smallest and newest station. Pirates are in first place, fighting for their first National League pennant since 1927, and excitement over them here is at fever pitch, with older stations looking with plenty of envy at the young but up-and-coming WWSW.

Broadcasters aren't a description from the field of battle but an account gathered from telegraphic reports. Station has a direct wire with its own operator at foreign field of battle, but details are so complete that average listener-in has a hard time believing broadcaster isn't actually in the press box.

### Arthur Lake's 'Harold Teen' Serial for Ether

Arthur Lake, screen juvenile, who played "Harold Teen" in the picture of that name from the comic strip, and who is now RKO'ing with his sister Florence, has been given permission by the cartoonist, Carl Ed, to use the "Harold Teen" idea for a series of radio broadcasts.

Young Lake was the guest of Ed at the latter's Chicago home for a month.

Ted Dahl on KFWS

Hollywood, Aug. 1.

Ted Dahl's orchestra, formerly staff at KMTR, goes to KFWS for three half hours weekly of dance stuff, and dinner time.

Replaces an organ concert. KFWS's staff combination schedule not disturbed.

Radio editors on the dailies figure that the frequent changes of schedule made by the networks and the individual stations daily must cost the newspapers of this country, in the aggregate, hundreds of thousands of dollars a year. For the past two years these scribes have been trying to get the networks, at least, to work out a system whereby the major part of this waste could be eliminated, but so far their efforts have proved fruitless.

Keeping the program listings straight and accurate, complain the radio eds, is turning out to be more of a headache every day. Situation lapsed into its worst phase this summer.

With commercials quitting on sudden notice, networks and stations have been hard put rushing sustaining programs into the breach. No sooner has the listing on this sustaining show gone out to the papers, the program department goes through a change of mind for any one of a myriad reasons. As a result, the listing is in breach. No sooner has the listing come before or after or unavailability of the talent picked, and another session is substituted. That means sending out another listing to the newspapers.

According to one radio page pilot, there is a class A station in the Midwest that, this summer, has made it a practice of switching shows for the same name as many as 10 times a week. The result is a broadcast. That, within a period of one week. All this necessitated not only revision on the part of the editor himself but down through the chain of command.

### Higher-Up Kickbacks

Anxiety to maintain a correct listing isn't actuated by the radio editor's painstaking penchant as much as it is to avoid the pressure brought by the managing editor or publisher of the paper. Readers who have come to depend on these listings write in their kicks and when the latter become too thick the m.e. or pub, neither of whom are in a position to kindly disposed to the medium, blow up and pull a line to the effect that if the schedules can't be carried accurately they might as well do away with an radio department altogether.

Networks on the average shoot out three schedules on each day's program, the first two weeks in advance. Corrections are dispatched on the third day, with these followed by another batch of revisions two days before the publication date. Further changes come by wire and telephone, in many instances, and days later, when these followed by another batch of revisions two days before the publication date. Further changes come by wire and telephone, in many instances, and days later, when these followed by another batch of revisions two days before the publication date. Further changes come by wire and telephone, in many instances, and days later, when these followed by another batch of revisions two days before the publication date.

## OLD GIMMICK POPS UP IN RADIO TALENT HUNT

Los Angeles, Aug. 1.

Local advertising agency in endeavoring to sell one of the major stations here has hit on the search racket, smacking of the old 'be a motion picture star' gimmick. Offers more profitable variations, with stations, with stations, with stations, having turned it down.

Proposition is for station to announce a contest, with a year's air contract at \$40 a week for the winners. Contestants are to be chosen by all competitors \$5 for a record for actual purposes.

Cut of \$3 from each sucker would go to the station.

### ZUGSMITH'S P. A. PARTNERS

Al Zugsmith, personal p.a. for "The Whiffles" unit, the band leader, decided to turn everything in publicity and management over to the NBC, has allied with the Jay Faggen-Harry Sobel publicity team in a partnership.

George D. D. Lottman and Earle Ferris have also merged publicity offices.





**NG**  
**ONG**  
*ram*  
**NETWORK**  
**T.**  
**C.**  
**rk**

**GENE AUSTIN**  
Songs with Orchestra  
15 Mins.  
Sustaining  
WJZ, New York

**WJZ, New York**

Gene Austin is another in the annals of show business, with its ups and downs, who is a forceful reminder that you can't be head man all the time. Not so long ago it seems Austin was the composite Vallee-Crosby-Columbo (and name a few more) of Victor records. They were the good old days when there *was* such a thing as the music business and records—Victor's or anybody else's—sold, because Felst, Inc., had a song, 'My Blue Heaven,' which, too, sold into the 1,000,000-

When Pan Alsty's mournful midsummer of 1932 that seems its ancient history. But it was Austin who sang a song, "My Blue Heaven," for Victor which earned a small fortune for the writers, Walter Donaldson and George Awstin. The grateful Austin to reap so much royalty for himself from his disk tenebration that he invested a surplus in a yacht and called it "Blue Heaven," and Austin.

Then something happened to Victor records, to Gene Austin's music publishing sideline, to his other activities, and to himself including the last with the most dramatic. It culminated Austin's qualifying for screen bids, which were in the

Today, with Kate Smith on the radio bandwagon, such an item as a well-fed corpulence won't stop Austin from whamming 'em on personals, of which he had been a pioneer in the picture houses and at fancy money.

The main item at the moment is the NBC's building up of Austin out of the Chi sector, allotting him a choice dinner time 15 minutes. It's the effective spots which were instrumental in bringing Crosby, Kate Smith, Columbo, et. al., to public consciousness, falling as they did at a highly concentrated meet-and-eat-

Austin's radio click is but a matter of time. His basic voice appeal has long since been proven and while midsummer's vacillating interest in radio is something to be reckoned with, it may mean but a few weeks longer before they become Austin-minded.

He's getting an excellent grooming, including an orchestra for support. Austin is wisely picking his stuff, mixing up an original number such as 'Get Along,' with a Gershwin revival, 'Somebody Loves Me.'

— 1907.

**BILL and EILEEN**  
With Eileen Douglas and  
Robert Griffin

**Patter and Singing**  
**Commercial**  
**WJZ, New York**  
.. Program serves as the eastern rep  
on the air for Nivea cold cream,  
with the release on a four time

with the release on a four-time weekly basis split between two morning and two afternoon periods. On the Chicago end one of the more popular local teams, Dan and Sylvia, have been hitting it up for the past four months for the same commercial with successful results.

Wide differentiation between the two shows. Chicago act sticks closely to a vaude routine, while the Bill and Elleen version strives to impress itself as something smart and week-endish. Dialog and situations contrived appear to be a little

too fly and clever for class that the commercial most likely has in mind.

Deft piece of timing throughout on the patter exchange, with Eileen Douglas and Robert Griffin, both from the stage, proving past masters at the art of squeezing every drop

of humor possible out of a line. Similar bouquet cannot be accorded Griffin for his warbling interludes. It's a pleasing baritone, but lacking the finer points to instill punch into a pop ditty. After all, he's an actor and not a singer.

**LEE WILEY**

With Leo Reisman's Orchestra  
30 Mins.  
**COMMERCIAL**  
WEAF, New York  
Any time one hears Léo Reisman on a record or the radio, one feels it was a mistake of some sort for the snooty Central Park Casino to

grow careless and force out a band of Reisman's oalibre. But a few strains of Reisman's brand of symphonic syncopation are needed to conjure up associations synonymous only with a C. P. Casino, New York; a Mayfair, Los Angeles; a

Café de Paris, Monte Carlo; a Grosvenor House, London, or a Hotel Miramar, Biarritz.

Not that Reisman isn't content to stick to the air exclusively, commercial radio being what it is for the fortunate elect. But his is a brand of ultra dance music that

Regardless, it's a honey for a class woman's product such as Pond's and Relsman sees to it that tunes like 'Sweet and Gorgeous' punctuate the musical proceedings.

(Continued on page 54)



# VOTING MUSIC JOBBERS OUT

## Contract Truce Pending Radio Tax Arguments

All negotiations pertaining to the revised contract between the songwriters and the publishers have been temporarily shelved. M. P. P. A. and the Songwriters Protective Association have agreed to hold no further conferences in that direction until the tax situation with the broadcasters has been settled. In suggesting the postponement the publishers brought out the point that the outcome of the other rights tangle might so affect the entire structure of the music industry that any covenant drawn up at the present time would turn out meaningless and so much labor lost all around.

Before the contract discussions were put into abeyance the conferees had tentatively agreed on several clauses to go into the new contract. Among them was the writers' demand for a minimum advance fee and that the composition copyright revert to them if the song was not published within six months. Revised royalty (10-15 percent) had also been approved by both sides.

## SONGWRITERS' GROUP INSURANCE VIA S.P.A.

Letters asking them whether they favored coming in on a group insurance plan were sent out to the 600-odd members of the Songwriters Protective Association last week. Idea had been okayed by the S.P.A.'s board of directors, with further development of the idea now depending on the reaction from the association's rank and file.

Society of Composers, Authors and Publishers tried to sell its members on a similar project about a year ago, but when it came to closing with the insurance underwriters it was found that the premiums were too prohibitive for the ASCAP exchequer.

## Band Shifts

San Francisco, Aug. 1. Dance bands across the bay in Oakland coming in for considerable shifting. Tom Coakley, recently at Athens Athletic Club, opens Aug. 15 at the Hotel Rossmore, Hollywood, with Betty Kelly and Virginia Haig vocalists. Mickey Lazarus and 11 men into McFarland's ballroom. Pat Shanley inaugurates week-end dancing at his Hotel Kensington, putting in Pat Gordon (Heche) and band.

Jesse Stafford in at New Sweet's ballroom and Reg Code in Athens Club. Later reported closing soon with Del Courtney for follow.

Chicago, Aug. 1. Wholesale switch of dance orchestras locally this month. Bernie Cummins is scheduled for the Trianon ballroom. Jack Miles goes into the Granada Cafe. Clyde McCoy takes Carl Moore's place at the Drake Hotel.

Johnny Hamp will probably return to the Congress where he was popular two seasons ago.

Long Branch, N. J., Aug. 1. 'Red' Kibbler's orchestra has replaced Carl Hartman and band on the Recreation Pier. Long Branch. Hartman shifting to Wildwood Park, N. J.

Other band changes along the shore include: Veno Faulkner replacing Walter Clinton at Shore Gardens, Asbury Park; Jo Woodward in Al Flieder out at Club San Remo, Long Branch; Lou Michaelson out at Price's Long Branch (no replacement); Willard Rodman out at Log Cabin, Long Branch, where Harry Olson in.

## Only Two Kornheiser Songs Bought by Dash

Irwin Dash didn't buy the entire catalog of Phil Kornheiser, Inc., for England, but only two songs, 'Happy-Go-Lucky-You' and 'The Song That Broke My Heart'. Rest of the Kornheiser catalog for Europe is still undisposed of.

Last-minute hitch stopped the deal between the newly formed Dash Music Co. of London for Stept & Powers' catalog. That's still unsold for abroad. Dash had wanted to sign up Sammy Supt. also as a writer, which was the cause of the deal falling through.

Dash returns to England on the 'Minnetonka' Aug. 3.

## LOWER TERMS FOR ALL FOREIGN MUSIC DEALS

Under present conditions all new foreign music deals are being made at much lower terms than in the past, both as a break for the foreign publishers and also as a means to attract for those cash in U. S. currency and payable in the United States. Income in English pounds loses much on the rate of exchange and similarly there are restrictions on two years' term of francs or German marks.

The new deal for one year only whereby Campbell-Connelly will handle Robbins' stuff in England commencing Nov. 1 calls for only \$15,000 advance. Keith-Prowse paid Robbins \$87,000 for two years, expiring Oct. 31, 1932, which, however, divided to \$45,000, with Robbins paying a 10% and 1% tax to the British Govt. C-C's deal provides for Robbins getting the \$15,000 in U. S. currency and Campbell-Connelly paying the British government fees themselves.

Editions Campbell-Gonnell, the French subside, will also handle Robbins' catalog in France, paying \$4,000 for those rights. Albert in Germany continues.

Metro, which controls Robbins, wouldn't sign for more than a period of a year with C-C.

Two years ago Robbins had voluntarily extended all foreign rights for France, England and Germany for a year gratis as a good-will gesture in order to pave the way for certain Metro musical rights abroad and also as a squarer for itself a deal under eventuating conditions.

In line with the foreign deals, some of the lesser foreign pubs in dealing with the lesser American firms are buying up only individual numbers rather than entire catalogs as an economic measure.

## Score's 3 Publishers

Laurence Schwab-B. G. DeSylva (Schwabs) musical, 'Humpty Dumpty', will be published by Harns, with Bobby Crawford's firm, DeSylva, Brown & Henderson, and Felix's sharing on percentage.

This comes about through Richard A. Whiting being under Harns' contract, DeSylva to Crawford, and Nacio Herb Brown to Felix.

## GOLDEN RECUPERATING

Ernie Golden, orchestra leader, is recuperating from a recent illness in Londonderry, N. H.

He suffered a general breakdown.

## HERE AND THERE

Bill Hogan's orchestra replaces the Irving Aaronson combo at the Frolics, Culver City, Calif., Aug. 2. Aaronson's Commanders returning to New York for the new Irene Bordino show.

Marvin Welt with Mills-Rockwell to handle radio promotion for the Lawrence Music Co. one of the firm's subsides.

Harold Wald, who assisted his brother Jerry, on the 'Graphic' before the paper folded, is now with Mills Music.

Paul Tremaine has taken over the bandstand in Elmer's Gardens, Denver, for the balance of the season.

## PUBLISHERS AS OWN MIDDLE-MEN

Fourteen Publishers Combine for Central Shipping Unit with N. Y., Chi, L. A. Branches—Robbins Only Major Firm Out, but Sympathizing—40% Uniform Profit Margin Assured and Small Dealers' Squawks Eliminated

## INSURES 25c PRICE

In line with the desperate attempts of the music publishers to reassert a decadent business, the desire to eliminate the middle-man, the jobber, who has been regarded as no asset to the music business, will be put to a vote tomorrow (3).

It is expected the move for 14 of the leading publishers to combine in a central shipping unit will go through without delay in order to get under way by Aug. 15 a proposal to establish shipping desks in New York, Chicago and Los Angeles.

This is in line with the decision to fix the price of sheet music at 25c retail and 15c wholesale. It will afford a uniform 40% margin of profit for the retailer and will eliminate any squawks from the smaller merchandisers that the syndicate stores are able to undersell them at 25c retail whereas they, buying their smaller lots at 18-20c wholesale, can't afford to sublet on a nickel or 10 cent price of sheet music.

The fixing of the retail 25c price will meet with no legal entanglements in concerted price-fixing, the step being circumvented by individual action by all the publishers.

Robbins Music Corp., the sole major publisher which will not join the 14 others in the combine, is taking this stand because of the dictates of Metro-Goldwyn-Mayer, its 51% owner. It's always been M-G-M's policy to play the 'jone wolf on film situations and it wishes to follow through accordingly on the music end. However, Robbins will function sympathetically with the central shipping plan and so let the music at 14c wholesale to the three focal distribution points. The extra penny per copy, it is hoped, will pay the overhead of the shipping contracts in N.Y., Chi and L.A., and possibly help towards small net profit. This net can always be pro rata'd if it becomes too large.

Fubs Own Middle Men The middle men eliminate the jobbers such as Plaza, Lyon & Healy, Sherman-Clay, J. W. Jenkins, Richmond Music Supply, etc. Publishers insist that if any middle-man must exist, they'll be it. The extra pennies per copy that the jobbers must tack on to the publishers' wholesale rates have been the cause, aver the publishers, for the small retailers being compelled to charge 30-35c per copy retail in order to enjoy a satisfactory margin.

This is no problem with the syndicate stores, as they buy in large quantities and deal direct with the publishers, and thus enjoy the minimum wholesale rates whether on 'new issues' or established hits, latter always costing a penny or two more per copy wholesale. The uniform 15c wholesale figure for everything will obviate that.

While the printed 25c retail price on the title page will eliminate over-charging, publishers also feel that with the large margin of profit, it may encourage dealers to push bargain sales to vend five copies for \$1. This, it is hoped, will move merchandise faster off the counters.

The meeting tomorrow of the MPPA will iron out the final de-

## N. Y. Cafe and Roadhouse Bands' Salaries Bonded for Protection

### Comparison

'Dardanella' from the piano rolls alone earned \$10,000 in royalties, and that was considered a very small right. Today a bit of similar proportions can't get a yield of \$150 from the piano paper.

## Looks Like Dough But Contract Didn't Say So; Kahn Off 'Ballyhoo'

Roger Wolfe Kahn is out of 'Ballyhoo', the forthcoming Norman Anthony, Jr.-Delacorte-Gensler musical production, refusing to continue just for the glory as the attraction only offered the regulation \$82.50 union scale per man.

Kahn would have had a chance for some real dough when and if the 44th Street road nite club in conjunction with the show eventuated, but the 'Ballyhoo' management refused to put that into the contract so Kahn walked and took a couple \$1500 under the table. He was at the Palace, N. Y., last week.

Frank Tours is now the musical conductor for 'Ballyhoo'. Kahn is slated for a Warner Bros. short and will go CBS shortly for a radio commercial.

## Schuster Has No. 1 Song, But Let Out as Gen. Mgr.

Let out by Witmarks as professional manager, Ira Schuster has in 'Shanty in Old Shantytown' his No. 1 song right now, and the best sales currently. This anomaly comes about through Schuster, who also uses the nom de plume of John Siras, being under a joint writing-professional staff contract, drawing an income. Witmark writer, although deposed as prof. mgr.

Schuster this week joined Ager, Yellen & Bornstein as a writer, with his Witmark connections having since lapsed.

## B. & H.'s New DeSylva

David Freedman has joined the Lew Brown-Ray Henderson team as the book and ideas man. He replaced Bud DeSylva, who broke away from Brown-Henderson to write independently and with others.

## BREESE AND PUBLIX

Minneapolis, Aug. 1. Publix is negotiating with Lou Breese, former conductor and m. c. at the Minneapolis Club, to head a 12-piece orchestra at the State or Minnesota, starting in the fall.

Offer to Breese, however, entails a slight in salary for him and for his men. He has rejected this opening bid.

ails of the auditing system under which the 14 publishers will split the cost of operation of the central bureaus, etc.

Sheet music heretofore wholesaled at 16 2/3c for 'new issues', i.e. stuff just out and on which the retailers took a chance and stocked up. Some of the popular hits graduated to 18c, 20c and 22 1/2c wholesale per copy in large or small lots, thus necessitating a prohibitive retail price which, the song publishers aver, has dented their business badly.

In line with the 15c economy, all sheets will be two sheet affairs, sans the insert, to save on the stock, shipping costs, etc.

Felst some time ago pioneered with the printed 25c retail price, following retailers' squawks eliminated that. Now it becomes a concerted practice.

An epidemic of bouncing checks, short payoffs and no payoffs at all by shoestring roadhouses and cafes has resulted in a ruling by Local 802, New York, of the musicians' union, requiring the posting of a week's salary in advance for all bands by nite clubs, cafes, hotels and all other places whose customers sit at tables.

The legitimate and reliable places are forced to take the slap along with the no payoff spots that brought on the ruling.

Out in Chicago recently Jimmy Petrillo's union passed the same ruling, and for the same reason. Bouncing for musicians will resemble that required for legit shows by Equity, with a week's salary in escrow at all times for the players' protection. In the event of no payoff in the future by a roadhouse, the bonded money will be used for the final week. There's no chance of a stranding for the musicians, since they can't play if no bond is in advance, unless waiving it.

## L. A. POLICE JOIN FEDS IN SHEET BOOTLEG WAR

Los Angeles, Aug. 1. Los Angeles police department is now co-operating with Department of Justice investigators in clearing the city of song sheet racketeers, with one arrest and one conviction this week.

Alexander Aggie, 14-year-old wholesaler of the bootleg lyrics, now in Juvenile hall awaiting trial on a new Federal copyright infringement charge. Boy is already under a conspiracy indictment to violate copyright act.

Thomas Weltitt, with a long record, was convicted of similar charges Thursday (28) in U. S. District court.

## 15 Song Sheet Peddlers Nabbed in N. Y.; \$5 Fines

Repe from the American Society of Composers, Authors and Publishers, accompanied by plainclothesmen, swooped down over the weekend among the sidewalk peddlers of nickel song sheets and netted 15 arrests. Fines were made along Broadway and the Coney Island boardwalk, with the culprits being fined \$5 each on peddling without a license charge in various magistrate courts.

In the latest mop-up of the unlawful purveyors of copyrighted lyrics, the society confiscated altogether about 9,000 sheets.

## Coast Wax Sales Gain As Air Programs Panned

Los Angeles, Aug. 1. Noticeable pickup in record sales on the coast during the past month is attributed by sales people to a listener in disgust of radio programs, as an answer over the week-end among the sidewalk peddlers of nickel song sheets and netted 15 arrests. Fines were made along Broadway and the Coney Island boardwalk, with the culprits being fined \$5 each on peddling without a license charge in various magistrate courts.

Corresponding increase in calls for phonograph needles is also an indication that many talking machine sets are being hauled out of mothballs.

## Feting Jack Harris

When Jack Harris, baton fave at the Embassy Club, London, arrives on the Europe tomorrow (3) he'll find an surprise welcome framed by several bandmen. Heading the delegation will be Abe Lyman.

Before pulling out for this side Harris was entertained at a farewell party thrown by the Prince of Wales.















# BROKE

## ALL TIME ATTENDANCE RECORDS

### SATURDAY, SUNDAY

And up to 5 p. m. MONDAY (Variety Press Time)

# RKO PALACE, NEW YORK

THIS WEEK, JULY 30

# KATE SMITH

AND HER

## SWANEE MUSIC REVUE

#### N. Y. Evening Post

"A year ago Kate Smith was one of the featured performers on the bill that set new long run records at the Palace Theatre. She is back again this week and the crowds that gather before the playhouse indicate that she is just as popular as ever.

"In addition to singing an extensive list of songs, old ones and new ones, Miss Smith has branched out into other roles. She sponsors the entire vaudeville program, which is known as the Swanee Music Revue, acts at times as mistress of ceremonies and otherwise labors hard to make the bill a success." *H. F. B.*

#### N. Y. World-Telegram

"There is a departure from policy at the Palace this week. For the current show might hardly be said to be a six-act vaudeville bill. Instead, it's a miniature musical revue, produced and headed by the warbling Kate Smith. Miss Smith calls her show the Swanee Music Revue."

WITH

**JACK MILLER**

**NAT BRUSIOFF**

**CHERIE and JUNE PREISSER**

AND

**CLIFF (Ukelele Ike) EDWARDS**

#### N. Y. Herald Tribune

"The Palace Theatre is offering this week for the first time in its history a short revue, produced and headed by Miss Kate Smith, in place of the regular vaudeville show. The piece is titled 'Swanee Music Revue' and features Cliff Edwards, Jack Miller, Nat Brusloff and his orchestra and Cherry Blossom and June Preisser. For the first time on a Saturday afternoon the Palace had a lobby full of customers waiting to be seated, after the manner of the cinema cathedrals. All this seems to testify to the popularity of Miss Smith, who holds the Palace record for length of engagement."

#### American

"Crowds continue to fill the Palace Theatre Saturday and Sunday to see and hear Kate Smith—the same crowd found what they expected—a happy voiced Miss Smith."

**Personal Management—TED COLLINS**

# VARIETY

PRICE  
**15¢**

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VOL. 107. No. 9

NEW YORK, TUESDAY, AUGUST 9, 1932

48 PAGES

## PARIS NITE LIFE IS SHOT

### 50 Surefire B.O. Picture Sectors; All Are Semi-Wealthy Communities

The sunny spots in show business which have yet to know the color of red, are film theatres in wealthy suburbia. There are around 50 of what theatre executives classify, after close study, as 'depression-proof box-office sectors' in this country.

In contrast there are those theatres in factory towns. 'More houses in this classification are losing money, or are dark, than in any other.'

It is pointed out that of the total 100 wealthy communities there are theatres in less than half of them. Reason for this is that theatre men figure that when millionaires want to see pictures they're willing to pay to have the films brought to their estates, so where there's extreme money the theatre isn't so happy.

It is in the semi-wealthy suburbs that the exhibitor gets his best break. House averages for these spots are around 750 seats with an admission of 30 to 50 cents. An advantage for these theatre owners is that they have no competition, which means that they can virtually dictate prices and always be

(Continued on page 43)

### Broadway Revue Is Cut-Rate Modiste's Hunch on Real Ad

S. Klein, the cut-rate 14th street women's outfitter, plans to hit Broadway with a moderate-priced revue. A scene, showing the depressioned grande dame patronizing her establishment, will be all Klein wants as compensation. He is counting on it as another form of advertising.

Klein has been talking to Broadway showmen and has secured the grand plug for the Horn & Hardart automata in 'Face the Music' as evidence that he could be given a swell ad before a 35 audience and at the same time be entertaining. He likens it to another form of radio advertising, using the stage instead of the ether for the ballyhoo. He had even suggested 'Depression Follies' as a title.

Klein's dress shop got a glacial plug in 'Child of Manhattan' last season, which may be the source of his present idea.

### Winchell Off 'Mirror'

Walter Winchell is off the N. Y. 'Mirror' again, but whether for his health, or trouble, or both, is not known. He's taking a motor trip.

In his absence Paul Yawitz will conduct Winchell's column in the tab, but without a by-line. Yawitz started on this yesterday (Monday).

Mrs. Winchell is accompanying her husband.

### Golf Interference

'One of the downtown brokers, with his family at Fisher's Island, wired the wife last Saturday:  
'Can't make the weekend, too busy, and a pleasure.'

### NO PAID TALENT FOR DEM. RADIO CAMPAIGN

A not too expansive campaign bankroll is reported behind the Democratic National Committee's change of mind in deciding to spend nothing on talent for the radio broadcasts in behalf of Franklin D. Roosevelt's presidential campaign. Final decision is to limit the air expenditure to time costs through the use of non-salaried political speakers only. Entertainment, if any, will come from show people volunteers.

Until the no-talent decision was made, several types of radio programs were considered, including the reading of a number of scripts submitted by other authors. Musical and musical comedy programs such as are currently used by commercial radio advertisers, were also weighed as possibilities.

Upon learning that the Democrats contemplated going into the show business during the campaign, a flock of promoters tried to declare themselves in with propositions on their own behalf. Most of them suggested the creation of a special post to handle the theatrical end of the campaign and arrange the entertainment. All met a cold turn-down.

### Drug Chain's Act as Business Stimulator

Minneapolis, Aug. 8. As a business stimulator, the national Walgreen's drug chain has engaged a vaudeville act to make the rounds of its local drug stores. The act puts on a 20 minutes' performance at each store three times a day. It comprises three girl hoofers and a man banjoist.

Performers do their act 30 times a day, working in all a total of five hours out of every 24, probably a record.

### CREDIT TICKETS

Bridgeport, Conn., Aug. 8. Under the slogan 'Credit Brings Good' Arthur Theatre, operators of the Globe (films), are issuing credit checks to those unemployed customers who may want to see the show but are temporary short of cash. Tickets are numbered and issued to 'unemployed adults' only.

Latter make a pledge in signing the ticket to pay the Globe 25c when securing employment. Tickets are good on Mondays only.

### BIZ IN RED, ALL MANAGERS BLUE

Montparnasse Vs. Montmartre—With Other Sectors Trying to Cash In and All Flivving—Changing Names, Fashions and Styles of Little Help—Nor Also the Now Behaving Russe Gyp Joins

### 4 MOS. AVERAGE RUN

Paris, Aug. 8. The past season will go down in the nocturnal annals of this city as the biggest headache of all. Even the surfer bets of previous years have had to dig for their business. When the final counting up is done, it will be found that almost every night club owner, big or small, has nothing but red ink to look at.

There's still the old battle of Montmartre versus Montparnasse going on, with the Champs Elysees section standing a good chance to come up again and take most of the glory for next year. This battle of the right vs. left banks is the game of quality and money against quantity.

(Continued on page 31)

### Reappearance of 'Montauk Express' Cheers Roadhouses

The bonifances of the class speaks and roadhouses believe things are looking up as evidenced by the sudden spurt of business in the 75c and \$1-per-degustation emporiums. These spots claim they're the first to feel a slump and the last to benefit by economic recovery.

One class Long Island Innkeeper cites that the resumption of the 'Montauk express' from the ultra shore resort, is the final convincer.

(Continued on page 43)

### NEWSREEL NOW IN ON FILM-RADIO ALLIANCE

Chicago, Aug. 8. Another link in the new alliance of radio and films, as enunciated by M. H. Aylesworth, will be the judicious employment of Pathe News to help NBC clients. First instance was Pathe's covering of the new Buick car. General Motors is an NBC advertiser.

Meanwhile, an RKO-Radio Talent Quest between NBC and RKO theatres further binds the couple together, while the Radio studio in Hollywood and the network are already well launched in their exploitation through special wireless programs.

### Agents Now Scout Material a La Jimmy Valentine on Radio Dials

### 10% Telegrams

RKO will receive 10% commission on all Western Union telegrams sent to or from its 200-odd theatres under a deal by which the theatre circuit is classified as a B-1 agent of the telegraph company.

Result's split applies to wires from agents to acts, etc., besides messages from the theatres themselves and from or to anyone connected with the theatres in any capacity.

The B-1 W. U. franchise is obtainable by an organization through an agreement to encourage the sending of messages via Western Union exclusively. Besides its own direct employees, RKO will ask the vaudeville agents to use the W. U. system, also its acts, by posting a notice backstage.

### SHARK FIGHTER WANTS TANK AND A N. Y. SPOT

Mobile, Aug. 8. Capt. Wallace Caswell is negotiating with showmen to battle devil fish and sharks in a big glass tank. Venture may break-in at Madison Square Garden, New York. The Captain has built himself quite a rep in these parts. Eight years ago he carried a knife in his mouth and dove in near Panama City, Fla. for a nag. He came up with a huge fish and asked how long had this been going on. Since then he has put several devilfish away and sharks are almost warm-up sessions. He takes 'em on one at a time. No ganging up on him. In between, Cap straddles giant turtles, and goes for a ride.

Caswell explains the trick is to spot his fish and make sure it's sufficiently far away from the other of the species. He wields a nine inch knife with an iron handle. Cap thinks folks would be interested if they could see how it done, and would pay to find out.

Cap thinks folks would be interested if they could see how it done, and would pay to find out.

### This Here Depress Is Tough on the Girls, Too

Minneapolis, Aug. 8. New big business bureaucrats is teaching people how not to be lonely during the current depression. The classified personal sections of local newspapers are filled with ads by out-of-town companies and individuals offering the natives advice on 'how to escape loneliness.'

University of Minnesota psychologists say there is a demand for this sort of advice because the folk sex is suffering from lack of masculine companionship on account of the boys not being able to afford to take them out in the pre-depress fashion.

Instead of the old routine of making the rounds nightly of the vaudeville and club spots in quest of new and salable material, booking agents from vaude precincts are now making a habit of staying home nights with their ears glued to the loudspeaker and their fingers doing a frequent Jimmy Valentine on the dial-knob.

Lads have 'furnished themselves with high-powered receiving sets and spend the evenings dialing for the distant spots. Hope is to discover 'new meat' tickets. Some of them have 'already become an expert' station representatives and others intimately connected with the 'broadcasting industry in rattling off the call letters of outlets and their location. And what is more than most of the station reps can boast about, these agents and bookers can describe the class of programs the distance outlets turn loose and the local talent featured.

After listening a few nights to an act that has attracted some special attention, the agents write to the turn inquiring whether it has

(Continued on page 44)

### Hill Billies Form Own Co. to Oppose Ex-Radio Sponsors

Los Angeles, Aug. 8. Drinking water concern that has been paying for the Beverly Hill Billies' program for two years dropping the account, so now the cowboy warblers are going into the bottled water business as a sideline, and will continue to plug their own agenda.

Glen Rice, 'Mr. Taltellow' in the Billies' program, will be president of the new concern and will take over the services of the sales manager of the original water company to fill a similar position in the new venture.

Hill Billies have at various times been regular on KMPC and KTM, but will likely go KNX for the new nag.

### Film Man's Slogan

'Republican Voting for Roosevelt.' It's the brainchild slogan of R. W. Budd which the Democrats have accepted for auto plate display. Budd is head of personnel for Warner Brothers, and is in that company's New York office.

Design is worked out so that the sign serves both the 'Republican' and 'Roosevelt.' The Democrats have a first order in for 25,000 of the plates.

All and the press agents in New York are trying to ring in on the political campaign gravy.

# No Objections from Studios To 'Opposition' Stage Dates by Contract Players; Recoups Salaries

All major studios having circuit connections are preparing to extend the practice of sending contract film players into vaude and picture houses for personal appearances as an economy move to cash in on the layoff time between pictures. Alternating stage work will also become more general as an adjunct to building up popularity for lesser known names.

It is not expected that many will be sent east for personal appearances until fall, as currently all studios are going into peak production and will be using almost all of its contract personnel for the next two months at least.

Under present conditions none of the players will be sent out unless capable of doing worthwhile acts. The straight personal appearance in which the names try to get by with just a song and 'I'm glad to be with you' routine will not be tolerated. The name draw must also be enhanced by entertainment merit.

## Interchange

Players of one company will regularly appear in the theatre chains of competitive producer-distributors. While it is reported that in the framing of the product during this season the question of availability of stars for personals is being broached, there is no admission other than that it is pretty generally expected no special lines will be drawn.

Trend of the producer-distributors seems to be in the direction of permitting their film people to play in theatres only by the hour, notably those which play its picture product. One of the leading theatre operators points out that the industry seems agreeable to making their stars available in that way when they are idle or on vacation.

Perhaps the first definite indication of interchange on film talent for personals was the booking by Loew's of Warren William and Bettie Davis, WB players, into the Capitol, New York, last week. WB previously had Loretta Young and George Brent on tour at their own Strand, N. Y., but had no objection to giving Loew's the other team.

Others are to come, with Warner pointing out the close co-operative contact existing between the company and Loew's. Latter may get around a dozen Warner players on the season, as they are available for tour in Loew's theatres may range from six to 10 weeks, where not conflicting with Warner's own houses.

Lois, Columbia and Universal film people will probably go into RKO houses, while Paramount's may also be included here and there. Far itself might utilize its own product, but only strategies here and there to be available for personals, if okayed, until later this fall.

Radio on the Side  
Under discussion also is the inclusion of radio work for picture players when and if fitting in property. In time product contracts may contain definite clauses concerning stage and radio availability by the chain buying the film.

This coming season, it is figured, featured players who need the stage buildup might even increase their salaries on such engagements as against picture contract figures. In that case the appeal to work persons would be that much greater for the players.

If the player's film salary is out of proportion to the stage value, that will probably be adjusted properly, with the studio still saving itself something.

Loew's may work out several stage shows during the season for the Capitol, New York, similar to one which recently combined talent appearances than heretofore.

## Diaper Sextet

Hollywood, Aug. 8.  
Infant version of *Florodora* sextet goes in 'Glad Rags to Riches,' next Jack Hays' kid comedy for Educational.  
Six four-year-olds will do the number in lace-trimmed diapers.

## Mary Pickford Drops Deal for 'Language'

Mary Pickford's deal for the play 'Another Language,' on which she came to New York, is off. Star decided against it when the owners of the rights wanted it specified the picture could not be released until the fall of 1933. Miss Pickford retweeted by plans.

Terms did not figure. First quotation named by 'Language' was \$150,000, with all film firms forgetting about it.

On the Coast Miss Pickford is preparing to go ahead immediately with the Frances Marion original, once called 'Happy Endings,' but which will not be released under that title.

## WB Has Feature on Bridge for Wm. Powell

Hollywood, Aug. 8.  
Claimed to be the first feature built around contract bridge, Warner next for William Powell will be 'Glad to Be Here,' a down-and-out, who comes becomes the toast at tea parties as a fessie fessie.

Story is by Charles Kenyon. William Powell and Kay Francis will be teamed in 'The Low Down.' It's Warner's contribution to the current press agent cycle.

## Revives Test Dept.

Hollywood, Aug. 8.  
After being dropped when Winnie Sheehan left Fox, test department has been revived with George Davidson, formerly in charge, back. Recent haphazard testing will be given up with an active search for new talent.

## 2 WRITERS OUT

Hollywood, Aug. 8.  
Philip Wylie and Edward Venturi, writers are out at Paramount. They had been working on 'Island of Lost Souls.' Garret Fort has been put on the story.  
Ray Harris has been added to the Paramount script staff. His first job will be 'The Bookworm Turns' for Stuart Erwin and Allison Skipworth.

of Jean Herschell, Una Merkle, Anna May Wong and others. Second might include Wallace Beery and Robert Montgomery, both Metro, as well as others.

Farther back in time, Edmund Lowe and Victor McLaglen (both Fox), played the Capitol rather than RKO, which had Fox first run. That may have been an early indication of the changing trend.

Just as there is a shortage of film, or has been, so is there a shortage of name personalities for stages. A few weeks ago Publick found it could studio as RKO these things in New York, Chicago or Detroit for that reason. Paramount has around 10 film players who are learning in dramatic or comedy Publick theatres, with perhaps additional time to be picked up from RKO or Loew.

Part of Charles Freeman's duties at the Radio studio as RKO these 'part' contract will be to arrange for personals of that company's players whenever the production schedules allow it. Here, especially, an effort will be made to help popularize its younger talent by sending them over the RKO route in acts, in singles if the ability is there or by learning in dramatic or comedy slots, with seasoned and established players from the studio.

Metro stars and featured players will also be expected to make more one which recently combined talent appearances than heretofore.



## WILL MAHONEY

Boek, San Francisco correspondent for 'Variety,' said: 'Will Mahoney can say that of ALL the names that have tried the Fox boards he gave the best account of himself, because that's what he did. He started easily, warming up as he went, and wound up to TREMENDOUS results. He encoored, and that's an accomplishment at the massive Fox.'

Direction  
**RALPH C. FARNUM**  
1550 Broadway

## Tam Young Says as How L. A. Theatres Are All 'Swell Jernts'

Hollywood, Aug. 8.  
'This is sure one elegant jern't,' said Tammy Young, America's sweetest, as he viewed the milling mob at the Carthy Circle for the premiere of 'Back Street.'

'All these California theatres are swell jern'ts,' Tam continued. 'I like 'em, because they do so many things. I crashed a friend's car coming here tonight and walked up the lane between Olympic visitors. Some of 'em made a lot of funny remarks, as if I care.'

The dapper Mr. Young confronted into the theatre and watched Dave Epstein, who had bet Carl Laemmle, Jr., that Tammy wouldn't make the grade. Shaking hands all around, Tam got the promise of a job in 'Madison Square Garden,' picked up a seat stub somewhere and sat through the prolog.

At intermission he announced it was time to scram as he had to be up at 6 a. m. to work in the Jolson picture, and arranged a ride home.

Before leaving the theatre he turned his seat stub over to a fledgling gate-crasher with all the proper instructions, and after being bowed out by the house staff, repeated, 'This is quite an elegant jern't. How about a duet for the wife, she's on her way out!'

## BENCHLEY IN THE JUNGLE

Hollywood, Aug. 8.  
Robert Benchley here on Radio contract, given first assignment. Will do a comedy for Edgar Kennedy and Harry Sweet.  
To be a satire on the current jungle cycle.

## Ford's 'Pilgrimage'

Hollywood, Aug. 8.  
First directorial assignment for John Ford when he returns to Fox in October will be 'Pilgrimage,' from story by I. A. R. Wylie. Second on his contract not announced. Ford is now at Metro preparing a story.

## SAILINGS

Sept. 24 (Los Angeles to Sydney): Arth r Loew (Monteory).  
Aug. 24 (London to New York) Edmund Davis (Olympic).  
Aug. 10 (New York to London) Jimmy Campbell, Betty Balfour (Aquitania).  
Aug. 10 (London to New York) Will Pyke, Andre Randall, Edwin Styles (Champion).  
Aug. 9 (New York to Carlo) Louis Loeber (Excalibur).  
Aug. 8 (New York to New York) Mr. and Mrs. Jack Pearl (Bremen).  
Aug. 6 (London to New York) Phyllis Konstam (Herenaria).  
Aug. 5 (New York to Berlin) Geraldine and Joe (Lafayette).  
Aug. 5 (New York to Switzerland) A. J. Balaban (Europa).  
Aug. 5 (New York to London) Mr. and Mrs. F. Tabrah (Laconia).

## MC GUIRE PAYS OFF

Sol Wurtzel Collects After Attachment—Wage Claims Settled

Hollywood, Aug. 8.  
With attachments, filed following suit he brought in Municipal Court to collect on a \$1,000 note given him by Wm. Anthony McGuire, Sol Wurtzel, manager to collect this amount and costs and took the principal for a donation to the Cedars of Lebanon hospital.

Attachments were filed on moneys coming to McGuire from Sam Goldwyn and Metro, by I. B. Kornblom, attorney for Wurtzel.

State labor commission approved the offer of McGuire, through his attorney, Edward Brand, to settle the wage claim of Ross Journey for \$150. Girl, now in New York, was taken east by McGuire as his secretary, and alleges he returned fare and part of wages were unpaid.

Two other claims, against McGuire, filed by set designer and set dresser for 'Bad Penny,' a play which the author produced here, have been paid.

## Arthur Loew's World Air Trip On, with Variations

Switch in Arthur Loew's plans as regards his world air tour will have him start off from Los Angeles instead of New York, shipping from there via the Atlantic, the trip will be made via plane.

Russia has been dropped from the itinerary with the new schedule, Loew now figuring on making the entire world trip in about a month.

## Geo. O'Brien's Dad to Europe—Player Later

Hollywood, Aug. 8.  
Daniel O'Brien, state director of penology, leaves here Aug. 19 for New York and will sail Aug. 24 for Europe. Going to Bad Nauheim for his health.

Will be joined there early in September by his son, George O'Brien.

## W-W Drops Bob Steele

Hollywood, Aug. 8.  
Bob Steele westerns, produced by Trem Carr for Ritzany for two years, have been dropped by World Wide. Ken Maynard westerns, produced by KBS, are now the only horse operas on the W-W program. Nothing further decided upon for Steele, who is under contract to Carr.

## Two Seek Studio Wages

Hollywood, Aug. 8.  
Laid off, but not paid off, Irma Harrison, actress, and George Banium, utility man, seeking wages from Thomas L. Griffin, indie film producer, according to complaints filed with the labor commission.  
Miss Harrison claims \$80 and Banium asks for \$110.

## WEALTHY EXHIB DIVORCED

Syracuse, N. Y., Aug. 8.  
Surrendering all claims against her former husband and releasing all dower interests for a consideration of \$100,000, Mrs. Margaret Hanna Brown has been granted a divorce from Julian S. Brown, wealthy Syracuse theatre and night club operator, in Cuxito, Mexico. Trial of the action took place June 16. Incompatibility and desertion were alleged.

Suit was kept secret until Mrs. Brown signed certain documents.

## CLUB'S WEEKLY SHOWS

New York Motion Picture club, starting in September, will endeavor to conduct weekly entertainments throughout the winter.  
Idea is to aid finances.

## WB Casts Holman

Hollywood, Aug. 8.  
Harry Holman returned from New York and has been added to cast of 'We're Silver Dollar.'  
Set by Leo Morrison agency.

## COACH AS ACTOR

Hollywood, Aug. 8.  
Howard Jones, football coach for U. S. C., will act as technical director, and also will take part in 'Rackety Rax' for Fox.

# U Sees 3 Star Candidates and Maybe 4 Scarers

Universal's New York office is counting upon the creation of at least three new stars from the company's roster before the start of the '23-24 picture season. The eastern hopes are Gloria Stuart, recently plucked from the Pasadena Community Players; Onslow Stevens, also recruited from the same Pasadena group; and Noah Beery, Jr., as a luminary of westerns. Russell Hopton may also be featured soon in a college story.

With its top money garnered from thrillers last season, U is keeping a wide place on its new program for more of this kind. There are three on the schedule now, but a fourth is being considered. Whether this will be made will be determined by the b. o. reaction to the first of the new series, 'Old Dark House.' Latter film is due at the Mayfair, N. Y., Sept. 1.

The fourth thriller is tentatively titled 'S. S. San Pedro.' The others definitely in line are 'Cagliostro' and 'The Invisible Man.'

## Weitzenkorns Reunited 9 Days After Divorce

Los Angeles, Aug. 8.  
Latest development in the Louisa Weitzenkorn's marital battle is the amended complaint filed by Irma Weitzenkorn against her ex-husband, stating that following a secret Mexican divorce in Nogales, Sonora, Mexico, Jan. 6, 1931, the pair reunited nine days later in a common law marriage in New York and lived together until Dec. 14, same year, when the final breach came.

Listing indiscretions of her husband, Mrs. Weitzenkorn alleges that he was too friendly with a housemaid in Severs, France, last August, even to providing the maid with an apartment in Paris after her discharge.

New complaint also amounts wife is seeking from \$1,000 a month to \$2,500 and attorneys' fees from \$5,000 to \$10,000. It is her contention that Weitzenkorn has \$100,000 stowed away with his attorney, Mortimer Schwager of Brooklyn, and that the money is community property. She claims his weekly income is now \$1,000, while he claims he is getting \$600 at Paramount. A part of the suit attorney has already retailed \$746 due the writer by the film company.

## 'Laughing Boy' Search No Laff for Universal

Universal City, Aug. 8.  
Universal is over the barrel so far as a lead for 'Laughing Boy' is concerned, and the money is community property. She claims his weekly income is now \$1,000, while he claims he is getting \$600 at Paramount. A part of the suit attorney has already retailed \$746 due the writer by the film company.

## ORSATTI'S HUNT

Hollywood, Aug. 8.  
Frank Orsatti left for New York last night (6) to establish radio contacts for his film player clients. Will also hunt story and play material for studio submission.

## \$5,889 to Wallace Widow

Los Angeles, Aug. 8.  
Statement as to local estate of the late Edgar Wallace, who died in Beverly Hills last May, made by Public Administrator Frank Bryson, shows that a residue of \$5,889 was sent to the widow, Violet Ethel Wallace, in London.  
Writer had \$6,736 in the bank and \$1,259 salary due from Radio studio at the time of his death.

## Back to Agenting

Hollywood, Aug. 8.  
After giving up agenting to become studio talent scout for Fox, Ben Hershfield went off the pay-roll Saturday (6).  
Expects to go back to agenting.

# OLYMPICS A \$250,000 PAIN

## Marx Bros. Call Off Proposed Next on Plea Chico, Zeppo Need Rest

Hollywood, Aug. 8. Contemplated production of another Marx Bros. picture by Paramount this year is off. Family went thumbs down on the idea, claiming that Chico needs a rest to completely recover from his knee injury, and that Zeppo, currently abed suffering from pneumonia, will also need more time to recuperate.

Harpo leaves here on the Hal Roach plane with Sam Katz for New York Friday (5), from where he sails for Russia. Groucho stays on the Coast with his family.

Quartet had previously told the studio that if they made another picture this year the government would get what they received for the picture in income tax. This added income would put their year's total to an amount where the government would collect 50%.

## MARION DAVIES' 3 AT \$200,000 'PEG' NEXT

Hollywood, Aug. 8. Marion Davies has renewed with Metro and will make three pictures within the next 15 months. New contract will net the star \$200,000 a production.

First on the schedule is 'Peg O' My Heart' with studio also having promised Miss Davies 'Barretts of Wimpole Street'.

## Extra Placements Up

Hollywood, Aug. 8. It was happy days for the extra last week when \$106 day checks were issued. This is a jump of 2,208 placements over the previous week.

Biggest day was Wednesday (3) with 950 workers spotted, 450 of them for Metro's 'Rasputin'.

## 'Kingdom' Delay Puts Ann Harding in Cast

Hollywood, Aug. 8. With production of 'Animal Kingdom' still a week off, due to Metro holding Leslie Howard on the behind schedule 'Smilin' Through', Radio has decided to spot Ann Harding in it.

Irene Dunne, who, was to have played opposite Howard in 'Kingdom', gets another assignment.

## Lambs' 2d Short

Larry Kent, Max E. Hayes, a technical crew, and a group of 'Lambs' actors left yesterday (Monday) for Bermuda to film the second in the Lambs Gambol short series for Columbia. Fred Stone will head the talent in the third of the series, to be made in New York later on.

## Bickford's Proviso

Hollywood, Aug. 8. Story with carnival background by Charles Bickford under consideration at Metro.

Bickford will sell only on condition that he also plays the lead.

## EAST TELLS WEST

Metro's New York office has advised the Coast studio that the contracts of William S. Maughan and Henri Bernstein, writers, should be considered terminated.

Maughan was signed last November to do an original which to date hasn't been submitted, it is said.

## Engaged by Phone

Hollywood, Aug. 8. Radio engaged Frank Morgan by telephone today (Monday) from New York to play in 'Secrets of the French Police', Eddie Sutherland directing.

Stories were published by King Features syndicate.

## FAMILY PRIDE

Ethel's Son Walks Because Salary 'Too Small for a Barrymore'

Hollywood, Aug. 8. Stating that the offered salary was too small for a Barrymore, Samuel Blythe Colt, Ethel Barrymore's son, walked out on Columbia. He left after the studio had planted premature publicity bluffs to the effect he was under contract.

Colt had previously spurned two parts at Metro, stating he didn't want it to be said his mother, got him the engagements. He will probably go to Universal for a spot in 'All America' and later in 'Road Back'.

## LE MAIRE QUILTS WB; TALKING WITH SHARPE

Hollywood, Aug. 8. Rufus LeMaire resigned as Warner casting head when the studio refused to give him a salary increase as provided in his contract option if continued for another year. Resignation takes immediate effect. Believed he will go to Universal, following a short vacation.

Understood here that LeMaire's successor will be sent out from New York and not selected from the local ranks.

Reported studio has been talked to Stanley Sharpe in the east. Sharpe was formerly general manager for the late Flo Ziegfeld, having been with the producer eight years. However, Max Arnow, eastern talent scout for WB, left for the Coast last Friday and may fill the LeMaire vacancy.

LeMaire leaves the studio Aug. 18, having released Warners of the final six weeks of his contract. He is also negotiating with Radio and Fox besides Universal for a producer's berth.

## Leonard's Departure From Metro Is Final

Hollywood, Aug. 8. Robert Z. Leonard, who walked when Metro asked him to take a 35% cut and sign new contract, will not return to that studio following his four-week vacation. Leonard had several conferences with Irving Thalberg last week.

Director is understood to have offers from Paramount and Fox.

## Gilbert-Virginia Bruce Wedding Due Aug. 10

Hollywood, Aug. 8. John Gilbert and Virginia Bruce at his home in Beverly Hills this Wednesday (10).

Paul Bern, for whom Gilbert stood up, will be best man with Jean Harlow (Mrs. Bern) matron of honor.

## Keatons Divorced

Hollywood, Aug. 8. Natalie Talmadge Keaton won an interlocutory decree of divorce from Buster Keaton today, after describing the comic as a 'rounder' in her testimony. Court ordered a property settlement in which Keaton consented to pay \$300 monthly for the support of his wife and their children, Joseph, 10, and Robert, 8.

Constance Talmadge also testified in behalf of her sister, saying that her brother-in-law had made a habit of staying away all night and refusing to explain where he had been on those occasions.

## Sidney's U Return

George Sidney returns to Universal for another picture with Charles Murray—it may be another 'Charlie and Kelly' despite U's previous decision to abandon the series—and for other U comedy production on his own.

Sidney, when finishing up his personal appearance tour in Detroit, Chi and Buffalo, returns to the Coast. He's now vacationing at the Fat Rooney's Southold, L. I. home.

## VISITORS TIEING UP FILM STUDIOS

Only 73 Frenchmen, but There Are 50,000,000 Other Callers, or Thereabouts—Individual and Special Favors Load Hollywood Studios with Visiting Firemen and Pole-Vaulters Despite Hays' Regulations—50,000 Requests—Fox Loses 16 Working Hours

## LOST STUDIO TIME

Hollywood, Aug. 8. Entertainment of Olympic entrants, officials and visitors will cost the picture studios in the neighborhood of \$250,000 before the games are over Aug. 14. Most of the expense entailed will probably be charged to lost time in production.

Haya organization attempted to regulate the vast horde of visitors at the studios. It laid down iron-clad regulation as to who was to be taken care of and by whom. More than 50,000 requests for permission to visit studios were received. For the first week they okayed 3,020 and for the current week have made provision for another 3,350.

However, studios found themselves pressed from those who had been passed up by the Haya body. They felt that certain people and groups had to be taken care of and the first week found about 10,000 more than official sanctioned being entertained either in groups or individually.

## Heaviest Strain at Fox

With loss of time the heaviest item to be charged up through stars, executives and other studio personnel functioning as hosts. Fox is reported to have undergone the heaviest portion of the strain.

Actually 16 hours of production is estimated as having been dropped at that lot during the past 10 days.

This studio did not stint itself in the entertainment of its guests, individually or collectively. It was figured that \$2,000 was expended on stills alone. Each visitor was given autographed photos of stars and more than 1,000 were entertained at the Cafe de Paris, on the lot, for luncheon with the studio also, in some instances, assuming transportation expenses for sight-seeing by athletes, delegates and visiting newspaper correspondents. This was due to the fact that the local Olympic committee had made no provision for the entertainment of the official visitors outside of two official banquets.

## Metro's Load

Metro also went heavy for the entertainment. Louis B. Mayer entertained for Vice-President Curtis, also, with Warner, due to just reopening, finding the tax considerably lighter than on the other studios.

Stars and featured players have been on the move, making appearances at dinner luncheons, the Olympic ball and various gatherings given the athletes and officials during the past two weeks.

## Star's Fan Interview on Her 'Affairs' Prompts Another Film Commandment

## Barrymores' Billing

Culver City, Aug. 8. No trouble encountered by Metro in arranging billing for the Barrymores on 'Rasputin'.

The order is John, Ethel and Lionel.

## COAST-TO-COAST RADIO PLUG FOR 'CROONER'

Hollywood, Aug. 8. Bob Goldstein, manager for Abe Groman's orchestra, arrived here by plane today (Monday) to line up talent from this end which will work with Lyman over a CBS broadcast Wednesday (10) at 12.30 p.m. from New York on a broadcast for 'Crooner'.

Studio talent will consist of David Manners, Dick Powell and others from original cast here.

## 'COLLIERS' GETS CANTOR STORY ON ZIEGFELD

Hollywood, Aug. 8. Story on the life of the late Flo Ziegfeld by Eddie Cantor goes to 'Colliers'. Biography will run from six to 10 installments.

David Freedman, Cantor's writing partner, is expected on from New York to work on the series.

## Services on Coast, Burial In N. Y. for Jimmy Quirk

Hollywood, April 8. With 200 picture executives and celebrities present, a simple but impressive service was held for the late James R. Quirk at Pierce Brothers Funeral parlors Aug. 5.

Father, O'Donnell, of the Holy Trinity Church, officiated with Rupert Hughes delivering an eulogy.

Mrs. Quirk (May Allison) left for New York that night (Wednesday) with the body accompanied by her sister, Maude Latham.

Burial of Jimmy Quirk, late publisher of 'Photoplay', fan magazine took place in New York Sunday (7), in Kensico Cemetery.

Some 300 representatives of the picture industry and literary attended the service.

The organization of 'Photoplay' will remain intact. A successor to Quirk as editor will be announced this week. It was said Monday that the selection will doubtless be made from within present editorial staff.

## Billie Dove's Sketch

Billie Dove is due east for RKO vaudeville on a Fitzgerald & McGaffery agency booking. No opening date set yet, matter of salary standing in the way.

Miss Dove is reported asking \$2,750 for vaudeville. She'll do a sketch by Vincent Lawrence.

## TOUTING SUSAN FLEMING

Hollywood, Aug. 8. Paramount has changed its mind about placing Susan Fleming in 'Heritage of the Desert', western. Has decided to reserve her for more ambitious productions.

Sally Blane has been substituted in the Western story. Will play opposite Randolph Scott.

## Vince Barnett's Two

Hollywood, Aug. 8. Vince Barnett, is named for the casts of two pictures.

Paramount's 'Heritage of the Desert' is the first and 'Rackety Rax' (Fox) follows.

Producers' governing body is creating for Hollywood an 11th commandment. It will be docketed as 'verbal moral turpitude' and is to be considered violated when any picture star boasts in print of any indiscretions.

What will happen to the first star who breaks the new commandment has not yet been decided. Officials refuse to stay whether it will mean banishment from American screens, suspension, or what-not.

The film luminary who is directly quoted in a current issue of a fan magazine interview about her 'affairs', and who is further quoted as saying that she can have an affair with any man who attracts her one hour after she meets him, but that she hasn't had an affair for six months, is responsible for the latest gathering of picture codelata.

The inquiry included the interrogating of a score of picture people in New York the day the supposed interview appeared. The writer and the magazine have been questioned and reprimanded by the picture heads, as also is the publicity department of the studio involved.

But the star is where the film investigators admit striking the main snag. This is because a person cannot be interviewed over the ankles of a leading woman who, in an interview in another state, announced her marriage to a film man who hasn't received his final divorce. Head p. a. doesn't know whether to confirm or deny story since the girl didn't take anyone into her confidence.

Publicity department of another studio has been over the ankles of a leading woman who, in an interview in another state, announced her marriage to a film man who hasn't received his final divorce. Head p. a. doesn't know whether to confirm or deny story since the girl didn't take anyone into her confidence.

## KEN DUNCAN FINDS A WAY TO KEEP EATING

Detroit, Aug. 1. Ken Duncan, actor, has a way to keep eating. He rented Paramount's old 'No Limit', starring Clara Bow, in which he also appeared.

Taking the picture with him, Duncan makes personal appearances at small town theatres with the picture. Plays on a straight percentage basis and carries Allan Fay for publicity.

## Vic Fleming at M-G

Hollywood, Aug. 8. Victor Fleming returns to Metro as director. He will make one picture. Last picture he made there was 'Wet Parade'.

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# Distributors Indicate Will Reject Indie Counter Moves on 5-5-5; Lightman Invokes Exhib Heads

The 5-5-5 plan seems definitely doomed as distributors, after rejecting the complete formula, indicate that they will turn down just as flatly counter proposals which the Motion Picture Theatre Owners of America will make before the end of this week.

And is explained by distributors as a direct challenge to threats of indie leaders, amongst which is included that of a buying strike.

With lawyers in command of the explanation, the situation distribution heads state that regardless of their own inclinations they will abide by the interpretations of legal minds if for no other reason than to protect their own organization.

Only Fox and World-Wide have indicated to indie leaders that they still have a kindly word for the 5-5-5. Metro and United Artists, up to Monday (8), had not made up their minds. But the latter, and other companies had voted negatively in the lawyer poll taken by M. A. Lightman, head of the MPTOA.

## Opinions Vary

Lawyers differ so much in their interpretations of the United States Supreme Court ratification of the "Thatcher" decree, which ruled out uniformity and compulsory arbitration, that spokesmen for distributors say the way in which this issue may be cleared is through another case testing uniformity. Even though every exhibitor in the country agrees by affidavit that the 5-5-5 contract was just and meets the direct statement above his own signature that he would not consider the distributors acting in concert, some of the distribut lawyers declare that this would mean little or no way, or the other. New exhibitors coming into the business could cause just as much trouble and bring about the same litigation as the pioneers' distribut heads.

Aside from the legal entanglements, distribut for some time have been straddling the 5-5-5 contract. Shortly after their discovery that arbitration could not be forcefully executed, and that the use of what form of contract in use the courts would have to determine a dispute of any seriousness, distribut interest in the 5-5-5 began to wane. Today the distribut are expected to be why make concessions and get nothing in return?

Exhibitors are anxious to have at least two of the 5-5-5 clauses incorporated in their company forms. The first of these is the stipulation giving the exhibitor the right to reject a certain number of pictures offered him by a single company; while the second is that prior run protection expires 15 days whether the film is played on the date booked or not.

## Lightman's Appeal

Lightman, who has been the main apostle for the indies in the 5-5-5 must-come-through move, yesterday (Monday) sent the following explanation and call to arms to 24 exhibitor leaders in the U. S.:

"The attorneys for the distribut have refused to make the standard form of contract available to the exhibitors, and are desiring it. Their reasons are varied but the principal ones are that they question the right to legally do so and also point out that it will cause serious legal respects, with their individual contracts, thus causing confusion where two exhibitors in the same zone sign the different forms. It is readily seen to have occurred to them that they could change individual contracts so that they would conform to the standard license agreement. I feel that the exhibitors should be made aware of this by having practically every little point of vantage taken out of the individual contracts? If the attorneys are sincere and really don't want to do this, let them alternate contract for reasons stated, then isn't it reasonable to assume that they should be willing to insert the advantageous clauses in their individual

## Options Wolves

Hollywood, Aug. 8.

Despite the wolves at many Hollywood doors, an agent has taken an option on a pack of real wild ones.

Lad is trying to peddle his option at the studios, feeling that they'll be wanted for the wild animal pictures and other films of nature in the rough, which seem to be on the way.

## Fox Concentrating On Build-Up Plan For Lesser Players

Hollywood, Aug. 8.

Fox studio plans to develop a personality policy during coming season, by building up lesser talent under contract. Each producer has been assigned certain stars to handle for the year and must provide stories that will not only lend the stars to the studio but build-up candidates to be opposite the 'names'.

Studio is still building up Sally Eilers and James Dunn, and also Lillian Harvey, its Ufa importation. Janet Gaynor and Charles Farrell will each make two other pictures, in which, opposite them will be budding players.

Endeavor to put over Henry Garret will be made opposite Miss Gaylor in "Princess of Your Order," being adapted from a German play, while efforts are being made for suitable story in which to use Miss Harvey opposite Farrell.

## Sinclair Now Editing Eisenstein Mex Film

Hollywood, Aug. 8.

With Sergei Eisenstein gone home, Upton Sinclair is editing the 50,000 feet of film, the Russian director took to Mexico. Author helped finance the project.

Understood. Eisenstein has foregone rights to the picture, for which Sinclair will seek U. S. distribution. Eisenstein will receive one print for Russia.

Footage is said to contain no Soviet propaganda, but is a story of Mexico during the Mayan period.

## BILLY GILBERT SET

Hollywood, Aug. 8.

Five year contract with options has been given Billy Gilbert, musical comedy player, by Roach.

Gilbert's ticket is a two-way term for writing and acting. Currently, he is in the "Taxi Boys" series.

ual contracts that the 5-5-5 offers?

Let us put the matter squarely up to the attorneys and ascertain whether or not they are willing to modify their present contracts sufficiently to give us the few concessions that have been taken away. . . . To the companies who are willing to do this we cannot claim a breach of faith. To the others there is absolutely no doubt as to their insincerity because we were definitely led to believe that the contract would be adopted for alternate use this season. Any doubt as to the legality is without justification. There can be no question of it if the form is simply offered as an alternate to those exhibitors who desire it. . . . Any further quibbling or delay will only weaken our chances to prove one and for all that we are entitled to certain concessions and that we intend to get them. There are many drastic things that we can do. . . . It is sincerely hoped that none of these will be necessary. . . . Lightman made a point of announcing the new slogan of this organization's executive committee. It is, "To not buy until more equitable contracts are offered."

## PAR BUYS TWO

Racetrack and Ocean Liner Stories  
—May Do Former de Play

Hollywood, Aug. 8.

Paramount has bought two 'Grand Hotel' types of stories. One is 'The Grand Times,' written by Lawrence Sanders, and a racetrack story. It's to be done with an all star cast and possibly a play from same script will be in New York this fall.

The other is 'The Cross,' a German book by Gina Kassa, being translated into English under the title of 'Luxury Liner.' This story will be used for Sari Maritza.

## FOX REVIVES PLANS TO \$1.50

Fox is planning to roadshow pictures again. Although two years ago the organization said it would never high-price pictures again, scouts have started looking for a stem theatre.

Creation of a special exploitation department for this purpose is already under way with Vic Shapiro preparing the plan.

'Fox' houses under the Skouras management will be selected for most of the roadshowing at \$1.50 top. In other instances the policy followed by Metro with 'Grand Hotel' on a revue basis, will be pursued nationally.

Company figures it may have five pictures adaptable to a \$1.50 scale for the coming season.

## 'March of Time' Takes Another Holiday at M-G

Culver City, Aug. 8.

'March of Time,' Metro's veteran and offer, is off again temporarily. Recently this footage was given to Ralph Block and Ralph Spence for refixing. When Spence drew another assignment Block continued alone. Latter will also leave 'Time' flat to do a doctoring job on the script of John Gilbert's next, 'China Seas'.

'Time' will march again when the Spence combination can get together. It is now the champ remake film amongst all the studios, having been the cause of salvaging conferences for around two years.

## '11th Ave., Not 'Rhythm,' Le Baron's First at Par

Hollywood, Aug. 8.

Paramount has shelved 'Manhattan Rhythm' as William Le Baron's first production. Luther Reed, assigned to direct, is off the payroll. Studio decided story was too weak.

Replacing will be '11th Avenue,' an original by Bill McNutt. Josephine Lovett and J. M. March are adapting and directing.

## Acad. Adds 7 Writers

Hollywood, Aug. 8.

Al Cohn, branch chairman, announced addition of seven authors to writers' division of the Academy of Motion Picture Arts & Sciences. Enrollment was under recently adopted policy to hasten action on new candidates.

Those admitted were: Sarah Y. Mason, Austin Parker, John Monk Saunders, Donald Ogden Stewart, Jo Swerling, Dale Van Evers and Louis Weitzenkorn.

## Millarde Widow's Award

Los Angeles, Aug. 8.

June E. Millarde, widow of Harry Millarde, director, who died last November, was awarded \$300 monthly for herself and child pending settlement of the estate, which totals \$15,000, half in cash.

Mrs. Millarde also appointed administrator.

## 'BED' BECOMES 'MAN'

Hollywood, Aug. 8.

'No Bed of Her Own,' Paramount's Clark Gable-Miriam Hopkins picture, will go out as 'No Man of Her Own.' Currently Par has two pictures with 'Hell' in the title.

## —Or Fire Island

Hollywood, Aug. 8.

Picture supervisor, impressed with two-word titles such as 'Grand Hotel,' 'County Fair' and 'Union Depot,' is considering 'Grant's Tomb.'

## Goldstone's Crown

Jostled by Union

In Wage Dispute

Hollywood, Aug. 8.

Withdrawal of Phil Goldstone as financier of independent pictures, and refusal of the sound men's union to negotiate with the Independent Producers' Association on recent wage scale difficulties if Goldstone participated, changes the status of Goldstone as the kingpin of independent production.

Union charges that Goldstone's previous domination of the indie field through the IAP, which he was instrumental in organizing to protect his financing, has been responsible for the failure to come to terms. Sound men requested that Trem Carr represent the IAP in the negotiations.

Indie Producers' Association has also wandered away from the Goldstone fold with four—Trem Carr (Monogram), M. H. Hoffman (Allied), Ned Lerner (Masco) and George Weeks (Mayfair)—sitting in control. These companies, none financed by Goldstone, will likely produce 120 of the 150 independent features scheduled for this year.

So far Goldstone's Majestic Picture Co., announcing 24 pictures this year, has not been represented at any of the meetings. Company has refused to meet the union's demands and with the request that Goldstone be excluded from the negotiations, it is doubtful if he will be a party to the agreement.

Goldstone, currently in the east, is expected to return here next week.

## King Supervises First

Big 4-F.F.A. Picture

Hollywood, Aug. 8.

First feature on combined Big Four and Freuler Film Associates program for new season goes into production. Aug. 10, with Burton King supervising. No director, cast or title as yet.

Big Four will produce 10 features, five westerns and five dramas. F. F. A. will produce 24 features, 12 westerns, six melodramas and five thrillers. Latter will be aimed at foreign market, with foreign languages dubbed.

John R. Freuler, head of both companies, is here to get the programs started. He leaves for the east Aug. 13, making exchange contacts on trip.

## Second Soviet for M-G

Hollywood, Aug. 8.

Metro is considering a second Soviet story, following completion of the untitled one that has been in preparation for months.

Newest is Yury Olesha's play, 'The Actress.' Oscar Carter has made the translation.

## WING'S 4 FOR W-W

Hollywood, Aug. 8.

With deal set between Ward Wing and World Wide for production of one feature and three re-releases in Dutch West Indies, Wing will leave early in September with J. C. Cook along as cameraman. Picture will be made silent with a native cast.

Feature will be released by W-W, shorts by Educational.

## MATCH KING STORY

Warners is preparing a story based on the late Ivar Krueger, Swedish match king. Warren William is slated for the title role.

Film on the same subject is also currently being lined up in Berlin by Nero Film.

## Ina Claire Settles Claim

Hollywood, Aug. 8.

Settlement made of court suit of Maurice Revues against Ina Claire for \$500 commissions. Roger Marchetti represented Revues.

# FOX PROVIDES GUMMED UP N. E. POOL

Entrance of Fox lawyers into the, Henry Arthur Public deal, who are said to have interposed certain conditions into the proposed partnership which Public found objectionable, is reported responsible for the sudden decision to call the entire matter off. That occurred more than a week after the date set on which papers were to be signed by Arthur and Public following full accord between both on the setup.

What the Fox lawyers wanted after submission of the deal was made to them is not revealed. Information is that both Arthur and Public were reached on agreement, they had reached but in view of the later Fox development, mutually agreed to call everything off. Partnership would have combined 15 houses of the Henry Arthur chain (formerly Poly) with five of Public's two in Springfield and one each in Hartford, Worcester, and New Haven, or a total of 25.

Under the setup, Arthur was to have complete operating control of the group.

The Public theatres involved will continue under the operating supervision of Dave Chackin for Public.

## U's Product Deals

Universal is expected to announce the closing of its 92-32-32 product with RKO, Skouras and Warners this week. All are on a national basis.

## LABELING PREVIOUS

Majors Will Advertise Test Shows To Curb Indie Cycling

Los Angeles, Aug. 8.

To combat the fake preview racket, indulged in by indie exchanges, all major studios will hereafter advertise their pre-release showings. Pictures will be billed as 'Metro' or 'Paramount' previews outside the theatres.

This is to get away from the 'studio feature preview' which lately has resulted in the showing of numerous ringers and resultant audience protests.

Indie exchanges have been getting as high as \$25 for turkey pictures, and westerns. This is a 'previews' in one case, the exchange bicycled a feature as a 'preview' between three houses the same evening.

## 30% Completed, Roach

Closes for Two Weeks

Culver City, Aug. 8.

Roach studio will shut down for two weeks Saturday (10). The studio has scheduled with 30% of the new season's program already finished.

Annette Forsyth, three years in the publicity office, has been let out.

## Pelton-Starr Fold

Hollywood, Aug. 8.

Al Pelton-Irving Starr agency has folded, with Starr to supervise Ken Maynard's westerns.

Partnership in operation about five months. Previously Pelton was associated with Denning Lamson for about four months.

## Bromley as Broker

Hollywood, Aug. 8.

Haworth Bromley is now associated with Albert J. Cohen, story and play broker.

Bromley formerly was associate editor of 'Cosmopolitan' magazine.

## GRINDE'S COLUMBIA FILM

Hollywood, Aug. 8.

Nik Grinde will direct 'Vanity Street' for Columbia.

Grinde has been with Metro for the past 10 years.

## Viv Osborne on 'Freedom'

Hollywood, Aug. 8.

Vivienne Osborne plays opposite Leo Carrillo in 'Freedom.' This is a Joseph Schmitzer production to be released by Radio.

# FILMS SEE THE CORNER

## PAR'S DECISION ON LASKY DUE THIS WEEK

Hollywood, Aug. 8. Inference here is that Jesse Lasky will return to the Par lot in an active capacity before Sept. 1. Lasky and Sam Katz, latter since gone East, met several times last week with it reported Katz will submit Lasky's demands to the Paramount directorial board in New York. Lasky is supposed to have put himself on record in no uncertain terms in his conference with Katz, but neither he nor Katz would further discuss the matter. Lasky stated, however, that he would make a decision this week regarding his future plans. Katz declared he would inform New York of his talks with the former studio head.

Future production plans of the studio are being held in abeyance pending Katz' return, which is expected in about three weeks. Sam Katz, who arrived in New York Sunday (6) from the Coast had his first get-together with his executive during luncheon yesterday noon (Monday). All department heads were invited to attend. While here Katz is expected to decide, with other Par executives, the question of Jesse Lasky's future with the company. Lasky is in Hollywood.

## SCHENCK EAST ON UA'S PRODUCT BOOKING DEAL

Hollywood, Aug. 8. Joseph M. Schenck leaves for New York Wednesday (10) to handle circuit bookings for United Artists during the new season. He will also align product for reopening of the United Artists theatre which reopens early in September. It is likely that 'Rain' (U.A.) will be house's first attraction. Expected that Schenck will remain east for three weeks.

## Kent's Fast Mileage

Stdney R. Kent, who sailed from England Saturday (6) on the 'Berengaria', arrives in New York Thursday (11) or Friday. Early the following week he takes off for the coast. Kent stops over in New York only long enough to meet E. R. Tinker, coming east, and other executives. Kent's trip west will be his third since joining Fox last spring.

## PINCUS' DELAYED TRIP

Joe Pincus, Fox eastern casting head, postponed his talent search through New England because of a demand for immediate delivery of certain types to the Coast. Pincus' office the past month, has been scouring to fill these orders. He now figures to start for Maine within the week.

## KENNEDY ON DEM. CAMPAIGN

Springfield, Mass., Aug. 8. Joseph P. Kennedy, film financier, is taking part in the campaign for Gov. Roosevelt to the presidency. Kennedy is reported acting as an intermediary in an effort to swing to the Roosevelt banner Gov. Ely, of Massachusetts.

## HAMMONS BACK

E. W. Hammons returns today (Tuesday) from England, where he has been arranging for distribution of Educational and World-Wide product for the new season. Educational does not have any foreign exchanges. For Europe most of its dealing is through Ideal.

## Radio City Film Angles

Radio City's film theatre is not being fought over by some of the leading distributors. Companies that have product deals with RKO have either excluded the City or else have added riders to the contract making rigorous demands. In its five-year deal with Fox, RKO cannot play a single picture of that company at the new center. Universal, reported to have practically closed in its product negotiations with RKO, is said to have made use of the rider in regard to U pictures for R.C. Tendency of the film sales heads seems to be watchful waiting.

## PIPING 'CONGORILLA' AIR PLUG INTO HOUSES

Fox Films in a tie-in with Gem Razor has arranged to have the commercial's radio program this Sunday (14) piped into every house in the country showing 'Congorilla' that night. Session, m.c'd by Ed Sullivan, will have Mr. and Mrs. Martin Johnson, makers of the picture, in a dramatization of one of their experiences in the African jungle.

Bert Lahr will also guest star on the program, following up the Johnsons with a burlesque on their act. Exhibits have been asked to so arrange their schedules that a spot will be clear to pick up the ether show on a radio set and relay it over the house loudspeakers from the moment it starts over the Columbia network.

## Films Meeting Gov't on 4-Day Week Stagger Plan

Hollywood, Aug. 8. Picture industry is working toward the institution of Pro Hoover's plan for a four-day week stagger system. Picture committee met with the Los Angeles council Friday (6) and will iron out difficulties as involved in the film setup with the State Executive committee during the coming week. Film committee is composed of Will H. Hays, Louis B. Mayer, Joseph Schenck, H. Allan, Jack Warner and Fred Beaton of the Hays office.

It is figured that the four-day plan to give the unemployed a break will cause a wage cut of practically 40% from the normal, coming as it does on top of the recent pay slashes.

## Meredith Up

Publix is promoting Jack Meredith to the operating department as assistant division manager for the most notable picture, 'The New York Tomorrow' (Wednesday) for New Orleans, where he will make permanent headquarters under Howard McCoy, Saenger director.

Meredith has been at the h.o. for two and a half years. He was at one time with Ascher Bros.

## MACKENZIE CONVALESCENT

Maurice Mackenzie, secretary of the Hays Organization, expects to leave the Roosevelt hospital within another week. Last week, following an operation for appendicitis, his condition was reported serious. Mackenzie will spend the remainder of the month recuperating at his home in Stamford, Conn.

## AKERSON MOVES OVER

George Akerson yesterday (Monday) commenced his three months leave of absence from Paramount. He moves into National Republican quarters in New York this week from which he will supervise all publicity in the Hoover campaign east of the Mississippi.

## B.O. GROSSES' MODEST GAINS

Biz's July Tendency Was Up When Films Had Merit and August Biz Reveals Further Encouragement—Circuit Heads Cite Examples and Are Optimistic—2 of 3 Biggest Keys Show July Drop

## DARK THEATRES HELP

All things point to the picture theatres having started up the hill after struggling through the worst summer they've ever known. Progress noted so far is generally slight, but it's there and the theatre heads prefer it that way.

With exceptions July as a whole was no better than June. Maybe even a bit under June. The general improvement all around, according to surveys of the big chains, is estimated only from three weeks to 10 days ago.

Joseph Bernhardt, Warner's general theatre operator, and Publix, did not find until last week that business as a whole had improved. The boxoffice had definitely upped. For several weeks previous, however, both chains sensed signs of an impending upturn.

## Publix Up

While Warners found that June was slightly better for its theatres than July, Publix results for the second of the four summer months will run about 5% over what was done in June. This is ascribed largely to the fact that on the Publix circuit business stopped slipping three weeks ago. Then, in its position, and a week ago began indicating modest improvement all around. The increase last week (July 23-Aug. 1) for Publix amounts to around 5% over the previous week. Col. E. A. Schiller, Loew's theatre head, and Harold B. Franklin, RKO theatre operator, both claim encouraging improvement during July over June.

While Schiller, in advance of a full capitulation of grosses, declines to hazard the percentage of increase during July, at the same time he states that "We know that gross receipts are up fairly well the past four weeks as against the previous four."

## WE's 12 1/2% Up

Bernhardt estimates that WE's August business will mark an increase of 12 1/2% over July.

Publix may run around that, circuit banking a lot on two new releases, Marx Bros' 'Horse Feathers' and Maurice Chevalier's 'Love Me Tonight' as grossing aids.

Col. Schiller reflects the general feeling when he says, "we're all keyed up and naturally expect better business." It is pointed out that business has been trying to better. That is, if theatres have had a picture with merit the response has been quicker. This first became noticeable early last month even though theatre men would not believe the tendency until further proof was forthcoming.

## Chicago Up 6.5%

But the three major keys show a slight falling off for July. From an aggregate estimated gross of \$1,103,800 in June, principle deluxes in the three biggest keys, New York, Chicago and Los Angeles, dropped to \$1,049,100 for July. It's a decline amounting to 4% under June for these houses in the three cities.

Wherever oversteering was remedied by shut-downs, even though temporary, grosses usually picked up. Most notable of this is Chicago with McKivickers, Roosevelt and the United Artists closed. July grosses in that city climbed over June and showed an aggregate gain of 6.5%. Minneapolis was another town to get the benefit of a

## Distributors Scan Plans to Counter Any Upset of Protection System; Deem 7 Mons. Playing Time Enough

### Par's Borrowing List

Hollywood, Aug. 8. Paramount has notified all studios that the following players can be borrowed: Jack Oakie, Phillips Holmes, Richard Bennett, Adrienne Ames, Sari Maritza, Claire Dodd and Kent Taylor.

Distributors, while taking the stand that protection will always exist because the indie can not survive under any other plan, have commenced serious consideration of counter moves in the event of a national upset of the present system. The distrib, according to spokesmen, are willing to cut the present distribution life of a picture in the U.S. more than in half. They say that fully five months can be sheared off the present span of 18 months it takes a film to cover this country if exhibitors will promptly meet all playdates and minimize shifting around of bookings. Another six of these 18 months are taken up by isolated spots which do not interfere with the important runs of a picture's life, it is declared. Leaving the average program feature seven months to cover the U.S.

Print costs defy any additional reduction in picture duration. The maximum number of prints gotten out on a picture is 250. To further quicken distribution would mean at least another 200 prints for each feature, which would add \$50,000 to its cost. Such an extra yearly burden of \$200,000,000 would have to be partially deflected to the exhibitor in a higher rental, it is declared to show that the solution does not lie in more prints.

Increasing litigation brought on by the indies and their organizations, as well as several bills for industry regulation pending, is causing distrib to prepare a new attitude for protection, the same as they did before the uniform contract and compulsory arbitration were declared illegal. Even upon favorably among the plans being considered is one paralleling, in certain respects, the exclusive booking policy talked of by Metro and United Artists early this season. This would not mean selling only one theatre in a zone, but would specify that only first runs nationally could buy when the picture was first released. Upon exhausting that run of one office the picture would then be available to second runs, only, and so on down the various divisions of subsequent.

Even as a way in which to meet the Brookhart bill is not being passed up by the distrib. If the Brookhart measure is successful it will eliminate block booking, and to counteract this distrib say they would have to charge retail prices for pictures now being rented in wholesale lots. This means, it is explained, that present rentals would be increased at least \$500 a picture. In connection with any government regulation to prohibit price discrimination, such as now exists in the graded theatre system of protection in buying, distributors would be forced to charge the smallest indie the same rental as paid by the deluxer.

## STUDIOS MAY DUCK TAX ON ELECTRICITY

Washington, Aug. 8.

Belief here is that when the tax on electric current is finally apportioned film studios will escape because of their classification, but the theatres will doubtless have to meet the tribute.

Picture industry's bill on electricity runs slightly over \$3,000,000 yearly. Of that amount Hollywood is estimated to pay \$500,000.

Opinion is that the studios will come under the industrial heading, as manufacturers of film, indicating that they may escape the tax. There is no way out for the theatre other than to submit to classification as a commercial user of electricity.

## Col. First Outside Firm Using NBC Film Offer

First of the outside picture companies to avail itself of NBC's offer to come in on the 'Hollywood on the Air' series is Columbia. Latter steps this in Thursday (11) on an evening session with a dramatized synopsis of 'Manhattan Madness'. 'Cast will be the same used in the picture, and will include Walter Hytson, Constance Cummings, Barbara Stanwyck, Pat O'Brien and Kay Johnson.

Radio has deferred putting its own mystery, 'Phantom of Crestwood', on the air until Aug. 25. Columbia product plays all RKO theatres.

## RKO FOURSOME'S TRIP

Franklin, Beck, Reisman, Siak to Coast and Back

Martin Beck, Harold B. Franklin, Phil Reisman and Bob Siak, representing the vaudeville, theatre, film and publicity ends of RKO, will comprise a party of four leaving New York on a Coast-and-back jaunt late this week.

It's a theatre and studio inspection trip for the quartet. They'll be gone about two weeks.

## A. J. Balaban Sails

A. J. Balaban sailed Friday night (5) for Switzerland, where he now makes his permanent home. Balaban has been over here about a month, having arrived in Chicago in time to see his brother, Max, before the latter's death.

Both New York and Los Angeles declined during July under June. Los Angeles shows the biggest drop, 17.2%, and New York 5.74%.

Biggest year-to-year drop is shown by New York which last month went 21.9% under July, 1931.

Estimated Broadway grosses in New York for July, with the RKO closed, amounted to \$557,700 as against \$502,300 in June, and \$727,500 for July, a year ago.

## RKO Rent Back On

Rent charges on RKO houses, off during the summer months (12 weeks) go back on the overhead beginning Aug. 12.

Total KAO theatre rent, with cuts so far effected, amounts to around \$240,000 a year.

## Games Ending, Cohn East

Hollywood, Aug. 8. With the Olympic games having only a few days to go, Harry Cohn leaves for New York this Wednesday (10), to be gone two weeks. Cohn figures no studio time will be lost at the games after he leaves. Says he will attend directors meeting of Columbia while in the east.

# Academy Wants Film Reels Doubled To Cut Down Loss by Mutilation

Hollywood, Aug. 8. Figuring motion picture company loss around \$1,000,000 a year through mutilation of film in the theatre projection booths, Academy's newly created research council is working toward a standardization for the purpose of doubling the existing size of film reels to 2,000 foot spools shipped from here.

Idea is that if it is possible to double the capacity of the spools, including their 2,000 feet, mutilation due to the patching of reels together will be cut in half.

Research council holds its first meeting to work toward this and other radical departures Aug. 16. Its membership is composed of representatives from the technical branches of the studios, players, producers, writers and directors.

**Under One Head**

Council will review from time to time the entire production and distribution situation from the standpoint of technical development and current practical problems. It will concentrate on problems affecting all studios and on which the cost of investigation will be stood jointly by the companies.

New unit will bring under one head work previously undertaken by Art and Technique and Producers - Technique committees, both of which are now out of existence.

Besides the mutilation problem, council will also further undertake research toward the development of a practical silent camera and the elimination of the so-called "blimps" in which the cameras are now housed; the development of split film recording to save at least half the footage in recording; standardization of pastel tints to avoid halation and other technical improvements both for the theatres and the studios.

Enlarged spools may cause some trouble with the union operators, who may figure it an economy to use L. A. A. reels to compensate, but Frisco operators okay the idea.

## Fig Newton Only Has Crumbs; Shy 110,688 Names for Tax Bill

Los Angeles, Aug. 8. Southern California exhibitors are joining forces with operators of chain stores and restaurants to oppose the proposed tax measure launched by Irving Fig Newton and known as the 'Mr. Fig Newton Monopoly Act'.

Proposed measure would levy a fee of \$5 on the first store, theatre, market, etc., then jumping to \$500 for the second; \$1,000 from three to nine; \$1,500 from 10 to 19; and \$2,500 for any larger number.

Newton is trying to obtain the necessary number of signatures to insure measure getting on ballot this fall, but up to July 29, nearly three weeks after launchment, he had secured but 123 of the 110,688 bona-fide names necessary.

## 'Interlude' Successor Has Grauman in Air

Hollywood, Aug. 8. Outlook for a picture to follow 'Strange Interlude' (M-G) at the Chinese is dubious at present. Sid Grauman had a deal on with Paramount for 'Love Me Tonight' (Par), but is also figuring on possibility of 'Rain' (U.A.).

Sam Katz finally told Grauman that Public houses needed the Chevalier film, and that it was necessary they would also require 'Rain' for the United Artists theatre here.

'Interlude' stays for at least four more weeks at the Grauman house.

## SEX SHOW'S DUAL BILL

Syracuse, N. Y., Aug. 8. Dewitt theatre, leased by the Skouras-controlled Central New York Theatres Corp., and dark since spring, reopens today (Monday) with a women only engagement of the old Continental-made Garbo film, 'Streets of Sorrow,' and a stage sex show, 'Truth About Married Love.'

Usual living models and lobby hawking of sex lecture booklets, etc.

## PAR'S NEW ONES

Marx Bros. at Rialto, Chevalier at Rivoli, Dietrich for N. Y. Par.

New York Rialto, closed Thursday night (4) for minor repairs, reopens tomorrow (Wednesday) Wednesday with the Marx Bros. 'Horse Feathers,' first of Par's 1932-33 pictures.

Chevalier's 'Love Me Tonight' is tentatively to go into the Rivoli Aug. 10, while 'Blonde Venus' (Dietrich) is booked for the Paramount, with no date set. United Artists, having a half interest in the Rivoli, is reported having complained that 'Venus' should go into that house.

U.A.'s own Doug Fairbanks' 'Mr. Robinson Crusoe' follows 'Tonight' at the Rivoli.

## ROXY, N. Y., REOPENING NOW SET FOR AUG. 17

Date for the Roxy, New York, opening has been pushed ahead to Aug. 17 as the various parties are attempting to iron out certain differences. Deal whereby Fox Film takes over operation of the house comes up for an okay before Federal Judge Caffey in the New York district today (Tues.).

Owing to certain banking technicalities matter of the payoff of the unpaid talent that worked in the house week of Fox, 23, closing week of the house, also looks to be settled with a check for part payment of this sum likely to be issued this week. It is reported that Major Donovan, acting for the talent, served an ultimatum on Receiver H. G. Kosch that the actors must be paid before house can reopen.

Under the deal which Kosch is making with Fox, it is reported that Skouras, who will have practically the last say on operation. Kosch as receiver, however, must approve any and all action within certain limits.

No new name has as yet been selected for the house and when it reopens it will continue to use the Roxy name. There is some talk that 'A' stockholders may attempt to sue to retain the Roxy name, but so far it's only talk.

The Roxy theatre has until Sept. 12, according to the contract, to keep the present name. The reopening show has not yet been selected but Fox is holding off 'First Year' for the house as the reopening attraction.

Fox will be directly interested in the management of the spot. Skouras to handle the operation for Fox.

## Closed Shop for Indies And Raise for Soundmen

Hollywood, Aug. 8. Anticipated strike of Independent Producers' Association and the IATSE will settle differences arising from the soundmen's strike at a meeting at the Ralph Like studio tonight (Monday).

Negotiations were broken off Friday (5), by the producers, who claimed that Richard Green, International representative, had failed to sign the compromise agreement which ended the strike at its inception.

Since the breaking off of negotiations Green and the Indies got together again. It was decided to adhere to the original agreement, plus a verbal agreement by Green that there will be no sympathetic strike by soundmen for other unions during the two years' life of the contract. This was the phase of the agreement which had been causing all the trouble over closing.

With the ratification of the agreement tonight by the full membership of the indie organization, it will mean closed shop for the Indies. Soundmen will receive a raise, but it is agreed that the producers will not be required to use a larger sound crew than three men.

Don Cook in 'Orchids' Hollywood, Aug. 8. Donald Cook will play the male lead in 'No More Orchids' for Columbia.

## 1st Run on Broadway (Subject to Change)

Week Aug. 12  
Paramount - 'War. Correspondent' (Col.)  
Capitol - 'Skyracer Soule' (Metro) (2d week).  
Strand - 'Doctor X' (WB) (2d week).  
Mayfair - 'American Madness' (Col) (5d week).  
Rialto - 'Horse Feathers' (Par) (10).  
Rivoli - 'White Zombie' (UA) (5d week).  
Winter Garden - 'Hollywood Speaks' (Col) (10).

Week Aug. 10  
Paramount - 'Devil and the Deep' (Par).  
Capitol - 'Downstairs' (Metro).  
Strand - 'Two Against the World' (WB).  
Mayfair - 'Black Street' (U).  
Rialto - 'Horse Feathers' (Par) (2d week).  
Rivoli - 'Love Me Tonight' (Par) (18).

32 Pictures  
'Grand Hotel' (Metro) (Antor) (17th week).  
Foreign Films  
'Respirator' (Capitol) (German) (Europe) (4th week).  
'Kyrizt Pyritz' (German) (Capitol) (Hindenberg) (8).  
'Weir of Deep' (Amlino) (Russian) (Cameo) (12).

## Theatres Between Cross-Ruff on N. Y. Picketing Decision

Rivalry between the Sam Kaplan New York operators' union, No. 306, and the more recently sprouted Empire, is threatening to become a serious problem as a result of the New York Court of Appeals decision allowing one organization to picket houses employing the other. In between are the theatres which face bearing the scars of the fight.

During the past week Empire started to picket several additional houses. They include three more theatres in the Loew chain, Commodore, New York, and the Pitkin and Colonial, Brooklyn. Others in front of which Empire pickets suddenly appear to be the Jerome, Bronx, one of the Consolidated houses, and the Congress, Carlton and Palace, part of the Randolph Brooklyn circuit. Previous week Empire, adhering to the Court of Appeals decision, chose the Kings, Brooklyn, and Avenue B, New York, both Loew spots.

C. G. Moskowitz, of Loew's, made an effort to have the pickets called off at the Kings and Avenue B, but without avail. He finally appealed to Empire itself which apparently is not budging from intention.

306 May Not Picket While the Kaplan local also has the right to picket Empire houses, it is figuring out lines of action. The 306 may desist. Place 306 does not indicate just how it will fight Empire on its picketing campaign, it is figuring out lines of action.

For each theatre that uses 306 men in Greater New York, the Kaplan union is preparing a plate 8 x 9 inches which will say that 'This theatre employs a full safety crew; it will be similar in appearance to the plates Western Electric furnished theatres on sound equipment and will be broken by booby-trapped windows or some other prominent spot. These plates will go out in September when the new year's contracts go in force.

## No. Cal. Newsreel

San Francisco, Aug. 8. Local Blanche film lab preparing California Talking Reporter Newsreel to reach northern California exhibitors this week.

Blanche will cover the northern part of the state with his reel, selling local spots to local theatres. George Lyng is head cameraman, Richard Fairless contact man.

## Testing Chaplin Re-issue

Hollywood, Aug. 8. First Van Beuren re-issue of Charles Chaplin silent reels, 'The Cure,' with sound dubbed in, will go out Aug. 14.

Radio, releasing, will hold off on balance of the re-issue of 12 initial results of the first are signified.

# Hollywood

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

## Getting Shy

Screen personalities have temporarily shifted their luncheon engagements from the Brown Derby to more quiet spots to avoid the increasing mob of 'rubbernecks' and autograph hounds, brought here by the Olympics.

## Cummings for Holt

Irving Cummings will direct Jack Holt at Columbia following 'Polo.'

## Adler Heads Educ Department

Felix Adler heads the new scenario department which will select and 'devote' stories for Educational.

## Marvale Succeding Jordan

Reasmond Marvale, daughter of Phillip, succeeds Miriam Jordan, who goes to Fox for 'Hours to Live,' in 'Cynara' at the Biltmore. Fox deal made by William Morris agency.

## Domani Remains on Coast

Bob Domani, titling and dialoging Movietone Olympic newscasts, will go to the Fox studio publicity office as contact man with New York.

## Virginia Bruce in 'Kongo'

Virginia Bruce goes into Metro's 'Kongo.'

## Edmund Goulding Abroad

Edmund Goulding leaves Aug. 6 for New York to sail for Europe and a three months vacation.

## Picks Up Chaney Option

Sammy Lee has picked up his option on Creighton Chaney.

## Sammy Lea with Fox

Sammy Lea is here to stage dances for Fox.

## Joan Marsh to Free Lance

Metro has passed the option of Joan Marsh who will free lance.

## Sale's \$3,000 at Warfield

Chic Sale goes into the Warfield, San Francisco, Aug. 11, for a week at \$3,000, and a percentage over a \$5,000 gross.

## Mannon Takes Rains

Al Mannon, yardman, has taken personal change of Tec-Art studio, dropping his own production activities temporarily.

## 'Checkers' to Be Remade

'Checkers,' the race horse play, is to be revived in talk form by Fox. Sam Mintz doing the treatment.

## Columbia's Bonus Army

A bloodless Bonus Army episode will be incorporated in Columbia's 'Washington Meets Go-Go-Round.' Arthur Vinton, from stage, a cast addition.

## Orbach at Wadsworth's

Duke Orbach joins Jessie Wadsworth agency as the only male member.

## Gretchen Messer at Radio

Gretchen Messer leaves Columbia to handle fashion yards in Radio's publicity department.

## Metro Gets 'Whistling'

Metro has taken over 'Whistling in the Dark' from Joseph Schenck with Elliott Nugent working on a screen treatment. Robert Montgomery may play the Ernest Tuey part. Picture will be released in the winter after the show has played around.

## Reopen Criterion

Dark since March 19, F-W Criterion, Los Angeles, reopens Aug. 13 with 'Congorilla,' going in for an indefinite run.

## Termor for Newcomer

Warner-F.N. has given a term to Jacquelin Allen. Girl has had no previous screen experience.

## Buck at 'Frisco Orpheum

Frank Buck cut short his appearance with Radio's 'Bring 'Em Back to the Orpheum,' Los Angeles, to go to San Francisco for the opening of the picture there.

## Musicians May Demand Bonds

Musicians local, to save unpaid wage controversies, may demand cash bonds from musical show producers with no previous credit rating.

## Lait's Triple Job

Jack Lait, here from New York to work on 'I Can't Go Home and Leave My Mother Room,' at Paramount, and to write impressions of the Olympics for King Features.

## Ginsberg Seeks S. A.

Henry Ginsberg is surveying the field for a. a. girls for Hal Roach comedies.

## Freeland on 'Avenue'

After being under contract at Paramount for three months, Thornton Freeland draws his first directorial assignment, 'Eleventh Avenue.'

## Ill List

Herman Mankiewicz and Cyril Hume, appendicitis; Alane de Lache, kidney operation; Frances Mannon and Eugene Thackeray, auto accident, and Mrs. Chico Marx in at Cedars of Lebanon hospital, reported improving.

## More Retakes

Metro is again making retakes of 'Prosperity.'

## Three Writers Assigned

Columbia has assigned William Halligan to adapt 'Trans-Continental Flyer' and Gertrude Purcell, 'Dance of Millions.' Charles Condon will write an original for the company based on 'Obey the Law.'

## Wray Again at Warners

John Wray, dropped by Warners on termination of a six months contract, is back with the company, on a similar deal. Wray has made six cross-country trips under contract to various companies.

## Asthma Suspend

Groucho Marx, president, has suspended the weekly luncheons of the West Side Asthma and Riding Club (Continued on page 33)

## Par Repeating Metro's Living Billboard Stunt

Hollywood, Aug. 8. Copying Pete Smith's idea of two or three years ago of ballyhooing the unveiling of a Metro 'living model billboard,' used then for 'Hollywood Revue,' Paramount drew a crowd of more than 3,000, mostly Olympic visitors, when it ballyhooed the dedication of its new animated stand with calcium lights and personal appearances of players. Local drove by—they'd seen the gag.

Traffic block on Wilshire Blvd, brought trips from Warners who claimed patrons were kept from the Western theatre a few blocks away. Five radio police cars and two motorcycle squads were called to clear the mob.

Harpo Marx pulled the string that released the canvass. Then he and Francis Dee, Charles Starrett and Susan Fleming turned the pages of the huge book standing in relief, which is the 'living model' feature of the display and tells of Paramount's future product.

Display is operated daily from noon to midnight by two pairs of girls dressed in Spanish costume. The 76-sheet board is the first of six to be erected in key spots.

## Ton of Props

Hollywood, Aug. 8. A ton of props left here last week to be used for Douglas Fairbanks' 'Robinson Crusoe' in 'New York.'

Props are mostly South Sea Island stuff and costumes used in the picture. They will make up a lobby display.

Mark Larkin, Fairbanks' p.a., is in New York to handle the exploitation. He will be away six weeks.

## L. A. to N. Y.

Harold Berg, Harry Campbell, Benny Holzman, Willard Mack, Louis B. Mayer, Robert Newman, Frank Orantti, Carl Panthema, Mrs. Wm. Ritter (Ramey), Frank Ross, Joseph M. Schenck, Edward Tinker

## N. Y. to L. A.

Oliver Olsen, Joe Penner, Jules Rancourt, Buddy Doyle



# FIGURE 26 STRONG FILMS

## CINCY, MACON, ANTONIO SETTLE LABOR TIFFS

Cincinnati, Aug. 8.  
Allied Theatre Owners, representing 55 independent theatres in Greater Cincinnati, and union operators reached an agreement Friday (6), after being at odds since last September. Weekly scale for one man in a booth during the ensuing year is \$42.50 for six class A houses, \$50 for 15 B theatres, and \$45 for 34 class C units.

Exhibitors' contract is with the new IATSE Local 327, which replaced Local 155, whose charter was revoked and its officers and executive committeemen dropped from the parent body.

Ike Libson, not a member of the A.T.O., in addition, has reached a new agreement for his three downtown pop houses, using two shifts of one man in a booth. Weekly scale is \$55 for the Star and Bijou, formerly \$55, and \$42.50 for the Clift, a large theatre, that had been paying \$55.

Libson also controls Keith's, only first run house here not owned by RKO. Ace houses have been using two shifts of one man in a booth with double shifts and will continue to do so, but with a salary cut.

Macon, Ga., Aug. 8.  
Dispute over wage scales and the number of men employed in local theatres, starting May 21, has been settled by arbitration.

Basis of settlement is that each theatre, Ritz and Capitol, employ two operators, working one man 8 1/2 hours, at a weekly salary of \$42.50. Union projectionists are required to work today (Monday).

San Antonio, Aug. 8.  
Operators and stagehands are back in local theatres at lowered scale under 15 month contract running to September, 1933. They have been on strike since last spring.

Stagehands now receive a cut of \$55 instead of the former \$72.50, while operators receive the same figure as compared with \$65 under the old contract.

The top of \$45 for operators is only at the Texas (Public) and Majestic (RKO). At Aztec and Empire scale is \$50 for four men, while at State and Palace it is \$40 for four men and at Strand and Plaza it will be \$40 for two men. Under the new contract at Aztec, Empire, Texas and Majestic give six hours free for screening.

Harry Sherman, Publick labor executive, has returned to New York. He represented the theatre owners. Those who assisted him in gaining a settlement were W. P. Raoul, of the I. A. home office, and C. E. Rupard, Dallas operators' head.

## Creditors' Committee For Talking Pic Epics

Hollywood, Aug. 8.  
A creditors' committee, headed by Nathan Vidaver, New York attorney, as chairman of some 98 creditors, has taken over operation of Talking Picture Epics in New York. Vidaver is acting for J. H. Tooker Litho Co.

Creditors from this end include producers and laboratory people, headed by Elmer Clifton and Miguel Torres, producers of Mexican pictures; Davidic Laboratories, Harold Smith and Nat Spitzer, Pat Dowling, George and William Allen, and John Angen.

St. Lesser on April 16 last made an agreement with Frank R. Wilson to put up \$150,000 to take over Talking Picture Epics. Amount was later cut to \$110,000. Wilson and Lesser was unable to finance, so he took over the distribution instead through exchange operation on a 40-60 split with Wilson. Lesser's distribution company is called Principal Pictures, and is not involved in the Talking Epics creditors' committee.

## SNEAK PREVIEWS

'Lifeline' (U) and 'Love Me' (Par) Have their Projection Troubles

Los Angeles, Aug. 8.  
Sneak preview of 'Once in a Lifetime' (U) at the United Artists, Long Beach, was yanked after running an hour due to mechanical difficulties. Film and sound were on separate tracks, overtaxing the house's equipment when one of the reproducers broke down. Picture was started all over again and after the third substantial breakdown, regular feature was screened.

At Pasadena, Thursday night (4), the under-cover preview of 'Love Me Tonight' (Par) suffered a similar experience with sound equipment, but film was patched and entire feature run off.

## Par May Do Trade Shows, Too, Besides Hosting 55 Critics

Paramount may hold special trade shows in exchange centers to screen new season's product for exhibitors, similarly to Warners, but not on as elaborate a scale. Company has already invited film critics from 14 different cities, east of Kansas City, to come to New York as guests of the firm to see some of the new product.

The out of town critics arrive tomorrow (Wednesday) and will remain until Friday (12). Paramount will spend around \$15,000 on transportation and entertainment with budget approved for the purpose.

At a special luncheon tomorrow (Wednesday) at the Waldorf, Adolph Zukor and Sam Katz will make addresses.

Reviewers will see 'Love Me Tonight' and 'Movie Crazy' at special Criterion previews. They will attend premiere of 'Honor Feathers' tomorrow night (Wednesday) at Rialto and witness midnight premiere of 'Devil and the Deep' at the Paramount the following night.

Invited total 55 and are: Chicago—Carol Frink, Clark Rodenbach, Genevieve Harris, Doris Arden and Hazel Flynn (Rab Reel); Philadelphia—Harry L. Knapp, William H. Keen, Eric M. Knight, Elsie Finn, H. S. Richardson and Henry Murdoch; Washington—Lee Somers, Nelson B. Bell, E. DeMeisher, Andrew J. Kaley and Eleanor Paul; Detroit—Elmer Harris, Len G. Shaw, Harold Helferman, and M. Mountjoy; Boston—K. G. Gaffney, Nicholas Young, Marvin Adams, Edgar Egan; Elmer Hughes, Prunella Hall, E. F. Harkins and Edwin F. Melvin.

Pittsburgh—Harold Cohen, William J. Lewis and Karl B. Krug; Baltimore—Norman Clark, Donald H. Kirkley, George B. Brownling, Rochester, N. Y.—George L. David, David Kessler, Miss A. H. Crough-ton, St. Louis—Herbert L. Monk, Harry Niemeyer, Reed Hynde and Helen Louise Baker; Cleveland—Edward H. Jacobs, W. Ward Marsh and Sidney Andorn; Buffalo—W. E. Martin, Ardis W. Smith and Wallace D. Soderholm; Minneapolis—Merle Potter, C. R. Christopherson, and James Baker; Kansas City—John C. Moffitt, Lowell (Ace) Lawrence, St. Paul—Gerald Smith and Roger L. Simons.

Par has no fear of any other company cashing in on the critics' visit. Program is so arranged that the reviewers won't have a chance to sit through even a short subject of the opposition.

Reviewers are to be asked to hold off their remarks until the pictures are shown in their respective cities. Earl Wingart will act as m. c. on behalf of Paramount.

Chicago, Aug. 8.  
Archib Herzoff designated by Bill Hollander (Publick) to act as pilot for the critics' junket to New York which leaves tomorrow (Tuesday) returning Saturday (13).

As on the former Paramount critics' jaunt in 1929 for 'Vagabond King', the Tribune's film critic, Mae Thine (Frances Kurner), is conspicuous by her absence. 'Triv' consistently refuses to unbend to build publicity propositions from the film firms.

## HOLD BACK FOR AUTUMN SPLURGE

Film Companies Lineup Anticipated Ace Pictures for Season's Opening — May Delay Some Until Oct. Despite Urge to Launch Turnover

## AIM SKYROCKET START

Only a minimum of the 1932-'33 pictures will be released during August, majority of the big companies holding back what they deem their best product until cooler weather arrives. This is being done in spite of the fact that virtually every major producer-distributor is anxious to procure revenue on the new season's film.

Most companies are timing releases so as to save for the fall months most of the pictures considered outstanding or from which increased rental grosses may be reasonably expected.

The 'big pictures' with each company include those on which considerable cost and time has been lavished, those which have leading star names, or have been seen by executives in uncut or finished form and appear to shape as strong possibilities and which the respective company men expect to go places and do things.

Virtually every major has a number of pictures completed, with plenty of some in New York, but they are not releasing them this month. Some, it appears, may be held as late as late September or early October. There is also the hope that economic conditions will improve to the point where this will figure importantly as to rental and b.o. returns.

In former years distributors have rushed in with their biggest pictures during July and August on the ground that releases then, at the height of the selling season, would act as a stimulating force on production. This has all changed, however.

Universal  
Probably the latest will be Universal, which does not release the first of its 1932-'33 pictures, 'Air Mail', until Sept. 16. This is a (Continued on page 10)

## Hoped-For T.N.T.

Paramount  
'Love Me Tonight.'  
'Honor Feathers.'  
'Movie Crazy.'  
'Blonde Venus.'

WB-FN  
'Life Begins.'  
'Successful Calamity.'  
'Blessed Event.'  
'Two Against World.'

Fox  
'Call Her Savage.'  
'Toss of Strong Country.'  
'State Fair.'

Metro  
'Prosperity.'  
'Smilin' Through.'  
'Strange Intimacy.'

UA  
'Mr. Robinson Crusoe.'  
'Rain.'  
'New Yorker.'  
'Kid from Spain.'

Radio  
'Bird of Paradise.'  
'Most Dangerous Game.'  
'Bill of Divorcement.'  
'Rockabye.'

Universal  
'Once in a Lifetime.'  
'Back Street.'

Columbia  
'American Madness.'  
'Washington Merry-Go-Round.'

## Bathing Beaut Sub

Hollywood, Aug. 8.  
After losing out all the bathing beauty contest winners in Hollywood, J. G. Bachman is now looking for an actress attractive enough to play a beauty contest winner in his 'Beautifully Trimmed'.  
Plenty of girls appeared for the tests, but all deficient on the acting end.

## Big Electrics Face Price Troubles in Their 16m. Attempt

American electrics are faced with independent equipment obstructions in the 16 mm. field on a more extensive scale than they have experienced with theatres in the early days of sound. Where they were able to control apparatus within the industry, through licenses and patent litigation, this time they are dealing direct with the public.

Simultaneous with the 16 mm. move to be made by RCA shortly, bootleg manufacturers are preparing the marketing of equipment which will sell at a fourth the price the big electric is considering. The 16 mm. move, they claim, is made up chiefly of independents in this field also announces that within a month two of the lowest priced devices yet to be marketed will be ready for retail at \$150.

Nearest to these prices in the big electrics small equipment interests is RCA Phonophone's home projector, without the turntable and set for sound on film only, for \$450.

Western Electric is reported ready to ask \$600 for its home apparatus.

## NEW CHAIN OF 10c OPEN AIR THEATRES IN N. Y.

City Amusement Corp. has been formed to operate 10c open air theatres, first of which, the Barnes, in the Bronx, N. Y., was opened last week.

Group of indie plans a string of 11 in Greater New York. Three are under construction now for early opening.

Houses will employ 205 operators.

## F-WC Angling to Buy Pan's Hollywood 50%

Los Angeles, Aug. 8.

Expected negotiations will be closed this week whereby Fox-West Coast will take over control of the Pantages theatre, Hollywood, buying latter's 50% interest.

Details are being ironed out in New York regarding financing by Spyros Skouras.

Future policy plan is to take out Fanchon-Marco units, with possibility making it a Hollywood film and group of indie plays a string of 11 in Greater New York. Three are under construction now for early opening.

## One Day Off Allowed Again on RKO Chain

RKO theatre employees may get one day off in seven, if the plan to be tried by the circuit at the Mayfair and Regent, New York, proves okay.

Plan is called a 'five-day week', but it's really a 'one-day off' week. General Electric, which is the parent company of RKO and RCA, Gerard Swope, president of G. E., has a nephew, Herbert Bayard Swope, Jr., working for RKO. Later formerly was assistant manager at the Albee, Brooklyn. He has been promoted to the film booking division. Phil Reisman, his father, H. B. Swope, is a director of RKO.

Under the RKO day-off plan theatre employees will be rotated again every day one day off weekly, but not on Saturdays, Sundays or holidays. Their day off had been revoked some weeks ago.

## DISTRIBS ADMIT RENTALS UP 30 TO 50%

Although pictures are on a lower production cost basis than last year, major distributors admit that rentals for 1932-'33 are from 30 to 50% higher. Distribute declare that most of the contracts so far signed show this increase.

Reasons given by the distributors for the raise are many. They declare that regardless of any shearing they have effected in their own organizations, the increase in price on programming and is forced by landlords made into their own surplus during the past year. Also that last year was rock bottom and they cannot survive another season if the losses of last year are to be duplicated.

There is, in addition, the distrib angle that fewer pictures from the major companies contribute toward the need for a higher rental on those being put into circulation. These higher rentals, according to distrib, prevail in the major circuit deals. This, it is maintained, is more of a give and take policy, the distrib allowing for red houses in a chain and the chain reimbursing the distrib by allowing a higher rental elsewhere.

## WB's Trade Show Splurge; 12 Films In 39 Key Spots

Warner Bros. is preparing to hold trade showings of 12 WB-FN feature films in 39 key cities for exhibitors Aug. 22-23. Idea may not be new, but it's to be done on the most elaborate scale yet attempted.

Charlieinfeld, father of the plan, has arranged tie-ups with leading hotels for special rates to the exhibitors attending the shows. Two pictures will be shown each afternoon and two in the afternoon. It is expected the venture will probably consume three days in each town.

This will have the evenings open for exhibitors, with Warners probably arranging for entertainment functions.

## UNION NO LIKE 25% CUT OFFER IN N. Y.

The New York stagehands, asked by the chains to consider a 25% reduction in scale starting in September, countered last week with an offer of a cut of \$3 for each department head and the same for assistants, which was coldly turned down.

This would amount to around 14% on the heads as against the 25% wanted by the chains.

A meeting between the union and a committee representing the New York cinema may be held this afternoon (Tuesday), to discuss the matter further.

## Date Stretching for Reissues in Baltimore

Baltimore, Aug. 8.  
Entire southeastern district is perspiring at present over the product shortage. Reissues are on all neighborhood screens as the exchange men make the rounds of the exhibitors apologizing for their company's failure to make their full schedule of this year's list.

Situation appears particularly acute in these parts. Pictures are being stretched to three and four days in houses which ordinarily change daily or every other day. Recent opening of the town to Sunday flickers has merely aggravated the condition.

No relief is expected in this district before the last of the month and the first week in September.

\$900, light,









# Shrewd! Informed! Conservative!

Buyers for the nation's giant stores! —

Eight picked men and women spending  
\$7,000,000 each season! —

Knowing the heartbeats of the  
American people who live and  
spend in their trading areas! —

Their opinions must be sound  
...for \$7,000,000 hangs on  
their judgment! —

THEIR BUSINESS IS TO KNOW  
WHAT THE PUBLIC WANTS  
... WHAT DO THEY SAY  
ABOUT PARAMOUNT'S  
NEW GROUP!



LET'S FIND OUT

# THESE OUT-OF-TOWN DESIRES OF 15,000,000

Spokane

Butte

Portland

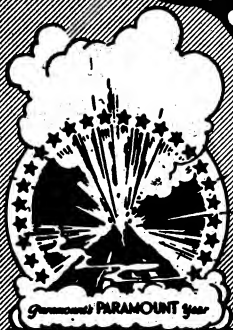


**MARGARET CREGAN,  
THE EMPORIUM,  
SAN FRANCISCO**

"After looking at the new group in the Paramount office, I am sure the people of southern California will respond to a program so rich in comedy. If I had a theatre in, or around, San Francisco, my knowledge of the public would make me buy these pictures."

SAN FRANCISCO

Los Angeles



**MRS. ESTELLE BAKER,  
THE DAYTON COMPANY,  
MINNEAPOLIS**

"I buy for the women of Minneapolis and know that 'Blonde Venus,' 'Big Broadcast,' 'Movie Crazy,' and 'Love Me Tonight' are the type of pictures they want. I cannot conceive of any film buyer in Minneapolis being foolish enough to ignore this merchandise."

Salt Lake City

Denver

Santa Fe



**ADA BAKER,  
Wm. Taylor & Sons,  
CLEVELAND**

"I have been buying merchandise in New York that is colorful. These pictures appeal to me because casts and stories are in that category. A fine line of movies for any theatre. Chevalier in 'Love Me Tonight' suggests a jolly show, and I get the same light, optimistic, encouraging reaction from Harold Lloyd's 'Movie Crazy,' 'The Big Broadcast,' and the Four Marx Brothers in 'Horse Feathers.'"



**W. GRIES,  
STIX, BAER & FULLER,  
ST. LOUIS**

"We have found that people in the Denver area have money to spend and buy if they are thrown against a bargain. It strikes me that Paramount is, consciously or unconsciously, doing that precise thing. I classify pictures as little ones or big ones, and I feel that these eight Paramount pictures, are all big. They should be easy to sell."

Paramount's **PARAMOUNT** Year

# BUYERS REFLECT THE BUYING AMERICANS!



**JOSEPH ZIFFER,  
J. L. HUDSON  
COMPANY,  
Detroit, Michigan**

"If I bought films instead of dry goods, I'd buy all eight on sight. A theatre owner, like any other merchant, must know the present status of public taste and gauge the future trend. The public wants the stars you've got and I believe the pictures have enough of the sensationally novel about them to break down the sales resistance created by the present economic stress."



**W. J. SHIELDS,  
WILLIAM FILENE SONS,  
COMPANY, BOSTON**

"In my opinion, the Bostonians I know and the people for whom I purchase merchandise will readily accept eight pictures so alive with star names and story appeal. I believe that theatres that fail to show such movies will be doing their own patrons a great injustice."

DETROIT

CLEVELAND

ROCHESTER

BOSTON

NEW YORK

ST. LOUIS

**ARTHUR R. McFARLIN,  
B. FORMAN CO.,  
ROCHESTER, NEW YORK**

"There are two things I demand in merchandise I buy: First — tested materials; second — up-to-date execution. I would buy these eight Paramount Pictures, because they include both. I know the stability of Paramount. I am sure of the popularity of these stars and recognize the promise of fresh treatment in these stories. If I bought for a theatre, I'd buy the whole group without hesitancy."

**WILLIAM J. WOLF,  
ASSOCIATED  
MERCHANDISING  
CORPORATION,  
NEW YORK CITY**

"You need hardly ask me. New York knows its movies. It has shrewd buyers in all lines, and how can their judgment be faulty enough to keep such pictures as 'Movie Crazy,' 'Blonde Venus,' 'A Farewell to Arms,' 'Horse Feathers,' and 'Big Broadcast,' from their theatres. In fact, it shouldn't be hard to merchandise names and titles like these to anybody, anywhere."



Tampa

MIAMI

Paramount's **PARAMOUNT** Year



**Paramount's First Group of Eight Pictures**

**\* THE PUBLIC SAID,  
"THEY'RE RIGHT!"  
BUYERS FOR THE PUBLIC SAY,  
"THEY'RE RIGHT!"**

**NOW WATCH TEN  
THOUSAND BOX-  
OFFICES PROVE  
THEM BOTH RIGHT!**

**HAROLD LLOYD**  
in "Movie Crazy"  
with Constance Cummings

**MARLENE DIETRICH**  
in "Blonde Venus"  
with Herbert Marshall,  
Gary Grant, Directed by  
Joseph Von Sternberg

**"NIGHT AFTER NIGHT"**  
with George Raft, Nancy  
Carroll, Max West, Wynne  
Gibson, Alison Skipworth

**"A FAREWELL TO ARMS"**  
with Helen Hayes, Gary  
Cooper and Adolphe Menjou

**FOUR MARK BROTHERS**  
in "Housefeathers"

**"THE BIG BROADCAST"**  
with Stuart Erwin, Lella  
Hymans, Bing Crosby, Burns  
and Allen, Roswell Siders,  
Kate Smith, Cab Calloway,  
Mills Brothers, Arthur Tracy

**MIRIAM HOPKINS  
AND CLARK GABLE**  
in "His Man of Her Own"

**MAURICE CHEVALIER**  
in "Love Me Tonight"  
with Jeannette MacDonald,  
a Reuben Mamoulian  
Production

\* See Irene Thirer's Broadway test of the public in this paper of July 26.



## New Italian Quota Affects French, But Not U. S.; Hurts French Par Pix

Rome, Aug. 8.  
Italy has passed a quota law to retaliate the new French law. It will keep pictures made in France from entering the country. It will not affect product coming from the United States in any manner, the market still being completely open here for U. S. films.

New law is not a prohibition on films but strictly a contingent proposition.

Only American company hurt by the new law will be Paramount which has been planning Italian dubbing in Joinville. This being a French company and studio the pictures won't be given admission to Italy as pictures dubbed in France and Germany are barred.

Considered extremely likely here that a complete anti-foreign dubbing law will be pushed through in the course of events.

Vienna, Aug. 8.

"Definitely decided here to continue the past year's film laws for the next two years and not emulate Germany in a stricter quota procedure."

Some talk of a quota law along the same lines as Germany's new laws but film men decided Austria had nothing to gain by such a procedure and everything to lose. Mostly German films and film apparatus is used here.

## ELASTIC IFS AND BUTS SEEN IN FRENCH QUOTA

Further examination of the new French quota law shows it to be replete with loopholes, allowing for toughening or easing wherever desired. Apparently wording of the law has been made purposely loose to take care of any contingency that may arise.

In article, three, section two, a stipulation appears to be buried in that it provides for ex-officio entrance of all talking pictures in the French language made by French companies or nationals in countries where no restrictions are imposed on French productions. This might be taken as a threat to Germany and Italy though leaving the field open, for the time being, to the United States, as regards this type of picture.

Also article five allows bawcock loopholes though ex-officio classification may be denied by reason of acts or facts which might be termed prejudicial to the good reputation of France or her international relations, and article 2, 'denial' may be made in the case of films produced by means of industrial processes such as post-synchronization when they would endanger the aesthetic standard of motion picture production or be detrimental to national production on account of lower cost price.

Since the decree, however, is drawn up to begin retroactively on July 1 and end June 30, 1934, there is not much likelihood of any changes. American firms are not likely to undergo any serious difficulties for the coming year as a result of the law, unless French domination does not mean the elimination of the above mentioned verbiage of the above mentioned provisions to the advantage of local cliques.

### TABRAH'S U. S. OO

F. Tabrah, general manager of the Heaton Assembly Hall Co., Newcastle-on-Tyne, England, sailed back on the S.S. Lancaster Friday (4) after a month looking over the theatres in the U. S.

His company runs the Heaton Electric Palace cinema in Newcastle, as well as several ballrooms and other amusements.

### FOX TESTS DRYDEN

London, July 27.

Fox Films have taken test of Noel Dryden, currently in 'Cavalcade' at the Drury Lane, which has been shipped to America.

If satisfactory, Dryden will play his original part in film.

### CHILLING CAIRO

Metro's Egyptian Rep Favors Cooling Systems

Louis Lober, Metro chief in Egypt leaves on his return trip today (9) aboard the Excubitor which sails direct from New York to Cairo. He's been here about two months looking over new season's product and prospects. Also he's been discussing the possibility of having air cooling systems brought to Cairo for installation in theatres there.

## MG Expects N. Y. Okay to Cease Foreign Prod.

Culver City, Aug. 8.

Although waiting definite word from New York, belief at Metro is that due to recent acceptance of the French and German quota regulations, studio will wind up foreign production with completion of current product. Also considered likely that any future dubbing will be done in France and Germany.

Present state calls for 14 more French, but it's not likely any pictures will be started after three now in production are completed. French version of 'Prosperity' was halted early last week for recasting, but there's no doubt this will go back into production.

Last week it was decided to re-start the double unit system on French to get as many into France before passage of the quota law, but later this doubling up was again halted. Studio continues to lay off crews and talent, with Roger Beaumont and Louis Harari, French writers and assistant directors, newest off the payroll. Horst Tietz, German, double for Jackie Cooper, is being sent home.

Although the French law is retroactive to July 1, it is Arthur Loew's belief that any dubbed pictures already made or in the process of manufacture will be allowed to enter France through special dispensation of the French government. It is lack of certainty on this matter that is halting the absolute lay-off order on local agents.

Loew will be on the Coast again in about two weeks with action probable at that time.

## KODAK MONEY IN ON ADOLPHE OSSO'S FILMS

Paris, Aug. 8.

American capital, in this case Eastman Kodak, is contributing to Ossos's film financing. This through purchase of a block of Ossos's recently issued debentures.

Adolphe Ossos was Paramount's distribution manager here until going into independent film production three years ago.

### HERBERT MASON'S SHIFT

London, July 27.

Herbert Mason, for last four years head of Gaumont-British stage productions, is being switched over to the G-B film production side.

Jack Swinburne, who assisted Mason and was for many years Alfredo's manager, takes Mason's job.

### CENSORS' 3D TURNDOWN

New York censor board has refused for a third time to budge on its rejection of 'Maedchen in Uniform,' German talker. Censors don't like the theme of the film although admitting there's nothing specific in the action for objection.

John Krimsky has the picture for the States.

### First in 5 Yrs.

London, July 30.  
Paramount called a London convention of its salesmen and branch managers in England, Scotland and Ireland July 30-Aug. 2 to inaugurate the campaign over there. Idea is to have all comers in on the Par push period.

Previous time an American film company has had a European convention in more than five years.

## FOX TAKES NATAN'S WAR FILM FOR U. S.

Paris, Aug. 1.

Fox has bought Natan's pacifistic war film, 'Croix de Bois,' for America. Production, which was a big success here, and will be released in Germany as soon as political situation there permits, will not be released in the same form in the States. Some of the story and shots will be used, but will be incorporated in a Hollywood adaptation.

This is a replica of the now common process of treating American product here for local consumption but with magnified American angle. Transaction is significant since Fox and Natan are competing here in the newsworld field.

### 'Bo' Dowling Better

Ambrose S. Dowling, foreign head of Radio, returned to his desk yesterday, after a month's absence due to illness.

Soon as he straightens out his current business affairs he'll start to Hollywood to look over current production.

### Harold Smith's Broken Arm

Harold Smith, Will Hays' representative here, is in the American hospital with a broken arm. Fracture has been set by Dr. Charles Bove and no complications expected.

Accident happened during the American club outing in a game of baseball.

### FN Cutter Sails

Hollywood, Aug. 8.

Arthur Taveras, head film cutter for First National, goes to London to take over a similar position with Gainsborough.

## Egyptian Talker Production Is Quite Active; State Dept. Ogles U. S. Mart

By EDWARD ASSWAD

Alexandria, July 28.  
The Department of Commerce and Industry has sent letters to all Egyptian film companies, including Nubia, Ramses, Lawrence, Min, Fatma Rushdy, Isis Film (Aziza Emir), expressing the desire of exhibiting Egyptian pictures in foreign countries, especially in the U. S. A.

Film promoters in this country are making every effort to modernize the film industry by importing all the necessary equipment and accessories for the production of sound pictures.

The Egyptian silent picture, 'Under Moonlight,' featuring Nubia Rushdy and Abdel Moty Hegazy, has been dubbed into sound by the Egyptian 'Awakening Film' which is now in Alexandria at the Olympia theatre.

Awad Youssef, manager of the Awad Film Co. of Palestine, closed with film owners here for the exhibiting of Egyptian films in the Near East and Morocco, Algeria and Tunisia. He also concluded arrangements with Egypt Awakening Film Co. for 'Under Moonlight' in India.

The Syrian censorship department, which has ordered some modifications in the Franco-Arab film, 'The Sons of the Rich,' produced by Youssef Wahby, before presentation in that city.

An Egyptian talker, 'Victims,' being produced by Paramount under the direction of Mahmud Hamdy. It is interesting to note among the cast Behlula Hafez, Zakat Rostom, and the famous Egyptian actress El Nabulsi are daughters of the late famous playwright, Tawfiq Abdou.

The Finance Ministry has approved renewing the contract of

## Electrical Pact and N. Y. Matters May Bring Henkel, Tobis Head, Over

### Par's 'M' Option

Paramount has taken a month's option on 'M' German thriller made by Neri, to consider the advisability of dubbing the picture for the U. S. market.

'M' was previously negotiated for by Columbia.

## Open Sesame For Brit. Pix in Dominion

Ottawa, Aug. 8.

The die has been cast at the Imperial Economic Conference with respect to the motion picture industry. Prime Minister R. B. Bennett of Canada has given definite proposals to the British delegates at the Empire Parley which provide for duty-free importation into the Dominion of British films, cameras and projection equipment as a concession to the picture industry in the United Kingdom. This has been done as a substitute for the creation of British film quota laws in Canada.

Most everybody has expressed satisfaction with this result, including M. Neville Kearney, representing the Film Industries Department of the Federation of British Industries.

The duty-free provision for British films entering Canada was included in a lengthy list of articles which, Bennett announced, would give this increased preferential treatment.

Means that the Canadian duty on British films of 15c. per lineal foot is to be wiped off, while the Canadian tariff against films imported from the U. S. remains at 3c. per lineal foot approximately. In other words, it is a 100% increase in preference for British films.

The tariff revision will become effective with the introduction of

(Continued on page 39)

Berlin, Aug. 8.

Dr. Hans Henkel, head of Tobis, is considering going to New York within the next month to attend to Tobis matters there. Milton Diamond is Tobis' representative in New York as well as heading Tobis Forenfilms, the American Tobis company intended chiefly as a distributor of German films in the U. S.

Joseph H. Seidelman, of Paramount, arrived here Saturday (6) and will go into conference with Tobis on the matter of royalties. Tobis is understood to be attempting to collect money from Paramount allegedly due for royalties under terms of the Paris electrical pact. Not considered likely that there will be any legal trouble since Tobis is anxious to retain its standing with Paramount and other American film concerns.

### Paris Pact

A more definite understanding on the entire matter of Tobis electrical royalties is reported desired by the American trade. Tobis several months ago had proposed to the companies that the Paris pact was off as far as this company was concerned. Another recent letter from Tobis to U. S. companies stated they were patched up and the Paris pact was again in force.

Tobis is beginning to breathe more freely locally due to reorganization. The Tobis holding company in Amsterdam underwent a complete financial reorganization with the German and French companies put on a more comfortable basis. Dr. Henkel, previously in charge of only the Paris company, is now heading both Paris and Berlin offices. To put the New York end in the shape he wants it is said to be behind Dr. Henkel's prospective trip to the States.

### U. S. Angles

Nerofilms, of Germany, has filed suit in New York against Tobis Forenfilms for \$3,500 claimed due to 'Westfront 1818' released in the U. S. as 'Comrades' in 1931. Tobis Forenfilms had contracted the complaint states, for the U. S. and Canadian rights on a minimum guarantee of \$15,000. Later, the Canadian rights were taken back by Nero and an agreement made for Tobis to pay a \$5,000 guarantee for the U. S. rights alone. At time of the agreement, \$3,000 was paid.

Nero charges it has never been able to obtain the rest of the amount due, so is suing for \$3,500 plus an accounting. Rudolf K. Rosenbloom are representing Nero.

Thursday (4) Tobis Forenfilms completed an agreement with Stanley Distributing Co., of New York, for that firm to take all bookings of films distributed in the U. S. and Canada. Arrangement now will be, according to Tobis Forenfilms, that Stanley will book and date the films, and Tobis will be responsible to actual distribution, meaning shipment of prints and accessories.

### Cap's Old 'Rasp'

Capital Films has taken over the distribution rights on 'Raspunin,' German silent made by Martin Berger, and will ship the film out nationally.

Picture was taken over the shelf several weeks ago for an arrangement by Metro that the Barrymores would be starred in a Raspunin story. Old picture was shoved into the Europa, Baltimore, on a test and played five weeks in the 300-seat house. It has also played Philadelphia and New York sure-seaters.

### Germany Halts 'Hatchet'

Edward G. Robinson's 'Hatchet Man' (F.I.) being barred by Germany.

Understood the German censors took offense at the official resentment of the film's subject matter. Film was previously barred in Shanghai.

### Aziza Emir's Film

Alexandria, July 28.  
Aziza Emir, Egyptian film star, has completed the silent parts of her new film, 'Explication.' She will soon begin shooting the singing parts to have entire film ready for next season.

**Friday**  
**AUG 26<sup>TH</sup>**  
**AT 10:30 P.M.**  
**EASTERN DAYLIGHT**  
**SAVING TIME...**

# STARTS THE GREATEST RADIO TIE-UP IN SHOW HISTORY

58 Stations of the NBC Red Network in a Coast to Coast Broadcast for 6 consecutive weeks will sell this picture as no picture was ever sold.



## BEGIN NOW!...

HOOK UP YOUR THEATRE TO THE HUNDRED MILLION Who Will Play The Detective Role in This Astounding Mystery Drama As It Is Told Chapter by Chapter... all except the last smashing climax... on the air!

**\$6000<sup>00</sup>**  
**IN PRIZES**

100 CASH AWARDS WITH A CAPITAL  
PRIZE OF \$1500 FOR THE BEST  
ORIGINAL ENDINGS TO THE MYSTERY

# THE PHANTOM OF CRESTWOOD

Here Is A Showman's Show! Never, in all amusement history, has an attraction been presented with such a mammoth advance campaign! Thousands upon thousands of dollars are being spent to assure record breaking attendance to every theatre playing this amazing mystery drama and featuring one of the finest casts ever seen in a motion picture...

The story told on the air from 58 NBC stations every Friday from August 26th to September 30th, inclusive

THEN RELEASED IN ONE SMASHING  
BIG FEATURE PRODUCTION OCT. 14!  
CONTEST CLOSES OCT. 10, 1932

## EVERYTHING A SHOW- MAN COULD ASK FOR!

Free posters! Free heralds with contest rules! Free trailers!...

Display ads on radio pages of the country's leading newspapers!

15 full page ads in Sept., Oct. and Nov. issues of leading motion picture fan magazines!

Radio Announcements To Instruct Listeners To Ask At Their Local Theatre For Contest Rules and Prize List!... Graham McNamee Announcing! Famous Authors and Editors as Judges! Window Displays in 1900 Woolworth Stores! And innumerable other exploitation and publicity features.

EVERYONE WHO CAN READ OR HEAR WILL KNOW ABOUT IT!



**RADIO PICTURES**  
**BROADCAST SPECIAL**

**A FEATURE PICTURE SOLD TO AMERICA'S MILLIONS  
CONTINUOUSLY FOR TWO MONTHS BEFORE RELEASE**





# WONDER WHAT THIS INDUSTRY THINKS ABOUT!



"Imagine! M-G-M took 5 out of 11 again this month in M.P. Herald's box-office survey! You can't blame them for claiming Leadership. The facts back 'em up!"



"Can you beat it! Regina Crewe in N.Y. American picks 10 Best Pictures of the first six months of 1932 and 5 of 'em are M-G-M!"

(with Apologies)



"That M-G-M outfit has done picture business a genuine service in this tough year. Film business could never have survived without M-G-M's run of hits!"



"A picture like 'Grand Hotel' is a tonic. It revives interest in theatre attendance. Every other producer benefits by M-G-M's idea to put all those stars in one big show!"



"One thing we've all learned this year. We need star names on the marquee to bring 'em in. Average pictures don't go any more. Lucky M-G-M with its STAR POWER!"



"Variety prints a story this week saying a lot of salesmen went out to sell too early and that only M-G-M held back its men. The exhibits must be waiting for those M-G-M men first!"



"Think of it! 'Strange Interlude' is repeating 'Grand Hotel' business in Los Angeles. That M-G-M crowd has turned out the only two real Road Shows of the year!"



"Did you notice all the Held Over pictures at the Capitol? 'Red Headed Woman' 'As You Desire Me' 'Letty Lynton' 'Washington Masquerade'-- it takes plenty to go two weeks in a big Broadway house!"



"Wonder what Leo is going to spring next. That sly Lion keeps this industry on its toes. He's been roaring lustily now for almost ten years without a let-up. Must be a red meat diet!"

# EXPLORATION

By Epes W. Sargent

## Fall Openings

Exhibitors in towns with a rural trade can start the new season off with a whoop if they tie up the entire town to a celebration. Everywhere there are opposition houses that can forget their fights in a mutual drive for the occasion.

Local merchants and the board of trade, or whatever similar organization exists, can be hooked in to the idea of running open houses at the theatre until 6 p.m. Merchants buy the show for a moderate price and play up the event in their newspapers and make the most of it. Advertising expeditions, arranged by the manager, make the smaller town and distribute tickets good for the free shows, together with advertising for the merchant bargains. They can even hand out tickets good at reduced rates at the restaurants on that day. The local band should be promoted to give open air concerts, and everything done to create a big excitement.

House can be closed down and cleaned at 6 p.m., with the formal opening at 8 p.m. at the regular price. It will speed up business and at the same time get the new season off with a spurt.

## Megaphone Hollywood

A megaphone 35 feet long by 10 feet in diameter is being displayed by Leon Levy to bring them in on "The Crooner" showings at Warner's.

Mez. of beaverboard and painted red and black, with title in silver and black, was held in place by a suspended under marquee by chains. In the flare end is a loud speaker wired to a megaphone. It is a public gaze. Here a pianist, singer and photographer provide entire music.

autogiro carrying a 75-foot banner, a motorboat with a 75-foot banner cruising the beaches, and a motorboat with a 75-foot banner, a motorboat with a 75-foot banner, and a motorboat with a 75-foot banner.

## Wrong Cutting

Someone who writes for the organ at the Warner Ohio theatre zone says a volume when he writes "When men are told to curtail their inviolable right to the other extreme of with the result that they are slowly fading away to oblivion."

"Perhaps nothing has done more harm to the show business in the past couple of years than a too literal application of the cut editor. It is a natural that the manager should respond to drastic orders with drastic cuts, but to cut where it shows has been fatal in many instances.

Economies should be effected where they show the least. It is no economy to save on paint and let the house look run down. It is not a saving economy to reduce the wages. It is a cost cutting, but that is not always economy. Most theatres are soiled by a luxury heater. Chisel on the luxuries and the appeal is removed.

Economy is cutting needless costs and getting more for the money spent. It is not economy to cut \$10 from the expense bill which will remove \$30 from the box office.

## Works Goodwill

Nyman Kessler has been centralizing his efforts on the Douglas theatre, up Harlem way, and doing a lot to fill his 2,400-seater. He has the best hook-in stunts with the school children, playground groups, graduation classes (last June), and other ideas to establish the friendliness of the house. His latest is a plan to work in with the 25th anniversary of the Negro lodges of Elks next month.

For a side line he has made a tie-up with a local restaurant. He gives tickets to his patrons to advertise the pool, and in return gets a generous advertising space in which to play up his connection. He has figured that he gets more than he gives.

## Dog Show in Forefront

Manager Lou Golden, of the Golden Gate at Whitlitt (suburb), developed an idea to make a dog show of a dog food company, by holding the show in the theatre's forefront, with prizes offered from the dog food company.

Also induced the sponsors to donate \$150 to be used for food for the needy.

## Only So Big

Someone has found a variant on the height idea to work on "So Big," announced in the lobby. The persons "so big" will be admitted free, with the reader referred to the lobby for details.

The lobby one of the entrance doors was replaced by a common board partition in which was cut an opening of the desired height and

## Advance Sale

A theatre which ups the price a dime after 6 p.m. has a new summer schedule. All who come in between noon and 2 o'clock are privileged to buy as many seats as desired at the matinee price good for that evening only.

Argument to the public is that the patron may judge the show and buy seats for the remainder of the family that evening, saving a delay at the window and 10 cents a seat.

Seats are not returnable and the family has to come down to save the money.

rather narrow. Only those whose heads came to the top of the aperture and who could squeeze through the narrow width (and no fair going sideways), were entitled to free admission.

Chief objection was that so many gathered to watch and enjoy the show that they clogged the lobby creating in the minds of some prospects the belief that they were standing them out.

## Slipping It Over

Ernie C. Austgen of Loew's not only cracked the Times-Press with a three-part life-story of Joan Harlow, just ahead of "Red Headed Woman," but he opened up a different line in a letter to the editor on "The Girl in the Window," contended that a girl with the courage of her convictions was entitled to admiration even though she broke the conventions.

Letters to the editor columns are seldom used by the managers, but Austgen's letters are written in an effort to inject too much advertising. Austgen's letter did not mention either the play or the picture, but the signature, "Unashamed," carried its own inference.

## Party for Rangers

Various Buck Jones Ranger Clubs in the New York territory will have an outing at Luna Park on Aug. 24. There will be a meeting held in the circus auditorium, but most of the time will be spent on the rides.

Membership cards entitle the youngsters to any of the dime rides for the day. A concession which the park has made to other clubs, particularly those of the Brooklyn newspapers.

## Snapshots

Considerable interest aroused among patrons of a neighborhood house in New York by the announcement of a vacation snapshot contest. Stipulations are that the pictures must have been taken during the summer months.

Local portrait photographer will make lantern slides of the best pictures and these will be shown in sets of 10, at various shows, with prizes for the best.

Cash prizes for the best and all who make the screen will be given. The contest is open to all.

Not too late to announce such a contest, which should end some time in Sept., and a chance to promote some extra business at small cost, since the professional is making the slides free in the hope of developing his printing trade.

## Retired the Vets

Montgomery, Ala. Richard Kennedy, of the Public theatre, tied with the gas company when he found that gas was preparing to stage a campaign to persuade housekeepers to retire their old gas stoves in favor of newer models.

Kennedy paraded a sample stove, gave screen advertising and displayed in his lobby a \$150 dollar stove he would present some woman patron. All it cost the theatre was time and energy.

## Summer R.R. Tickets

Winning. A printed handbill idea was worked here by John Fiddes, mgr. of the College theatre, who handed his patrons and delivered to doors a long imitation railroad ticket. Ticket was a good imitation of the real thing and plugged the coming three weekly change shows.

Raided at the top, "Fun and Amusement Railway Ticket—direct route to "Cohen and Kellys" on Monday to Wed; side trip to the second feature," etc.

## 'Opportunity Revue' Plugs

Some sort of a record for the amount of free newspaper publicity obtained for any one attraction is believed to have been established by Emil Franke, RKO Orpheum manager here, in connection with the recent "Opportunity Revue," consisting local talent. Franke had a tie-up with the Minneapolis Tribune and garnered 1,500 pieces of publicity. For 10 consecutive days the newspaper, considered one of the toughest in the country to track on theatrical publicity, gave him cuts running from two to four columns.

## Making Fledgers

Hardware store wanted to push a new invoice of roller skates and yielded for help. Donated two pairs each for three days.

Awarded to children who wrote the best reasons why they should be given the skates, with losers eligible to try again, the contest running for three weeks.

# BEHIND the KEYS

Revamped Palace has air conditioning, including provision for summer and winter operation.

Palace, gutted by fire last spring, being remodeled by H. S. Waldor to open in the fall.

Warner's Whittier (suburb), dark July 31. Another closing, is the Mexico at Brawley, W. P. White, who is in the Whittier (suburb), operated by Floyd J. Davis, also closed.

One opening for the week is the "The Girl in the Window," management of J. Reynolds.

Lebanon, Pa. Five year lease of Strand Amusement Co., on Capitol theatre not renewed. J. L. Greig, Allentown, manager of the Earle theatre, Allentown, Pa., has taken over property known as "Little Ritz." Opens it about Sept. 1.

RKO Palace will inaugurate a double feature, but runs to tide over the end of summer season.

Tivoli theatre sold to H. E. Sichel by Mrs. T. H. Barden and H. L. Malone.

Circleville, O. Clifton, film house, sold to Harry Clifton by R. E. Reisinger.

Los Angeles. Fax Duncan appointed asst. manager of P. W. C. Boulevard here. Formerly in San Diego and Phoenix for same circuit.

Milwaukee. Livingston Lanning, formerly manager of the Mastbaum, Philadelphia, succeeds Russell Leddy at the Fox Wisconsin. Leddy will manage the Fox Foxpoint.

William Watson has resigned as Fox Palace manager because of ill health. Stanley Seigelbaum now in charge.

Birmingham. Two state houses have reopened. Tom Vail has opened the theatre at Bay Minette and the Colonial, at Jasper, has resumed.

Denver. Empire theatre, part of the estate of the late Frank L. Woodward, is being held in trust by the Colorado National Bank for the Children's Hospital Ass'n. Court order transferring the property was entered last week.

Buffalo. Shea's Great Lakes (Palace) reopens Aug. 19. Straight picture policy will be continued.

Denver. H. L. Katzenback has sold the Whitting theatre, Thermopolis, Wyo., to E. Curtis. The theatre will be owned by Kurt Laemmle, nephew of Carl, returns to Frisco to resume selling U films.

Grove theatre, Gering, Neb., has reopened.

Los Angeles. Louis Kaplan, former Santa Barbara picture house operator, is taking over the Torrence, in Torrence (suburb), from Pacific National.

San Francisco. A landmark of old Berkeley Coast days is due for the junk heap when workmen follow police orders to raze the old Hippodrome theatre, once center of festivities in blood

## Birth Stunt

Hollywood, Aug. 8. In conjunction with the release of "Life Begins" Sept. 10, Warners will give a one year contract to the first child born that day in the United States regardless of race or color.

Small salary will be paid weekly whether the baby is used for a picture or not.

gible to try again, the contest running for three weeks.

Some of the answers were taken over to the newspaper and used, the best being a small boy, who wrote "Because Pa is busted. Ma is busted. And I never had any money."

Gave an excuse for a three weeks' window display in the store, with the theatre advertising changed with the shifting of the bills.

and thunder days of "Frisco" youth.

Owned by Abe Ruef, Pacific avenue showhouse was branded a fire trap.

San Francisco. F.W.C. has switched Al Warshawer from managerial post at Warfield to Paramount "wrapping jobs with Frank Eurians."

Reopening for second run, of "The Girl in the Window," managed by Mike Garrity, former assistant, as manager and Emil Umann (once again back on the RKO payroll as press agent).

Dark for a week Filmarte, multilingual talkie house, has reopened with Ralph Pincus continuing in charge.

Harry Umann in as manager of Century in Oakland.

New York. Clayton Corum, new manager of the Skouras Audubon, uptown, succeeds Charles E. Carroll who goes to the same circuit's Academy of Music, downtown.

Canton, O. Warner Palace, ace house here, closed suddenly. Palace bookings shifted to the Alhambra (WB).

Wellman, Ia. The Wellman theatre has been purchased by Charles Morgans of Chicago.

Newton, Mass. Publix is demolishing the Opera House, planning for several years. P-P is operating another theatre here.

Los Angeles. William Murphy here from Rochester, N. Y., to manage P.W.C. Criterion, reopening Aug. 13.

Macon City, Ia., Aug. 8. Articles of incorporation for York Theatre, Inc., \$10,000 capital stock, filed with the secretary of state, Julia York as president.

Canton, O. It is doubtful if Warners will reopen the Palace, its ace house, closed suddenly a month ago when first run bookings were shifted to the Alhambra, which for the past year has been offering local feature programs. Harper Ink, owner of the Palace, may reopen the house on his own soon after Labor Day as a local institution with a local man as manager.

Understandably, Warners do not want the house at the present high lease rental, said to be \$1,000 a week. House has been in the red with straight pictures for some months.

Toronto, O. City council has approved legislation reducing the monthly theatre license fee between \$5 and 12 a month.

For a month for several years has been \$10, irrespective of size or capacity. The new license charge becomes effective Sept. 1.

Youngstown, O. Park, pioneer downtown first run, managed by Joseph Shagrin, dark since last spring, reopens soon after Labor Day with straight pictures.

Syracuse, N. Y. Andrew Roy, who opened the Paramount here for Publix in 1929, returns to the city for the opening of the house late this month.

Syracuse, N. Y. Joseph Fitzer, associated with his brother, Mitchell, in operation of the Rivoli and Swan, has taken over the Roxy, East Syracuse house.

## Had to Bring Marked Paper

Los Angeles. Offering free studio luncheon and a chance to meet the stars through a tieup with the Olympics, Joe Krumboltz of Paramount got considerable interest in the publicity for his company and its personnel at virtually no cost.

He sent stories to all leading newspapers throughout the world, with the announcement that anyone appearing at the studio during the games with a copy of the paper containing the article would get a free feed on the lot and could meet the celebs.

Play for the story was unusually heavy. In Paris eight papers gave the yarn space. As the article mentioned all the Paramount personalities and several pictures the gag was considered a natural.

Up to the opening of the games but six people had appeared at the studio with copies of the story in as many languages.

Only expense aside from 250 luncheons was translation and postage.

## Special Forms

Form letters as represented in most campaign books are more or less the bunk. Generally more, it is to be questioned whether many of them pay the cost of the postage in that way they would not otherwise come. Like most of the press stuff it is too much advice and too little information.

On the other hand an exhibit with a large rural patronage has held it through a form letter which has been a feature for more than two years. He has the invaluable gift of putting personality into his letters.

He tells about his show, invitingly, but honestly. He tells about all of his show and not merely the features.

Result is that people believe in him and when he has a real feature and tells them to come, they turn out. They know he thinks too well of their friendship to jeopardize it for the sale of a weak picture.

That sort of form letter is form only because it is printed. And it pays handsomely.

## Condensing Ads

With most newspaper space going down for the summer months, it is essential to watch the cut area more closely. Nine times out of 10 the cuts are too expensive and can be cropped with profit. If there is a routing machine in the office, it is possible to eliminate material from a two or three-column cut and get a nice one-column design.

There is no router available at the moment, but the same thing can be accomplished with a small cold chisel and a hammer, being careful not to cut into the design.

Frequently just a strip from the cut can be employed; two faces, instead of three, are used, that will get attention and still not occupy too much space, but the cropping should be done carefully so as not to suggest a cut-down design.

Where large cuts as possible it may be better to read the notice, but very few large cuts have selling value in proportion to their size and now is the time to economize.

## Ranger Tieup for Stores

Hollywood. The Columbia has made a tie-up with the May company department stores in 12 cities, including Cleveland and Akron to install a permanent exhibit of Buck Jones.

Store will have exclusive on selling the kids uniforms and other equipment for the Rangers. It's a real thing, the longest running tour of the stores as a ballyhoo for the clubs.

## 'Zombie's Negro Trade

"Zombie" is drawing strong colored trade here in Elvov, New York. So much so that a general notice has gone out from United Artists that when the picture plays the south states should make a special drive for Negro patronage.

Among colored people there is a reported superstice about "Zombies." A Zombie, according to the picture, is a revived corpse capable of animation but mentally a blank.

## Fox Player Giveaways

Hollywood. Fox exchanges are offering a new set of photos of its 15 featured players, for giveaway purposes. They sell for from a cent apiece to \$5 a thousand.

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WM. POWELL and KAY  
FRANCIS in  
"ONE WAY PASSAGE"

▼  
DOUGLAS FAIRBANKS, JR.  
and NANCY CARROLL in  
"SON OF RUSSIA"

▼  
"THREE ON A MATCH" with  
Joan Blondell, Warren  
William, Ann Dvorak, Betty  
Davis

▼  
"THEY CALL IT SIN" with  
Loretta Young, George  
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# RKO OUTRANKED FOR VAUDE

## Aylesworth Puts RKO Theatre of Air Back on Air

When the RKO Theatre of the Air returns to its Friday evening niche on NBC, starting Sept. 30, Graham McNamee will be the m. c. Framing of the program will be in charge of the network's production staff although an RKO exec will be assigned to cooperate with the chain's producers.

Theatre circuit's session was suddenly pulled off the ether when Martin Beck stepped in. Shortly after M. H. Aylesworth's broadcast, the RKO return program was ordered back as early as considered timely in the fall.

Number of the circuit's chief execs had opposed the broadcast, balky from the start, holding that the loudspeaker attraction kept the set owner from attending the theatre that evening. It didn't take much argument for Beck to yield to their point of view.

Rescheduling of the program is in line with the Aylesworth policy and contention that radio and the screen and theatre can be made to cooperate to mutual advantage.

Chicago, Aug. 8. The RKO local ether program, which was suspended over the summer, will be resumed over WGN on Wednesday evenings at 8 p. m. It's a local hookup with the Palace and State Lake theatres, with acts from these spots being used over this hour.

Although the hour looks an apparent conflict with the best theatre hours, there was no objection from RKO.

## RKO Adds on \$1,200 Wkly. for Kate Smith Broadcast Wire Charge

High wire charges involved necessitating the shifting of broadcast origins is no obstacle towards vaude booking of top notch radio people. The average cost of a wire shift when a radio turn shows out of New York for a stage booking, so that his broadcasting can go on, runs to over \$1,000 per town.

RKO is taking care of this in the 20 weeks out-of-town for Kate Smith. Latter's New York salary (currently at the Palace on a hold-over of \$5,000 per week) to Boston next week, she titls to \$6,200, of which the \$1,200 is for her CBS wire charges.

Elsewhere, out-of-town, however, RKO is figuring an arrangement whereby Miss Smith will pay her own wire charges, with her salary fixed at \$6,000.

## CANADA DRY ACT

Benny, Olsen's Band, Ethel Shutta, Frey for RKO

Canada Dry program is being readied for a route over the RKO circuit. Vaude routine is now in process of being framed between George Olsen and Jack Benny, with special gag material also being arranged for the act. Ethel Shutta and Fran Frey are set for the warbling assignments exclusively, while several stogees may be added to bolster the comedy.

Initial date for the act when ready to unveil before the footlights will be the Palace.

## Penner's F&M Tab

Joe Penner cancelled Trenton, Boston and Albany for RKO to hop out Saturday (6) to the coast for Penner & O'Connor's tab. Follow Hoff. His vaude partner, Max Hoffman, Jr., isn't going into the same unit, but plans to hit the Coast a fortnight later.

Clive Olsen, act-repeller in the week to join the same F & M unit.

## 6th Floor Congestion

Agents' cut' having proved futile, else there are now more agents on the floor than formerly, the RKO booking office is figuring out other ways to depopulate the exchange.

Latest is a one-man rule for the half-dozen bootbacks who shine the agents and bookers' shoes, with no more than one permitted on the floor—at a time.

Next week birth control.

## RKO CONSIDERS ASH AS CHI COMEBACK M.C.

Chicago, Aug. 8.

Paul Ash is being considered as permanent m.c. at the Palace. If assigned Ash will follow the present rotating band policy.

Chi is Ash's former stamping ground with RKO moguls holding that the Palace can be revived for big b.o. with Ash as a personality m.c. similar to past performances in local show biz.

## Bernie-Downey at Cap. Then Dowling-Dooley-Coots

'Skyrunner' Soula, holding over at the Capitol, New York, will have \$10,500 of acts added on for the second week when Ben Bernie at \$6,500 succeeds Abe Lyman and Morton Downey comes in at \$4,000. Downey was to have topped the current week but his fat attack forced cancellation. Zelaya drops out, but Milton Berle continues m.c'ing.

Show to follow includes Eddie Dowling and Ray Dooley plus J. Fred Coots, songwriter-pianist accompanying them.

## NBC SETS 2

3 Blue Spades and Harriet Lee in Stage Debuts

Three Blue Spades, harmony team slated for an NBC build-up, have been included in the Paramount, New York, bill for the week starting this Friday (12). It's the first deluxe date for the trio, having recently been discovered and picked up by Harry Lennets on a Philadelphia outfit.

Working themselves good sustaining on a four-nights-a-week schedule starting next Monday (15), network execs have instructed the NBC press department to give them the concentrated hailstorm. Trio has been auditioned for Lucky Strike.

Harriet Lee and Boy Friends, NBC sustaining feature, makes its stage debut at Loew's Metropolitan, Brooklyn, Aug. 25. Further routing is dependent upon the show date.

## Couple of Radio Acts For Balto. Vaude Hipp

Baltimore, Aug. 8.

Two radio turns are on the books to headline in succession at the Hippodrome, town's only, and indie, vaude spot. On Aug. 12 come the Funnymen while the week following brings in Don Redman's orchestra.

House has been particularly successful with colored radio-plugged bands. Both incoming acts are known here through the ether waves, having local chain outlets.

## HARRIS' MOTHER SUICIDES

San Francisco, Aug. 8.

Mrs. Clara Bush, mother of Sam Harris, committed suicide here Aug. 2.

Harris was formerly of Ackerman & Harris.

## KID ACT FOR BERLIN

Geraldine and Joe, American kid act, opens Sept. 1, at the Scala, Berlin.

They sailed with their parents Saturday (6), on the Lafayette.

## F. & M.'S 50 WKS. NOW TOPS

Vet Vaude Circuit Displaced for Leadership — Loew's 25 Weeks for 1932-33 Equals RKO — Other Chains May Ditto—RKO Salaries Almost Down to Independent Level

## LOEW-F&M TALK

The 30-year reign of the Keith circuit and its successor, RKO, at the top of the vaudeville heap is drawing to an abrupt close. For the first time since the commencement of booking variety bills on a circuit basis, a season will start with a new leader in the amount of playing time.

Not only will RKO be displaced in the leadership, but it is likely to start the '32-'33 season in third or fourth place. Fanchon & Marco has taken the lead over the summer and signifies intentions of keeping it, while at least one other circuit booking office, Loew's, is in a position to do likewise.

F. & M. is at present down to a summer minimum of 26 weeks, but will start off with 50 weeks on or about Labor Day. Part of this time will be three and a half weeks of RKO theatres which have contracted for the F. & M. units.

RKO and Loew's 26 RKO will commence with approximately 26½ weeks and Loew's about the same.

Warners and Paramount-Public are both talking vaudeville without reaching set plans as yet, but either of the two, especially Warners, which had more than 20 weeks on its vaudeville book last year, may pass RKO.

Besides the loss of playing time (Continued on page 47)

## NABE HOUSE'S \$15,000 SHOW

Loew's Paradise, New York, will play a \$15,000 vaudeville bill the week of Aug. 19, probably the most expensive ever booked in a neighborhood theatre. It's for flash purposes. House is in the Bronx.

Bill will be set this week. Yesterday (Monday) the probable name acts and their salaries were Phil Baker at \$4,500, Morton Downey at \$4,000, Abe Lyman's band at \$3,500 and Hannah Williams at \$1,150.

Lyman, Baker and Miss Williams were on a recent Capitol show together, with Lou Holtz.

## SCHULTZ BACK AGAIN

Agent's Three Month's Suspension Rescinded by RKO

John Schultz of the Weedon & Schultz office is back on the RKO booking floor, his three months' suspension having been lifted after two weeks by Martin Beck.

Schultz was suspended when accused of advising Frank Buck, who was booked direct at \$750 for personal appearances with his picture in the RKO houses, that he (Buck) needed an agent.

## Dempsey's 5 for RKO

Los Angeles, Aug. 8.

Jack Dempsey will play five weeks for RKO opening at the Palace, Chicago, Sept. 10. Palace, New York, follows. Weber-Simon office made the deal.

Between now and opening, Dempsey will harry through the northwest refereeing fights.

## Embarrassing

Decorah, Ia., Aug. 8.

Hazel Blann and C. J. Brooks, with the Great White Way shows, are sitting out \$25 fines in the county jail after having jumped board bills. The duo, one of five, were nabbed at Waverly and brought back here for having skipped after running up a bill while the show was spotted here.

In the case of the girl, she was taken off the stage while doing a shot illusion trick with a bullet proof vest on. Sheriff Graf has requested the return of the props worn by the girl, including the vest. If the sheriff insists she may have to leave town when her time is up at a Godiva.

## CANTOR'S UNDERSTUDY FOR TABLOID 'WHOOPEE'

Buddy Doyle who understudied Eddie Cantor in Ziegfeld's 'Whoopee' will play the lead in Fanchon & Marco's tab version of the same show. He leaves for the Coast this week to start rehearsals.

Cantor refused to get sick during the original 'Whoopees' run, and Doyle collected \$20,000 in salaries without looking at an audience.

## Operettas as Second Half Of Radio City Programs

Paris, Aug. 8.

Just before he sailed, Erno Rapee, who will be musical conductor of Radio City, stated that the musical bill will feature condensed operettas for the second half of its bills. These will be authored by the foremost librettists and composers.

Operettas will be put on once a month, as is to be the policy for the entire show.

## CHAZ CHASE AN ANGEL

Bankrolling Fritz Block's Play in Chicago

Chicago, Aug. 8.

Fritz Block, formerly dramatic editor of the American, left Thursday (4) for New York to cast his play, 'The World Between,' which is being bankrolled by Chaz Chase, vaudeville comic. Present plans are for a Chicago premiere about Sept. 15, although Block while in New York may arrange to open the show at that point.

Fleck, metaphysical in the theatre, ran for four weeks as a little theatre attraction at DePaul University, Chicago, last spring. Chase, on the road with 'Vanities,' didn't see the little theatre effort, but put up the dough on strength of reports.

David Itkin will stage.

## Immigration Law Keeps Reri Out of Toronto

Detroit, Aug. 8.

F. & M.'s 'Tabli' unit will play Toronto without Reri, as the immigration difficulties prevent her making the trip and return. She is in the U.S. on a temporary permit and under bond. If she leaves she cannot re-enter.

Reri will rejoin the unit in Buffalo for the rest of her route, which ends in December.

## Dance Team Producing

Fowler and Tamara are producing dance acts for vaude.

Tamara, a retired professional, but is sending out protégé talent on the side.

## CITRON LOSES COMMISSH

Herman Citron's claim for commissh on Fanchon & Marco's routing of the Buster Shaver midget act was denied by F. & M.

Sam Ledy booker, who act and is entitled to the commissh, F. & M. ruled.

## Big-Time Vaude Only a Memory On West Coast

Los Angeles, Aug. 8.

Passing of big-time vaude on the Coast Aug. 11, with the dropping of stage fare by RKO establishes a new low for all time for that type of entertainment in the Pacific region. Not since the Orpheum circuit was launched in San Francisco has the Coast ever before gone totally 'dark' as regards big-time vaude.

After this week there remains but five weeks of vaude time available between Canada and Mexico along the Pacific slope. This comprises a week in Seattle, for Fox-West Coast; last week stands at the Downtown and Million Dollar here, and a week at the Strand, Long Beach. Two split weeks make up the balance. They consist of three four-day stands at the Hippodrome, downtown, and the Dome, Ocean Park.

Only other vaude time available is half a dozen or so Saturday-Sunday dates in nearby towns. Portland, San Francisco, Oakland and San Diego rate no straight vaude houses, and any other spots are one or two night sporadic stands, where salaries are paid in cash.

RKO units booked in the five Coast cities for the closing week have been kept intact, with the exception of the Seattle five-act unit, which retains only Benny Ross and Jack Gwinn. Other three acts were called back before reaching the Pacific slope. To fill the gap, Ben Bernard, RKO Coast booker, sent three acts out of here. They include Olga and Lester, Tommy Wonder and Sister and the Rangera.

Influx of vaude talent is looked for here, with many of the 22 acts making up the five units on the closing week figuring for a try at pictures or some pickup booking locally, unless recalled by RKO New York booking office for other fill-in time.

## NBC ROUTES ACT SANS PRELIMINARY BUILD-UP

Before even giving the boys a crack at a local or network build-up, the NBC Artists Service booked a singing act labelled The Radio Rogues into the RKO Prospect, Brooklyn, for a showing date. Comedy, harmony quintet opens tomorrow (10) on a split week basis. Boys had been brought into New York from an outlet affiliated with NBC, in line with the network's search for available vaude talent. Chester Stratton, NBC, listened to the boys' audition, and figured, enough as an attraction to step out for the circuit without the necessity of a preliminary series of sessions on the air.

Radio Rogues is the first act rated as worthy vaude material from many submitted or recommended by some 30 stations controlled or affiliated with NBC.

## Rube Wolf Closing

San Francisco, Aug. 8.

Rube Wolf closes as m. c. at the Warfield here Aug. 12, after 12 weeks.

No one set to follow, with possibility house, with its spot-booked stage shows, will discontinue the m. c. policy.

## Watkins in Providence

Providence, Aug. 8.

Harvey Watkins former RKO booker, has become manager of the Albee (RKO) here. He succeeds William Dubach. Watkins was at the New York Hipp.

Earle Belcia, formerly Skouras, succeeds Jack Holby at the local RKO Victory.

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—L. F., *N. Y. Morning Telegraph*

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—E. P., *Brooklyn (N. Y.) Citizen*

ERKO CIRCUIT FROM COAST TO COAST

# MADNESS

*Columbia*

A FRANK CAPRA Production  
A COLUMBIA PICTURE



## NBC Becomes Subservient to RKO Agents in New Code; NBC Ordered To Open Its Doors for Auditions

RKO agents association and the NBC Artists Service have gotten together on a working agreement similar to that existing between the agents and the vaude circuit.

Understanding, drawn up at a meeting last week, guarantees the network first either call on all acts represented by members of the association. NBC in return agrees to protect the agents in the collection of their commissions from their acts playing engagements on the net-

### Private Phones Out

All RKO execs and other employees will hereafter do their phoning through the circuit's switchboard.

Private phones are out from now on.

work or on any of the NBC controlled outlets.

Under the code agreed to, the (Continued on page 46)

## Authorized RKO Artists' Representatives and Officially Franchised Agents and Associates

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Tel. Bryant 9-4614-5

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Palace Theatre Bldg., New York

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Palace Theatre Bldg.  
NEW YORK

## Fox Milwaukee Week Splits Acts' B&K Dates

Chicago, Aug. 8.  
'Rhapsody in Black' plays the Uptown and Tivoli for B&K, with the Wisconsin, Milwaukee, for Fox intervening week of Aug. 12.

Another B&K headliner breaking his Chicago time with a week at this Milwaukee house is Ted Lewis. After two weeks, Aug. 5-19, at the Oriental, Lewis will play the Wisconsin, then return here for one week each at the Tivoli and Uptown.

## Chicago Flurry Over Gags Used On B & K Stages

Chicago, Aug. 8.  
A miniature tempest has been stirred up locally by Lloyd Lewis, drama critic for the 'Daily News', by publicly slamming Balaban & Katz for dirt material in stage presentations. Attack was directed particularly against the recent George Jessel-Sophie Tucker show, at the Oriental and the Bert Wheeler-Lillian Roth bill a week later at the Chicago theatre. Lewis once worked for B&K.

Of Bert Wheeler the critic wrote: 'he insists upon assuming that he is at a stag banquet. Jessel and Sophie Tucker were also targets but the point raised was not so much the blue material of the comedians but whether B&K was departing from its traditional policy of catering to "family audiences".'

Lewis has been sent many 'attorney' letters from citizens, clubwomen, and the clergy.

Circuit's Side

At Balaban & Katz an executive declared that, if we ran our organization by what professional critics write in their column, we'd have to change our policy every day. However, by implication, the exec admitted that the rows in question were possibly too sophisticated and Broadwayish for this metropolis. Inference was that they had been more or less experimental to see if the public would respond. Indications locally are that henceforth material will be more rigidly supervised.

B&K feels that too much has been made of the matter and that Jessel, Wheeler, and Tucker were not as offensive to the general public as to those individual purists. There was plenty of laughter and no patrons dropped on the way out to complain or ask their money back.

## F&M 'TOPSY-EVA' TAB WITH ROSETTA DUNCAN

Fanchon & Marco and Rosetta Duncan are talking over a revival of 'Topsy and Eva' as a picture house tab with Miss Duncan in the lead.

Proposition involves another girl for the 'Eva' role in place of Vivian Duncan, who played it in the original. Vivian, now Mrs. Nils Asther, isn't available.

## Iowa Town's Vaude

Mason City, Ia., Aug. 8.  
Cecil is to feature stage attractions this season.

Tom Arthur, manager, is booking through Nan Elliot, of William Morris agency in Chicago.

## INDIE'S VAUDE, MAYBE

San Francisco, Aug. 8.  
With RKO vaude out of the Oakland Orpheum, Aug. 12, leaving house on straight piz policy, the Premier, Oakland, may take advantage of the Orph's change by putting in acts, booked locally.

## TASHMAN-MURRAY-F&M

Hollywood, Aug. 8.  
Lillian Tashman and Ken Murray have been booked by Fanchon & Marco.

They open at the Fox, San Francisco, for one week, beginning on Aug. 12.

## F-WC's New Vaude Spot

Los Angeles, Aug. 8.  
Fox-West Coast Dome, Ocean Park, straight pictures for past two years, will play five acts of vaude last half of week starting Aug. 12.

Despite F. & M. affiliations with the circuit, Melkieleh office, an indie, will book the house.

## Acts' Near-Stranding in Minnpls. Thru Sudden RKO Coast Shutdown

Minneapolis, Aug. 8.

Sudden discontinuation of vaudeville by the seven Coast RKO houses is working a severe hardship on acts that have been arriving in Minneapolis the past several weeks to start a tour of the circuit only to find, after their single week engagement here, they are without more playing time and haven't any place to go.

Several of the acts are virtually stranded here, lacking funds to return east. They have been burning up the wires to carry them back to Broadway.

Two recent acts, Siler and Wells

and Bellet and Lamb, got away before notice was received here of the west coast closings. They traveled all the way across the continent to Seattle only to find that there wasn't any work for them on the coast. They had to travel back east at their own expense.

One of the acts on last week's bill was willing to jump here from Milwaukee, their home, for the single week's work. Alice Joy, after her local engagement, returned to Cleveland, where she has a 13 weeks' radio contract.

## Passenger Lists Off, But Boats Are Using Load of Acts

Although the passenger lists on liners making weekly short cruises are running under expectations, the shows carried are using as many specialty acts as originally planned. There were 60 performers on two boats which went out Friday and Saturday (5-6).

Saturday sailing was the 'Belgenland' on its six day, two point cruise. The show which goes on three times, with changed routines, consists of Gypsy Ensemble, Eric Titus, Wellington and Fay, Gloria Lee, Sherr Brothers, Mabel Doolittle, Grace Perry, Lucille Van Siller, Marge Conway, Grace Paulini, Serge Abasoff, Michka Markoff, Angela Venez, Edith Rogers, Nina Susoff, 'White Way Revelers' (band). Susoff and Venez remain in Bermuda for a two weeks date.

On the 'Aquitania' were the Steele Sisters, Caroline Nolte, Zara Lee, Kare, Noyes and LeBaron, Beverly Adams, Dell Faust, Bobby Berger, Alex Rothoff, Alfred Chigir, Waneyo. Floor show revue was dropped on this boat which gives two performances and a Sunday concert on the trip.



**FREDDY  
MACK**  
Fox, B'klyn  
Indefinitely

PRINCESS  
**WAHLETKA**  
Headlining RKO Circuit  
Just Finished Engagement  
Orpheum Theatre, Los Angeles

# VARIETY'S

8TH ANNUAL  
*International  
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Out End of August

## AN OPENING OF THE SEASON OPPORTUNITY

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NEW YORK CHICAGO HOLLYWOOD  
LONDON PARIS

## Skouras-RKO N. Y. Pool Sees Vaude Into Academy and Coliseum

Mention of the Coliseum and the Academy theatres as among the RKO booking assignments of Arthur Will indicates that Skouras and RKO have made definite arrangements which spots in the New York pooling deal go to vaude and which stick to straight films. Jefferson, RKO's 14th street spot, goes straight films as does the Skouras Audubon, uptown.

There is no date given when the new policies get under way, but the RKO bookers yesterday (Monday), showed into their new scheme of booking. Under that plan Arthur Will handles the circuit's principal locations in New York, including the Palace; Albee, Brooklyn; Keith's, Boston, and the Coliseum and Academy, New York.

Although at first reported that Phil Bloom would handle the "break-ins" at the Prospect, Brooklyn, house has been turned over to Dolph Laffer. Other houses booked by Laffer include the Boston, Boston; Albee, Providence, and RKO

### Our Moms

It was a battle of stage mammas in behalf of their children during the first two days of the current New York Capitol bill's engagement. The mammas who squared off were Lillian Roth's mamma and Milton Berle's mamma, and both mammas wanted top billing for their respective kids.

Albe Lyman band, the show's highest salaried act and logical headliner, that reason, settled the argument when Lyman volunteered to relinquish first billing just to keep peace in the family.

Lillian and Milton are now jointly headlining and both mammas are satisfied.

houses in Trenton and Paterson, N. J.

Circuit spots are divided between Phil Howard and Phil Bloom. Bloom takes the State Lake, while Howard books the Palace in the Windy City. In addition Howard also gets the principal western books for the circuit including the Palace and the 10th St. theatres, Cleveland, and the RKO vaude spots in Syracuse, Rochester, Toronto, Schenectady, St. Louis and Kansas City.

Bloom will handle any and all houses in Texas besides Akron, New Orleans, Minneapolis, Toledo, Youngstown, Denver, Omaha and Dayton.

### FIVE ACTS, TWO PIX COAST TWIN BILLING

Los Angeles, Aug. 8. First double billing at a combination vaudeville first run theatre here is the State, Long Beach, which went into that policy last Saturday. House used five RKO acts and Warner, RKO, Columbia and Universal product.

### Scheuing's 1st Agenting

Date for 3 Pickens Sis

Pickens Sisters, NBC contractees, set for Loew's Valencia, Jamaica, starting Aug. 19, the warbling trio's first stage date. It's the first booking along this line put through by Ed Scheuing on his new assignment as vaude agent for the NBC Artists' Service.

### BOSWELLS' \$250 BOOST

Boswell Sisters take over top-line spot on the Capitol, N. Y., stage show this Thursday (11). It's for one week only.

Girls get a \$250 more for this engagement than that obtained when they played the house a fortnight ago. Their last salary was \$2,000.

### BYTON'S 17-PEOPLE FLASH

Chicago, Aug. 8. Glen Burt-Billy Diamond booking office breaks the ice Aug. 13, when opening the new Ironwood theatre, Ironwood, Mich., with a 17-people girl act.

Dorothy Byton revue launches the new booking office. Seven days' time lined up for act.

### DAILEY TO FRISCO FOR RKO

Los Angeles, Aug. 8. Ken Dailey replaces Ellis Levy as RKO booker in the San Francisco office. He will handle indie presentations and Bay region club booking.

Dailey was formerly booker under Bern Bernard in the local RKO

### Barnes in F-M Unit

Hollywood, Aug. 8. T. Roy Barnes is latest stage comedian to be put under a Fanchon & Marco contract. He will head a unit, to be produced this fall.

### HALF AND HALF

Pugs and Strippers On Alternate In 2nd Balto; Burley

Baltimore, Aug. 8.

After many years of struggling alone with only one burlesque spot, Baltimore appears set for a couple this coming season. It means the re-entry into the field of the old Palace, former 'house' of the old Columbia wheel.

Plans call for stock burlesque to alternate daily with prize-fights and wrestling matches. Wrestling has been something of a cliché in this town, the outdoor amusement park, Carlin's, having been running them once weekly for the past months to profit.

Back of the move for fastidiums at the Palace is the recent demolition of the old Folly burlesque house, which made money with the miff-throwing acts.

Gayety, and new Columbia wheel house, is now prepping up to throw on the runway switch last week this month.

## POLI HOUSES STAGE SHOWS AGAIN

New Haven, Aug. 8.

Harry Arthur has completed plans to reopen stage shows over the Poli circuit starting Labor Day week. The Poli, Bridgeport, and the Capitol, Hartford, take on presentations, and eight-week vaude is planned for the Bijou, New Haven; Globe, Bridgeport; Plaza, Worcester; and the Nelson, Springfield.

Differences with the stage hands, only in Worcester, Springfield and Hartford are holding up the strike settlement with the unions. So far as other type of labor is concerned, understandings have been reached all around the circuit.

In the three towns mentioned, because of the differences with the stagehands, the return of union labor to other Poli theatres in the seven New England towns where Arthur operates is being held up.

### SEXTET OF AGENTS' 10% COMMISSIONS SETTLED

Six disputes were settled by the RKO agents' association's arbitration board last week, principally that between Harry Fitzgerald and Paul Dempsey over representation of Ted Healy. The act was awarded to Dempsey. Fitzgerald emerged as victor in another case, however, getting the nod over Harry Norwood in their claim for Harriet Hector.

The Healy case dates back to the time Dempsey left the Fitzgerald office to become Healy's personal manager. Upon returning to the RKO floor as an agent, Dempsey through connections with another office, became Healy's agent besides his manager. Fitzgerald claimed that since his office represented Healy prior to Dempsey's departure, he still holds the RKO representation rights.

In another dispute it was decided that Nat Sobel shall release all claims to the Burt Frohman act upon the latter's payment of one week's commission for bookings secured by Sobel and accepted by the act, but not played.

Richards & Lenetska claimed Weeden & Schultz wrongfully signed Clark's Napoleon Rhythm band with Olsen and Johnson. Board decided the members of the act were at liberty to sign with the team as a new combination.

Claim of the Eddie Keller office against Allan Mann and Co. was withdrawn upon settlement. NEC's claim on East and Dumke ('Sisters of the Skillet') as the radio act's agent was sustained against objections from the Marty Forkin office.

## 26½ Wks. RKO Vaude Time for '33 Include 23 Straight, 3½ F. & M.

### Alger Story

Chicago, Aug. 8.

Milton Trohler has been promoted from usher to treasurer at the RKO Palace.

Replaces Max Kalsheim, brother of agent, who is out.

### VAUDE BACK AT BALTO, WASH., LOEW'S, AUG. 19

Washington and Baltimore returning to stage shows Aug. 13 after playing straight pictures over the summer, will add two full weeks to the Loew vaudeville book. These are the first of the towns due to return and make up a route of from 20-25 weeks of bills salaried at \$3,000 to \$5,000. Both played Loew's picture house units last season.

With Wash and Balto added, the Loew route for higher priced vaudeville bills will amount to eight weeks. Houses and towns now in are the Capitol, State, Metropolitan and Paradise, New York; Valencia, Jamaica, Jersey City, Boston and Montreal.

### Sam Harris' Musical

Tab's for President, S. F.

San Francisco, Aug. 8.

Sam Harris contemplates an approximate Sept. 15 opening for his musical troupe at the towns due to return and make up a route of from 20-25 weeks of bills salaried at \$3,000 to \$5,000. Both played Loew's picture house units last season.

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### FUNNY BONERS' 1ST DATE

CBS has booked the Funny Boners into the Hippodrome, Baltimore, for a week, starting Saturday (12). Act's first stage dates.

There will be 36 RKO houses devoted partly to vaude this new season. That's slightly over 35% of the actively operated spots on the circuit.

Recapitulation of RKO's vaude time will have that circuit starting on a 26½-week book after Labor Day. This includes 23 weeks of Fanchon & Marco. More time will be determined by the way these 26½ weeks click with the public in these keys.

In amount of time, the 26½ weeks, of which only 23 will be straight RKO vaude, is the lowest point yet reached by that outfit. It runs to around equal with Loew's contemplated plans but may be extended later.

Attending the policy meeting with H. B. Franklin were Martin Beck, head of the booking office, George Godfrey, Phil Reisman and Herschel Stuart.

Of its 3½ weeks, Fanchon & (Continued on page 47)

## CALIGARY BROTHERS

Sailing Aug. 23 S. S. 'EUROPA'

Farewell

OFF FOR EUROPEAN BOOKINGS  
Wish all our friends a healthful and Prosperous Future

The Sensational Combination  
FRED MILDRED  
ZIMBALIST and NE HAMPKIN  
Russian Harmonica Virtuoso  
Columbian Soprano  
Just finished 11 weeks Sid Gramman  
Grand Hotel, Chinese Theatre, Los Angeles  
THIS WEEK: PARAMOUNT, LOS ANGELES

## 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

## ENRICA AND NOVELLO

DANCERS OF GRACE AND ABILITY

PLAYING TWO ENGAGEMENTS THIS WEEK, AUG. 11  
PARAMOUNT THEATRE, FROLICHS NIGHT CLUB, LOS ANGELES

PLAYING RETURN ENGAGEMENT

## EDIE GARR

This Week (Aug. 6), RKO PALACE, NEW YORK

Proud to Have Been Selected by KATE SMITH for Her Second Record Breaking Week Personal Manager, HARRY YOUNG—RKO, PHIL OFFIN

RKO VAUDEVILLE INTACT 88  
(Week Aug. 12) Palace, Chicago

### THE GENIAL ROTUND LARRY RICH

with  
CHERI  
"Min. Part of Paris"  
TOMA GENARO  
South America's Newest Dancer  
TOMMY LONG  
"The Blondest Express of Comedy"  
AL HODGES  
"Oklahoma's Ambassador"  
ENGLAND ONG  
The Chinese Hustle Kane  
JOE BELL  
"The Voice with a Heart"  
GILBERT LAWRENCE  
and His Snake Hips  
and the  
RICH RHYTHM BAND  
(Direction of Blondell & Mack)

RKO VAUDEVILLE INTACT 88  
(Week Aug. 12) Palace, New York

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 Forkin)

### WANTED

Young Good Looking  
Chorus Girls Immediately  
Apply in person to I. N. Weber  
office (Room 210), Strand The-  
atre Bldg., 1585 Broadway, New  
York City.

### DeVito and DENNY With DOT STEVENS

Very Lousie, Biggest Stage  
Walt in Vaudeville.—Variety  
This Week (Aug. 8) State Lake,  
Chicago

**STATE, N. Y.**

Another young man clogs on one foot during a bit of skilful stepping. The young girls offer some fast acrobatics.

On the screen 'Winner Take All' Pathe News, a local news reel and a cartoon comedy. A fair house this late winter evening. Bees



## Equity Thought Revue, but Brown's 'Scrap Book' Is Vaudeville at \$1

shows how a broadcast is conducted. 'Grand Opera,' the next act, a good interlude featuring Barre Hill, youngest barytone with the Chicago Civic Opera Co., whom Phil Baker has signed for his new revue. Hill has a fine voice and a swell front. His 'Pagliacci' prolog was enough to the popular taste to make it ear-appealing. Stella DeMette and

Charles Hedley aria'd from 'Carmen' as the second portion, excellent with Frank Huyler, John Patrick, Carl Carmen, Dwight Butcher, Salvatore Lo Curto and John Armstrong stooging in the audience as the vociferous Met claque.

Peter Smallwood as the Spirit of Dramatic Stock cued into a condensation of 'East Lynne' with Priscilla Knowles who 20 years ago enjoyed a vogue at the old Academy of Music with her 'Camille,' 'Sappho,' 'East Lynne' and other tear-jerkers, as the featured member. Miss Valaire, Ruth Conley, Watkin (the villainous Sir Francis Leveson) and Robert Gordon do their stuff to cheers and hisses.

The 'Musical Comedy' act finalized the first half with Barbara Blair opening with a 'scat' chorus and cooing, assisted by the Ritz quartet (Chester Bree, Nell Evans, James Ryan and William H. Stann). Ethel Norris, Francis Lyman and Edwin MacKenna also prominent here. Action is laid in a speakeasy with a racketeer chief, a millionaire playboy, etc., sketchily introduced for the kokum plot. Others in are Hole, Betty Hanna, Louis Tanno, Marjorie Hoffman, Robert Williamson, Urbach, Edwin Wilson, Autumn

A pit band specialty by Smith Ballew reopened the second part. Community Players are satirized in 'Picking A Play' with Valerie Berger, an old Community player, heading this cast, assisted by Laurette Adams, Miss Simms, Miss

Charles Hedley stopped it cold with his 'Concert' specialty, 'Come to the Fair,' while a duet with Cecile Sherman was likewise a straight singing wow. Hedley belted long in big time concert. Paul Taubman accompanied skillfully.

depression preachment is the theme of 'Drama' with Miss Auer, Watkins, Hedley, David Morris and Ruth Conley strutting their histrionics in a so-so dramalet. The wow ace-in-the-hole is the 'Burlesque' and 'Strip Dance' numbers. Dorothy MacDonald, a gorgeous eye-ful, did

her Minsky strip with a Ziegfeld air. She's an auburn looker who leaves nothing to the imagination, emulating the contemporaneous Minsky manner. Still, packing loads of optical appeal, and done under a legit aura, its an okay chunk of spice for a variety idea such as this.

For 'Burlesque', Mae Dix, who has

seen her burleycue novitiate, and Harold Kennedy, do a stew scene that also led to an undress. It recalled the essence of roustabout burlesk which antedated Scribner and Herk gone sanctimonious or Minsky gone epidermis.

— 'Vaudeville' finale with Miss

Hayward singing two pops in nice voice, plus Kate Woods Flske and Danny Simmons as the kicker with their a.k. song and dance. Simmons did an Irish clog he featured 40 years ago, panicking the customers with his hoofing.

that the newspaper reviews called his show vaudeville; that it was being presented a la a variety entertainment, and that Equity's arbitrary attitude would throw 75 players out of employment at a time when burlesque and pictures were dominating Broadway. A program

whether this is vaude or a revue and also a vote on Sunday shows. Show throughout has nothing but drapes and a few props; nothing special or elaborate. The material (sketches) are makeshift and there are no special songs, all pops. At \$1 it's a genuine bargain enter-

**Ellis Levey to KFRC**  
San Francisco, Aug. 8.  
Ellis Levey has joined KFRC or-

**Sid Schallman with F&M**

Hollywood, Aug. 8.  
Sid Schallman is now with Fanchon & Marco as junior booker for its vaude department.  
Will handle everything up to three day bookings. Earl Kente, in charge, takes care of the full and split weeks.







## East

Joseph F. Emmotts arrested Aug. 1 on a charge of abducting his 15-month-old daughter, who had been with her mother. Emmotts is a cellist with the N. Y. Philharmonic.

James Flood, of the Forest hotel, has formed the E. F. Revue, which will tour for the benefit of the bonus seekers. William Kent, Rome and Gay, Rozane Kane, Mary Lee Oscar, Lorraine Al. Traban, Will Morrissey, Madeline Miller, Dorothy Kellogg, Johnny Walker, Ted MacLain, Bob Kane, Renee Carter and William Crame among the volunteers.

John D. Williams suing Maude Adams for \$203,000 for work done in placing 'Merchant of Venice' on tour. Asks for examination before trial. Miss Adams replied she is willing to testify as to Williams' services, but not on other points, including tour profits. Court ruled she must tell.

Suburban Playgroup League formed in co-operation with producers and managers to give bus service to suburbanites desiring to attend the theatre and deterred by tight schedules. Cars of 31 or 37, the capacities of the type of buses to be used, will get transportation and admissions for the difference of the tickets alone.

'Man Who Reclaimed His Head' has topped the Broadhurst, New York, Sept. 8.

Edward Anthony sues in a Brooklyn court to restrain singing of 'Bring 'Em Back Alive.' Claims he was engaged by Van Beuren to do stories for a radio serial, and that Van Beuren took a single feature length story of another writer. Decision reserved.

Herbert Shumlin will stage the new Spewack comedy.

Matty Zimmerman, of Leblang's, back from Germany.

Around 3,500 taxicabs, or about one-fifth of the New York fleet, out of service due to poor business.

Ralph Staub, of Columbia Pictures, propositioned by Alaskan business men to direct a picture giving the history of the territory since its purchase from Russia. Had to turn it down because of his contract.

Harlem held big greeting for returning 'Green Pastures' company at 125th street station. There were 100 of the party. Drew a special story from Ward Moorehouse which the 'Sun' appeared on page one.

Coney Island will hold its annual Mardi Gras Sept. 12-18.

Plans for the Grand Forum, or sunken plaza at Rockefeller Center, have been filed. First building plan in N. Y. which calls for all work to be below the street level.

Talk of a Broadway revival of 'Rain' with Alice Brady.

Reported that Jane Cowell will be with the Guild this season.

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George Harris, winner of the Atwater-Kent radio auditions, given a week with the Westport (L. I.) Players.

Elsie Manzi, toe dancer, puzzled as to whom she is married. Though she was married to Lord North, whose ancestor was British premier during the Revolutionary War, but Lord North, who is in England, thinks it must be two other fellows.

Isidor J. Kressel suing Mitchell Erlanger, through his secretary, Loretta Conway, for a note for \$25,000 said to be part of his retainer in the Fixel case.

Max Rabinoff, impresario, badly hurt in auto accident near Yonkers. Car went off the road to avoid an auto machine.

Barbara Blair, injured in an auto accident at Bridgeport, Conn., sustaining a fractured skull, reported to be recovering.

L. Lawrence Weber may try four plays this coming season. First, 'The Man Who Reclaimed His

## 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.

Head, is all set. Others are 'Love Life of a Tit,' 'Manhattan Medley' and an untitled musical.

Lucrezia Bori back from vacation abroad. Will go on a concert tour before the opera season.

Vladimir Helfitz, former accompanist for Ide Keritz, sued to enjoin her from taking credit for his work. States that when she went to Europe she borrowed some of his scripts of Jewish songs. And that these were published under the name of Isa Kremer, her new pianist. Asks return of scripts, cessation of wrong credits and to stop publication of an Album of Jewish Folk Songs in which his work appears. Court denied application.

Word from Paris insists that Chaplin's next will be a talker, making the Rivier with local backing.

Health Commissioner declares that unless something is done about sewage pollution it may become necessary to forbid all bathing at nearby beaches including Coney and Brighton.

Perle Barti, opera singer, and Serd M. Deloncel, French actor, have taken out a marriage license.

Arthur E. Helmrich, professionally Alan Edwards, found in contempt in White Plains Supreme Court for failure to pay \$1,585 to wife, Elaine. Told to settle or go to jail. He sought to convince the court he has grown too old to play juveniles and has no other ties.

Charlotte Wakefield, show girl, refused alimony and counsel fees when she sought a separation from Walter Ruker, mining engineer, who, she charged, beat and otherwise mistreated her. He retorted that she locked him out of their room, threw knives at him and seldom was sober. Judge ordered Ruker to pay \$500 a week. The husband was more sinners against than sinning. Mrs. Ruker must wait for the trial.

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In jail pending a hearing for non-support.

Lodewick Vroom, who has the former Erlanger theatre from the Astor estate, will rename it the 'James Theatre.' Will use it for the production of 'The James Theatre Corp., of which he is president.

'Domino' Bill Brady's play, comes into the Playhouse Aug. 15 after a tryout at Atlantic City.

Harriet Hootor goes in the new 'Vanties.'

Emily McCormack, of the Main Street sketch club, named corespondent. The divorce case brought by Mrs. Albert Tate Smith against her husband, Supreme Court Justice Joseph P. Smith, secured the custody of their child and \$85 weekly. Basis of charge was raid at the Half Moon hotel, Coney Island.

Brewers importing beer barrels from Germany in anticipation of repeal. North German Lloyd boats have been bringing in around 500 barrels on each trip the past few weeks.

Theresa Hepburn, of the Guild, will probably be called at least two independent productions this season. With Martin Beck she will stage 'Chrysalis,' by Rose Albert Fox and Joseph P. Smith. Reed will do 'Love Story,' by S. N. Behrman's drama. Her first job for the Guild will be to stage 'The Pure in Heart.'

A Carrie Nation cycle on the stage. To 'Crusading Carrie,' making the rounds, will be added 'Carrie Nation,' produced by Arthur J. Beckhard and authored by Frank McGrath.

That often announced Spewack play will probably be called 'Of Rare Buck Thomas.' To be put into early rehearsal by Herman Shumlin. The play is set in Russia. Scenes laid in a hotel.

Parkway, danchall in Hawthorne, Westchester county, burned. Opened only a few months ago.

Aaron Fox, brother of William Fox, granted a reduction to \$150 temporary alimony pending Mrs. Fox's suit for separation. West May court awarded Mrs. Fox \$200 weekly until trial. Reduction made retroactive to that time.

Accounting of the will of the late Roy Lindon Denks, who died in 1929, results a provision for three annual awards for the best dramatic musical composition and novel written by American citizens. Awards to be made by the Drama Society and literary editors of N. Y. 'American,' 'Times,' 'Herald Tribune,' 'Sun' and 'World.'

New counterfeits \$10 bill bothering the box-office hands.

Arthur Edson and George Burton collecting plays. They have 'Marjorie' by John Hodge, 'Early and Eric Kolchster,' 'Kolpak Denks,' done from the German by Theodore Skry, 'Incubator,' by John Lyman and 'The One and the Other,' by Sidney Steiner, and 'Behind the Screen,' by N. Brewster Morse. No production plans announced.

Baby found abandoned in a limousine parked in front of the Capitol theatre Friday night. Note told that the mother was too poor to support her child. New York policeman called a policeman, who took the infant to the Children's Society.

Ed Wynn to resume touring in 'Laugh Parade' at Boston on Labor Day. Booked until March.

Metro announces purchase of 'The Mask of Fu Manchu.' Early production plans.

Will of the late Florens Ziegfeld, announced and probated in Westchester county. Entire estate left to his wife, Billie Burke, with the request that she provide for his mother, Louise Ziegfeld, ever recognized as executor without bond. Customary transfer tax affidavit not filed. Imputed value of the estate at the time.

Last Thursday's (4) bull market netted U. S. Treasury \$140,000 from the tax on stock sales. Tax is 4c on \$100 and is added and another penny for higher values.

Frances Maddux got a ticket for speeding and driving without a license. Having a job singing in the Paramount show, she sent her butler to traffic court with \$40 with

which to pay any fine. Court adjourned case for a week so she can come down herself.

Henrietta Crossman will guest star at White Plains in 'Royal Family.'

## Coast

Suit for divorce filed by Mrs. Ann Alvarado against Don Alvarado in suit for divorce. Alvarado is a married life. Action by mutual consent. Pair have a young daughter.

Jan Rubini denied motion for reduction of ex-wife's alimony from \$150 to \$75 a month.

Hollywood police holding Joe and Sebastian Gagarin, Filipino brothers, in suspicion of having robbed and slugged Fred Massig, film actor.

Two owners of racing hounds, Sam Clarke and Claude Williams, jailed for refusing to testify regarding Culver City dog track, won release on bail and were ordered to appear before Superior Judge Craig Aug. 9 to show cause why they should not serve contempt sentences.

Mrs. Minnie Kennedy-Hudson, mother of Albee Semple, LePershon Hutton brought \$100,000 alimony suit in L. A. Superior Court against her husband, Guy Edward Hudson, based on statements which it is alleged he made in Las Vegas, Nev., after leaving her.

Earl Wayland Bowman wants \$200,000 from RKO actor Roy Rene, because company used title, 'High Stakes,' for a film. Bowman claims that the film was made in the name in 1920. Suing in L. A. Superior Court.

When a stench bomb in the form of a bottle was hurled from the balcony of the Arcadio, Los Angeles, Henrietta Peterson, dancer, was cut about the knees by flying glass. Happened during opening performance of 'midnight, of new burlesque policy.

Artline Judge sued for \$110 dentist's bill by Dr. Milton Bender in L. A.

Jack Dempsey flew to Salt Lake City from Hollywood to see his mother, who is seriously ill.

Auto accident resulted in \$21,000 damage suit brought by Isobel Kall, dancer, against Bing Crosby, Vernon Wilber in Superior Court, Los Angeles.

Assignee of Edward Small, agent, brought suit in Superior Court, Los Angeles, against Bing Crosby for \$105,000. Of the total, \$25,000 claimed due in commissions during the past two years and remainder damages because, allegedly, Crosby wrongfully dismissed Small.

While rehearsing for a vaudeville act, Galen Gough, strong man, is alleged to have attacked Albee Semple, strong woman. Gough drew 93 days in Los Angeles county jail on assault charges but was found not guilty on morals accusation.

Virginia Goodwin Graves granted divorce on cruelty grounds from Ralph Graves in San Diego Superior court. Awaits custody of minor son and \$500 a month.

List of liabilities and assets of John Bankruptcy Dillon, director, who filed bankruptcy petition in Los Angeles recently, stipulates debts of \$27,000, half of which due Beverly Hills merchants, and remainder balance due on real estate. Assets of \$32,000, include an auto valued at \$16,000.

Los Angeles police started search after three days for Walter Craig II, musician, who left home for a walk and failed to return.

Failing to collect \$30 fee for playing at the wedding of Joan Bennett and Gene Markey in Beverly Hills, Florence Blum, dancer, organized and collected from Ed Daniels, florist, who catered the event.

Marriage of Dorothea McFarland annulled by L. A. Superior Judge Haas by her pleading innocence of the law and in having wed Clyde McFarland, dancer, in error of her divorce from Ervin Renard, actor, had been entered. Baby Gloria McFarland, however, was decreed legitimate by the judge.

J. Charles Davis and his wife, Marilyn Mims, are court in L. A. for trial of suit brought by R. I. Bledsoe and H. B. Bagley, realtors, to collect on promissory notes of

\$5,000, and the Davis-Mills cross of Davis and Mills dream of creating a new film capital at Presidio, Cal.

Johnny Weissmuller and Bobbe Arndt announced discussing divorce with their attorney. Both are also denying.

Mrs. Grace Simpson, scenarist, asking \$125,000 from Mr. Dorothy Coughlin, wife of a Seattle capitalist, for alleged alienation of affections of James T. Simpson.

More than the estimated 110,000 winners have been obtained to place the California racing bill for local November ballot. Estimated measure would add from \$5 to \$7,000,000 annually to the state treasury.

Maurice Judd, Washington, D. C., has filed suit in Los Angeles for \$100,000 against Mr. for legal services, said to have been rendered in making up income tax returns.

Lina Basquette denies she is the Lena Copeland Baskette who married a T. Hayes in Newark, N. J., last October. She is the actress at the Paramount studio, also denied she was the Theodore on the license.

Heat from the sun is believed to have ignited celluloid causing a blaze which destroyed, for the second time, the main building of the Jeffery's Film Co., Burbank, loss \$1,500.

Betty Boyd, a picture actress, awarded divorce from Charles H. Over, Jr., stock broker, by Superior Judge Shinn, Los Angeles.

Joan Blondell, WB-FN player, and George S. Barnes, United Artists cameraman, reported secretly married and honeymooning in Portland, Ore.

Lorena Layson, a 'stand in' at the WB studios, escaped the eagle eyes of executives for two years. Then Danny Zanuck saw her in the studio. He married her. A two year contract followed.

Olympics have brought a new crop of pickpockets to Los Angeles, police in one day receiving reports of \$1,168 losses. At reopening of the Olympic stadium, the Panama Canal office was taken for \$763.

Julia Lydig Hoyt filed suit in Reno for a divorce from Louis Calhern. Got the decree.

Harold Duncan, brother of Vivian and Rosetta, arrested in Los Angeles on a rubber check charge.

Wilson Mizner, writer, has recovered from pneumonia.

Teddy Hayes has been sued in Los Angeles for \$5,735 back alimony which his first wife, Florence Lee, says he owes.

Carl Laemmle will build a \$35,000 modernistic store building at Hollywood and a magnificent corner, Vine and Hollywood.

Evelyn Brent has been sued for \$37 by Dr. J. E. Hapenny. Hospital bills for her prize dogs.

## Mid-West

Balaban & Katz announced it would spend \$200,000 for new film product. This would represent \$800,000 for straight rental and \$200,000 for percentage. Deals to Paramount alone. Other producers divvy the balance.

Legal wolves were called off in Nebraska against the Walnut Grove ballroom near Fort Crook when the management agreed to discontinue taxi dancing altogether and to close at 1 a.m. Residents had squawked to police.

Four times the speed of a theatrical film, or 60 frames a second, is achieved in a new medical motion picture and the stills are photographed externally. Archer Hoyt and Jesse Dumond, Minneapolis medics, developed the contrivance.

Usual cluster of beauty contests around the middle west. Every jerkwater town is giving its own beauty contest and the odds are even to a parade in bathing attire.

Miner, dancer, dancer, was the sequence in the career of Joe Connors, 26, whom Cleveland discovered at RKO's 10th Street as a former native son. He hopes to get 'the kind of a break Hal LeRoy got.'

Reporter Leo Howard of Chicago's tabloid 'Daily Times' sought out the poverty-stricken mother of June Martin, who strangled her father, Sam Raymond, in New York City because they had been too much to each other. Mother earns \$4.50 a week in a soap factory and helps support two grown children.

(Continued on page 46)



# Free Bus Rides With Tickets For N. Y. Legits

Another method to attract suburban patronage to Broadway legit shows offers free bus service to and from theatres to purchasers of tickets, which are to be had at box-office prices. Four of the seven current attractions are available on that basis, limit to be expanded when the season opens up.

Buses holding from 31 and 37 persons are to be used, the free transportation project being aimed at social organizations or individuals within a radius of 20 miles from New York. Territory to the north takes in communities as distant as White Plains and Mamaroneck, Long Island out to Glen Cove, Port Washington and Garden City, while the New Jersey circle includes Ridgewood, Paterson and Passaic.

Suburban bus plan is being handled by Edward Gross, formerly on the New York Times. Arrangement with the theatres calls for a reduction to him of \$1 per ticket. He is to pay the bus fare of 50c per person, the balance going for expenses and whatever profit there may be.

Gross thinks the bus plan obviates the necessity of suburbanites having to watch train schedules, and eliminates parking problems of patrons who may heretofore come to Broadway in their own cars.

## Sporting Blood

Los Angeles, Aug. 8. Eastern performers here for Olympics, they announce to the world, are hanging around Fanchon & Marco offices mornings for a unit engagement to take them back home.

## BABY FACE LIFTED BY DR. LOU BROUILLARD

By JACK PULASKI

It took a rugged youngster, Lou Brouillard, to virtually eliminate a favorite. That happened Thursday (4) at the Yankee Stadium when the nut-megger of French Cannuck parentage clearly defeated Jimmy McLarnin, the betting odds on whom were nearly two to one.

Baby Face copied about three rounds, having a slight edge in the first, but he was best in the fifth and ninth. Jimmy shot his bolt in a session when he tried for a kayo, sensing that was the only way he could win. The belting he took in the last round removed any chance he had.

It was Brouillard's debut in New York. He won the welter title out of town only to lose it to Jackie Fields. The wise guys figured he wasn't good enough for McLarnin. Lou is a scoundrel and a very good one. His kicks to Jimmy's tummy hurt and won for him. The western blond was forced to double over frequently to duck that steady ducky punishment and at the last bell looked pretty much all in.

Dynamite Gone

The dynamite appears to have gone out of McLarnin's right mit. Thine was that a Baby Face special to the button meant kissing the canvas pronto. Well, this Brouillard took it on the chin and nothing happened, except that he waded in and bashed Jimmy. There was a gash over his right eye, maybe when their heads cracked together. The skin was scraped underneath and his body was in the red.

Benny Leonard, who may meet McLarnin, wanted Jimmy to win, feeling he can do better with that former tough guy than with Lou, who is tougher and younger. However, it may be that the promoters will hurdle both and stage the contemplated, welter title bout, with Benny and Fields the principals.

Another mug from Connecticut went out in front and stayed there. What a smacking around Frankie Petrolle got from Louis Kid Kaplan, the former bantam champ. That bout was an eye-opener. Frankie battered Battilino twice recently, when that tried to take it out on Billy's brother. So when stumpy-armed Kaplan had no trouble hooking this Petrolle, his stock rose many points. In another eight-rounder, Ben Reby knocked out Leo Lantry in the first round. That was another surprise on a good show.

The title bout between Cansoneri and Billy Petrolle, carded for Monday (6) was postponed when it was found that Billy's elbow was chipped.

Main event this week is the meeting of Benny Leonard with Pauline Walker at Ebbets Field Wednesday (10).

## Hollywood

(Continued from page 6)

until Oct. 4, owing to lack of attendance.

Fraser and Larkin, East

William Fraser and Mark Larkin departed for the east Thursday (4), Fraser to confer on distribution of "Movie Crazy" and Larkin to exploit "Mr. Robinson Crusoe."

Junior Durkin's Guardianship

Bank of America has petitioned Probate Court to act as guardian for Junior Durkin.

Zemach "Golem" Lead

Benjamin Zemach will star and direct the legit "The Golem," going into the Egan, Los Angeles, with Adele Cutler in cast.

Hamilton Supplants Jell

George Hamilton's orchestra has supplanted Art Jell's at Airport Gardens. Jack Taylor's band has gone into the Ambassador ballroom at Long Beach.

\$25,000 Judgment Granted

Central National Bank, San Diego, gets \$25,000 judgment against Pantages, Mills and Shreve, money due on unpaid note.

## KLAN RECRUITING DRY VOTES ON RESUBMISSION

Long Beach, Cal., Aug. 8.

Ku Klux Klan has sprung up here again, opening a recruiting office and appealing to the bone dry.

That the Klan revival is apparently for the purpose of winning Republican votes in the south is gathered from literature issued here. Pamphlets state the Klan is in favor of the party that advocates resubmission and against the one that has a repeal plank in its platform. Local organizers declare that they are still affiliated with national headquarters in Atlanta, Ga., and that recruiting is going on all over the south.

## Loop Deader Than Ever Forces Lindy's to Close

Chicago, Aug. 8.

Lindy's Restaurant, Loop landmark, closed its doors on Sunday (7).

This further hangs the crepe on dead Randolph street, with four dark theatres in one block.

## Film Co.'s Racquets

Organization of a tennis association within the film ranks in New York is under way. At a meeting at the Warner Club plans were formulated for a tournament later in the summer.

Among the companies which have signified intentions to participate are Paramount, United Artists, Warners, ERFI, Universal and Columbia. Matches are tentatively scheduled for each Saturday at the Sunnyside Courts, L. I. City.

## BIRTHS

Mr. and Mrs. Nicholas M. Schenck, daughter, Aug. 1, in New York.

Mr. and Mrs. Paul Harman, son, in Chicago, July 29. Father is with Melodysm Quartet at WLS, Chicago.

Mr. and Mrs. William Anderson, son, in Chicago, July 26. Father is radio engineer at WLS.

Mr. and Mrs. Hartford Taylor, son, in Chicago, July 15. Father is with Cumberland Ridge Runners, radio act.

Mr. and Mrs. Lester McFarland, son, in Chicago, July 15. Father is of Mac and Bob, blind radio singers.

Mr. and Mrs. David Selznick, son, Aug. 4, in Hollywood. Mother is Irene Mayer, daughter of Louis B. Mayer.

Mr. and Mrs. Ben Marks, son, Aug. 2, at Fifth Avenue Hospital, New York. Father is in vaude. Mr. and Mrs. Sammy Harris, son, Father is with the Jack Linder orchestra.

## HERE'S MY COPY, YOU CAN GO TO PRESS NOW.

Observation

The little lady observes that there are enough half dead people walking up and down Broadway without going to see "White Zombie."

Appearing with this picture is an Olsen and Johnson short, so we took our little nephew. He laughed at "Zombie" but Olsen and Johnson frightened him.

Ouch!

Speaking of Burns and Allen, Al Boasberg recommended stardom for Allen and ungutten for Burns.

Tin Pan Alley Depression

George Marlo wires that the music publishers are asking advance royalties from the writers.

Gaustic Critic

A certain artist was struggling over the other last week when one of the listeners-in remarked she thought he was too near the "mike." So somebody answered, "He's too near the station."

In a Big Way

Ralph Brown, brother of the song-writing Lew, decided to go into the cloak and suit business years ago. He wanted to get a name that would demand attention and convey the fact that he had one of the largest firms in the business.

He called it—Ginsburg, LePetus & Ginsburg and Sons, Inc., and Brothers.

Sign

Sign in front of a downtown restaurant reads, "This Restaurant will close at 9 P. M. During August Except Sunday When It Won't Be Open At All."

The Only Way

A press agent asked someone connected with the racing paper how he could get a headline story on its front page.

Reporter replied, "You'll have to beat Burgo King."

Oh! Oh!

O. O. McIntyre reports another remark by the late Grant Clarke. A disheveled stew dropped into a chair beside him. He was incredibly filthy and the odor was a bit gamey. Grant broke the silence with, "I think you're still riding for the Whitney stakes."

Novelty

A discouraged fellow ran into a radio station and told the exec that for \$25 he would shoot himself in front of the "mike." "Think of it," he cried, "the first time they ever

heard a man kill himself on the air."

Official thought it over and told him to come back Thursday for an audition.

Switch

With the new season coming on, the guys who used to sell apples on the corners will be seen selling theatres.

Ostermania

Kate Smith held over at Palace... provins you can't see all of her in one week... Now that White has a Zombie we suppose Carroll will put one in his show... Ed Wynn spent 20 years to establish himself as The Perfect Fool, and three weeks on the air established him as The Fire Chief... Winchell is getting to be a travelling "Mirror" salesman... We thought cross-word puzzles went out of style the same time money did. ARE YOU READING?

## MARRIAGES

Joan Blondell to Geo. S. Barnes in Hollywood recently. Groom is a camera man for U. A.

James F. Cornell, announcer at WGY, Schenectady, to Helen Byles, in Scotia, N. Y.

Oliver L. Handren, newspaperwoman, to Percy F. Williams, Jr., at Dennis, Mass., June 21. Williams formerly with St. James stock company. Boston, and Cape Playhouse, Dennis.

Dorothy Baker and Ralph Jenkins, both of Lynn, Mass., vaude dancers known as Hosts and Peres, secretly married at Plymouth, N. H., recently.

Walter Melville, London theatre manager, to Barbara Crosbie, non-pro, in London, July 21.

Virginia Kahler, musician, to Ted Campbell, pianist, in Los Angeles, June 14.

Margaret Stafford, of Three Contraltos, WLS, to Gottfried Seegard, arranger for CBS, in Chicago, Aug. 1. Groom is from Copenhagen, Denmark.

Alice M. Ritchie to Albert N. Driscoll, New York, Aug. 6. Bride is the daughter of Mary Paige, theatrical producer. Groom an actor.

E. Harold Sokolove to Mary Mavis, non-pro, Baltimore, Aug. 2. Groom is pianist and conductor at WCBM, Baltimore.

## IMPORTANT!

Beautiful accommodations in new Times Square hotel. Rooms with Radio Private Bath at tremendous saving.

APPLY L. POTTER  
1475 Broadway, New York, Room 618  
City 4-9555

## New York Theatres

**AMERICAN MADNESS**  
A Columbia Picture with WALTER HUSTON

**BARBARA STANWYCK**  
in "THE PURCHASER"  
Admission, 25c-45c  
Dance 10c-15c  
Daily Matinee Show Features Picture

**KATE SMITH**  
and  
BEN SWANEY  
in "THE PURCHASER"  
Admission, 25c-45c  
Dance 10c-15c  
Daily Matinee Show Features Picture

**ROBERT ARMSTRONG**  
in "RADIO PATROL"  
Extra Attraction "IGLOO"

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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.

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Internationally Famous Band  
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Largest Single Rooms in New York with  
Baths for \$3.50

Phone Circle 7-8000

## The Park Central

H. A. LANZNER, General Manager

56th St. at 7th Ave., New York City



## Paris

Marie Glory to Luxeul.  
Monty Banks staying on.  
Neil Martin around again.  
Lora Hays has to go home.  
Nadja giving more parties.  
Mrs. W. S. Locke to Vichy.  
Claire Luce to Le Touquet.  
Rouie Dolly has a new yacht.  
Avenue Dutch play no liked.  
George Seldes expected back.  
Harold Smith's arm in plaster.  
Peggy Hopkins Joyce around.  
Grace Moore down to Riviera.  
Jack Pearl having a swell time.  
Marcelle Chantal to Aracchon.  
Mrs. John Weld living in Passy.  
Mona Goya back from Riviera.  
Douglas MacLean and wife here.  
Randy Bartlett supervising films.  
Gil Wales dropping his magazine.  
American club outing in Meudon.  
Claire Sykes over from London.  
Claire Luce off to Juan-les-Pins.  
Jimmie Cagney expected in the fall.  
That Raquel Meller film still pending.  
Fannie Brice with a new coat of tan.  
Gloria Swanson over for week-end.  
Ben Smiths entertaining at their mill.  
Camille F. Wyn looking for theatres.  
Most night clubs closing for summer.  
Gwen Le Gallienne south for summer.  
Sam Putnam at Toulon for long rest.  
Joe Teichner prefers Hungarian food.  
Trying a new pansy joint on left bank.  
Ellen Southbrook going home to work.  
Ed. Massey of Boston around left bank.  
Chaplin kids back without publicity.  
Marcelle Chantal in Brussels for sales.  
Glenway Westcott back from Germany.  
Arthur Pollock absorbing the locale.  
Raquel Meller off to Spain for a talker.  
Irene Wells coming back for new season.  
Florence Walton OK after motor smash.  
Pauline Garon off to north coast resorts.  
Jacques D'Arcy down to Normandy.  
Roger Dann getting tanned on the Riviera.  
Louise Watson on drama commitments.  
Chevalier off right away for the Riviera.  
Kurt Lewald off to Berlin and London.  
Constance Carpenter off to the sunland.  
Kathleen Kay has a brand new makeup.  
Louis Gaxner posing for 'Topaze' pictures.  
Russ Gowdoy off on tour with Ray Ventura.  
Florence Walton doing a film at Cabourg.  
Glady's Cooper with new beach pajamas.  
J. H. Piperno trying his hand at directing.  
Edith Ryan hasn't come up to Paris yet.  
Glady's Cooper going back for her new play.  
Helen Willis Moody has taken apartment.  
Mrs. John Handley, Jr., going to act again.  
George Jean Nathan was a hasty departure.  
Etta Lee sailing home after two years here.  
Cecil Beaton still raving about Hollywood.  
A big change in personnel at the Silver Ring.  
Marshall Hall out after four broken ribs.  
Jeanne Helbling from the Riviera to Deauville.  
Laurel and Hardy to spend a month here.  
Film publicity men forming an association.  
Charlotte Greenwood going over to England.  
Gertrude Lawrence getting all her clothes here.  
Ruth Chatterton in the country with friends.  
George Broadhurst going out at Monte Carlo.  
Fru Whitfield back and to American hospital.  
All of Universal at St. Ant Atlantic opening.  
Charley Gordon back from week-end in Vichy.  
Someone getting a rug at the smart clothes.  
Leslie off to play southern water-polo games.  
Joseph Teichner bringing news of Tommy Dowd.  
The Harry Lachmans watching street dancing.  
Beatrice Lyle has new songs from Mediterranean.  
Blake Scott back from Mallorca and Salzburg.  
Marc Klav likes most of the galas on the Riviera.  
Edie Martyn taking up the left bank seriously.  
More talk of Dufréne and Varna turning Marseuery's old restaurant

next to the Gymnase into a vaude house.

Chaplin at Aix-les-Bains with half the family.

Roger Davis looking over the Riviera yachts.

Romney Brent over from England for several days.

Zaldee Jackson going Russian at the Sheherazade.

John van Druten supposed to be coming for rest.

John Burton around after 14 months in India.

St. Hurk ready to sign nearly 100 acts for U. S.

Cliff Fisher returning to his desk after long illness.

Chas. K. Gordon motoring Irene Bordoni to Vichy.

Andre Randall went off without any press notices.

Blake Scott in Salzburg, coming back next month.

Jean de Limur to Spain to prospect for locations.

Marcelle Frankan at Fouquet's with plectrum.

Beauty winner Kant of Long Island off to Ostend.

Frank Miller giving his head done by noted sculptor.

Clay Bassett off to Vichy to rest from rheumatism.

Dave Souhaml combining business with vacation.

Lot of fadeouts after mysterious Gordon-Etelle death.

Hope Hampton and Jules Brulatour to the Riviera.

Hondry Leon to live permanently in States.

Charlotte Greenwood never did find that quiet spot.

First Mrs. Edmundo de Pachman staging a comeback.

Christine Diemer remembering Paris from Shanghai.

Joe Bamburgers over from London to Juan-les-Pins.

Nadja leaving the vacation line after a hectic season.

Garet Graham hosting it to tourists in Montparnasse.

Joe Zellio doesn't arrive at his club before midnight.

Pearl White in racing papers photoed with her trainer.

Emil Boreo becoming the best standby of the Scribe.

'Bodyguards' introduced in Paris by Steiner Reynolds.

Grace Edwards doing a summer tour of English vaude.

Rowland Lee over recovering from production strain.

The Kellys entertaining at the Chateau de Merville.

Jean Weber learning new roles at the Comedie Francaise.

Polaire talking pictures aboard a houseboat on the Rhine.

Eddie Bouchard at the Armenonville Gardens in Cannes.

Reduced crew at American express feeling the strain.

George Kreuzberg having his summer classes at Salzburg.

Georgia Arliss waiting at Ambassadors in Deauville.

Chaplin singing a few dates before returning to the States.

Erskine Gwynne throwing a garden party on the Riviera.

Peppy D'Albrey giving wedding parties at Juan-les-Pins.

Baguette de Paris gets him, so he's going home.

Friends of Laura Hays regretting her return to America.

Henry Regan waiting at the George V about the agents.

The Ely Cuthbertsons to show Biarritz what bridge means.

Cafe de Paris closed, although supposedly only for summer.

Harry Plicer off to the Riviera for some night club business.

Irene Bordoni telling how cheaply you can buy clothes in U. S.

Barry Borge and his wife going home after eight years here.

George Jean Nathan back with percentages on German beer.

Gertrude Lawrence flew back south after Selfridge charity.

Hope Hampton is going to sing at Vichy and maybe, later, at the Riviera than she does of California.

Lora Hays beating out to country after shows of English Players.

George R. Arthur stopping in England to make film arrangements.

Francoise Rossy giving a houseboat social before sailing.

Suul C. Collin to write Lucien Muraet's operatic reminiscences.

George H. Gervais scoring with Beaudelirinn dances in Deauville.

Prandello's long absence from Paris explained by his making a

four language talker for Cines. Will be a saga of steel.

Gordon Pollock trying to get the Bruges Carillon to stay in his camera.

More-tal of American film corporations to produce here in the fall.

Margaret Severn lost her star dancing pupil when Mrs. Ellis Whelan died.

## London

Anna Lundmilla around again.

Lime Trio off to Holland for a month.

Eddie Fields breaking in new act with band.

Russell Johns no longer with the Four Admirals.

Anie Croft and Robert Naylor new vaude combination.

Van Bank and Beth Cannon back from South Africa.

Mr. and Mrs. Gilbert Miller cruising in the Mediterranean.

Frank Miller off to London vacationing at that lighthouse again.

Michel Cernow around lining up acts for the Empire Palace.

Billy Merson latest addition to Fanfare revival at Alhambra.

Claude Allister back to vaudeville, doing sketch at Victoria Palace.

London's 11,000 taxi drivers claiming leanest season on record.

Paul Kafka (Kafka, Stanley and Mae) in hospital with cyst on lip.

Glady's Cooper sunning herself at Cannes before rehearsing new play.

Masquerade shows of Palace lowering prices to picture house level.

Piccadilly hotel's new swimming pool on roof opened in pouring rain.

Robert Cholmondeley contract with B.B.C. for regular broadcasts.

Aldershot Military Tattoo last month broke attendance record.

Joan Crawford telling 'em all about Hollywood in the 'Evening News'.

At the Cafe Anglora Dora Maughan is billed as 'with her proteges'.

Mr. Edgar Wallace giving up for 'The Blue Bird'.

Wyndham's Theatre lease to Brown Albrey.

Ivor Novello replacing Sebastian Shaw in his own play, 'Party' at the Strand.

Fred Bulck at the London Pavilion as efficiency expert, out after four weeks.

Tex McLeod to marry his partner, Marjorie Tiller, niece of the late John Tiller.

Henry Sherer now credited with producing cabaret end of London Pavilion show.

'Glorious' Goodwood, the garden party race meeting, washed out by thunderstorms.

Douglas Young having his tonsils removed in readiness for London Pavilion opening.

Embassy Club looking for new star to be treated with Jack Barrie and Orlando.

Bernard Shaw celebrating his 76th birthday at Malvern, waiting for 'Too True to Be Good'.

Glut of dancing acts in London, with some agents told not to submit any for three months.

Graham P. boy soprano and Phoenix discovery, goes into the Cochran-Coward new revue.

Henry Regan opened quickly out of town and lined up nine weeks, which nowadays is like three tours.

Stage and film folk have their own zero club, now headquarters near Elstree, Hugh Wakefield chairman.

Princes restaurant, newly decorated under name Golden Brasserie, starting non-stop cabaret show in London.

Martins Poulson not so particular about evening dress for the Cafe Anglora; it is any dress now, as long as it's black.

Cameo, small capacity picture house in Charing Cross, went new race and faster than a train.

Clro's Club closed for month of August, with Boite A Matelot (Sailor Dave) idea a flop, and will revert to old type of club.

## Riviera

By Frank Seully

Ingram starts 'soon'.

Coolest summer ever.

Jay Boyle gondollering.

Casino shelling out in Nice.

Syd Chaplin back from Orient.

George Anthel piano-hunting.

Rosie Dolly looking tree heures.

George R. Arthur stopping in

Havana, roof niter on top of Hotel Royale at Antibes, has quit already.

Edna Gwynn tap-dancing at the Cages des Poules to a Pratt-fall.

Juan Les Pins getting to look more like a Coney Island every day.

Now has a Luna Park.

Fairbanks Juniors will grant any interviews that quote them as being still terribly in love.

Phyllis Perlman, having left her Theron Bamberger for a quick holiday, included Villy Variety.

George of Sacha Guitry's comedy, in which a white couple have a black baby, held over a second week.

Josephine Baker's 180,000 franc car can't get a buyer for 28,000, though one Oxford fan offered a straw.

Bad Reichenhall did John Emerson so much good last year it gyped Anita Loos out of this year's vacation.

Mistinetto slaps her partner's face nightly when he rumbas too stolon and the well-heeled swillers think it's swell.

Despite Ingram, Swanson and no end of other fops at picture-making in Nice, reports are flying that Chaplin is flirting again with the idea.

Rebbed version of 'Blue Danube,' alias 'Rhapsody,' original of which got the bird in London despite Shilkraut, Helm and Rode, played capacity Nice.

## Loop

Lou Greenspan, Ann, and the baby left for Los Angeles.

Leonid made a name and Sully cut out their pet Hoover gag.

C. A. Leonard, vacationing from San Francisco, socialized with former B&K pals.

Alice Ellison buzzing around on biz trip. Billy's brand new car stolen at Minneapolis.

Henry Shapiro deposited his misdeed in Niagara Falls, drove to go to the States, and estate and drove back to N. Y.

Theatrical Mutual Association will hold its annual ball at the Arlington Oct. 17. A. E. Byrne is handling arrangements. It's the 15th annual ditto.

Big business, Ben Lewis, Manny Kernin and Eddie Gilbert, turned over twice in their car en route to race track. Lewis and Kernin were treated for cuts and bruises.

Virginia Popovich-Wall called upon Lloyd Lewis to say he was a nasty old thing to satirize her acting at the State-Congress. Virgie was a bust in burlesque after getting there by shooting a bull-pup.

## PHILLY

(Continued from page 10)

slenderly above the average for first week showings.

The Boyd figures for an improvement in the driver's weak trade of his opening attraction, 'What Price Hollywood,' 'Red Headed Woman' (M-G), and it should get around \$16,000.

'Scarcade' rates about \$11,000 in its second week at the Stanton, and 'Bring 'Em Back Again' (RKO) in its initial six days at the Stanley.

The Earle, with Bette Davis and Wendell Williams in stage show, and 'The Funniest Show on Earth' (M-G) is off well although trailing the figures set the week before last when Loreta Young and George Brent were headliners.

Estimates for This Week

Fox (3,000; 35-50-75)—'First Year' (Fox) and stage show. Should be good between \$15,000 and \$18,000 at its holdover. Last week, with Betty Compson in person, very big with \$18,000.

Stanley (3,700; 35-55-75)—'Bring 'Em Back Alive' (RKO). Frank Buck picture received mixed reviews but the pace is OK. Last week, 'Lady and Gent' (Param) weak \$9,000 in five days.

Stanton (1,700; 35-40-55)—'Scarcade' (UA). Around \$11,000 for second week after good \$15,000 with two extra midnight showings helping.

Boyd (2,400; 35-55-75)—'Red Headed Woman' (M-G). Should be strong this hour's first showing. Likely \$16,000. Last week 'What Price Hollywood' (RKO) not so forte with \$13,000.

Earle (2,000; 35-40-60)—'Purchase Price' (WB) and vaudeville. Warren William and Bette Davis making strong this hour's first showing. Likely \$16,000. Last week 'What Price Hollywood' (RKO) and vaude with Jett Mulhall featured, about \$16,000.

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## Broadway

Halsey Raines' pet dog died. Mrs. Frank Brown operated upon at Harbor hospital.

Dan Parker of the 'Mirror' an expectant papa again.

Jim Lundy may be transferred to a new spot by Loew's.

Jerry Coe has started an athletic club in Brentwood, N. J.

John J. Connelley now press agent for Peggy Feary's production.

Al Jones, Morris Green's partner, to Arizona. Pulmonary trouble.

Lou Goldberger's car, missing a few days, was recovered by the cops.

Marlin Beck matching H. B. Franklin for a five spot and winning.

Mort Blumenstock and Lou Beach plenty to like and the misssus liking.

Gambling lid seems off again but discretion is very much in order at Saratoga.

The old Ziegfeld number will be that of the general office at the Cagino. It's Circle 7-8200.

Sign in window of eatery at 59th and Broadway says breakfast served until 4 p. m. Page Texas Gulnan.

John Bauman took a day off last Friday to visit with his brother, A. J., sailing that night for Switzerland.

Harry Friedman, ex-Hollywood 'Nadja' man, seeing the sights for a week, motoring in from Calif.

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# 15 YEARS AGO

(From 'Variety' and 'Clipper')

In spite of the failure of Frank Epplman to materialize his auto circus, the Richards show was motivated by Alf. T. Ringling. Outfit was started for his son, Richard T. at a cost of \$130,000. First of the motored shows.

Roadhouse had a new covert gag. Put radishes, and olives on the table as from their own garden. Then soaked patrons 50 cents. Someone wanted to see the olives growing.

Chicago worried over a shortage of competent stagehands, due to enlistment and the draft.

Clara Kimball Young made a new contract with the CKY Co. to produce eight pictures for \$85,000 each. Her salary was what was left after production costs were paid.

Vaudeville acts warned that a penciled entry on the booking sheets did not constitute a contract. Had to be written in ink to be regular.

Trouble over music in Chicago. Managers claimed the musicians had tried to put something over. Also objected to the minimum number of men stipulation.

War Department was making a drive for singers to teach soldiers community singing. Publishers asked to help find them.

Burlesque chorus girls so scarce that one show was offering to toss in sleeper accommodation for overnight jumps.

Meetings were called by the managers to ratify the Equity contract.

Southeast was getting vaudeville minded and clamoring for shows. Loew supplied many of the towns.

# 50 YEARS AGO

(From 'Clipper')

Billy Emerson arranged for a second year of his permanent minstrel show in San Francisco.

Barry and Fay, who had been a cleanup in 'Muldoo's Picnic', got out a second edition, 'The Aristocracy at Muldoo's Picnic'. Barry was the father of the late Lydia Barry.

St. Louis presented an odd situation. Circus licenses were \$100 a day but only \$75 for a month. In the meantime, the circus council omitted to annul the previous figure. Circuses were permitted to take out the 30-day reader under a decision they did not have to remain the full month.

'Clipper' assured an inquirer it was impossible to do a double smut-trail from the floor to the floor. The double-sided bit was caused, starting from a height. Feet has been seen done by one or two men, one being Maurice Colleano, who is still doing it.

Probably inspired by the 'Tom' shows with two 'Topsy's', the San Francisco Minstrels announced a 'double-sided' vocal quip. Couldn't figure a name for 10 singers.

Prof. Worth, museum man, bitten by a rattlesnake and taken to the hospital, in a coma. He died of the whiskey he took to counteract the bite. Had his thumb amputated.

Souvenir were given at McKivitz, Chicago, Aug. 15, marking 10th anniversary of the reopening of the house following the big fire.

Managers were advertising for actors and a theatrical agent had to go to the country to rest from overwork.

Pooling is not so new. New Orleans managers had a pooling arrangement the summer of 1882. And a fight over the split, too.

# Inside Stuff—Pictures

Charles Pettijohn, Hays' chief counsel, who travels much and makes political predictions he claims are better than 'Variety's' football selections, is out with a specific prognostication for Gov. Roosevelt.

While Will Hays is rooting for Hoover, Pettijohn releases his own 'dope sheet' which shows that Roosevelt will win approximately 395 electoral votes though only 266 are necessary. Priding himself on his accuracy, Pettijohn states that not one of his prognostications in the past has been inaccurate. He points to his estimate that Taft would carry the Chicago majority over Thompson by 10,000 and that he was off only 2,000 votes. The Hays lawyer says that he has won so many bets on elections that his wardrobe has cost him nothing for five years.

Pettijohn figures that Roosevelt will carry 18 states, that he has an even chance in 12 and that in the remainder, which includes New York, he should realize 216 votes. But Charlie bet on Notre Dame against U. S. C. last fall, too.

News weeklies covering the Olympic Games are burned at the rules of the Olympic committee. Latter decreed that only two men could be on the field to work with the sound cameras. This allowed only for technical and camera men, with result that the sport editors, or contact men, who wanted to instruct as to what to shoot, and how, found it tough to get what they wanted. As several of the services are supplying special reels for various countries, rule has been unusually annoying to them.

Those news reels and studios which attempted to grab stuff from the empty seats adjacent to the press row, found themselves stopped with equipment ordered out of the stadium. Only eight passes were allowed each newswire service, with latter having to buy from 10 to 12 tickets daily for balance of their personnel to work.

Financial situation as regard Fox West Coast is being cleared by the Skouras Brothers. Operators bumped into a heap of commitments amounting to an estimated \$5,000,000 first taking bite out of the circuit. A substantial part of this amount has been matured with plans having been arranged through Fox whereby Chase may take care of additional commitments as falling due.

To date the Skourases have not called for any aid in operation. Their position as regard Fox West Coast is known to have the full endorsement of the Fox people.

There is still something over \$1,000,000 of the old commitments hanging with the circuit preparing to care for this when coming due by various savings.

Depression has brought into the market a new amateur size film gauged to the size of the new pocketbooks, but also designed to offer an extra compact instrument for tourists and others who want a motion camera to slip into the side pocket.

Camera takes the regular 16mm film, but in a 25-foot length, and makes the reels wider. Film is run down and then shifted and run down a second time. In the factory the developed film is slit and joined, giving a 50-foot length with as many exposures as are on the normal 100-foot length. Film requires a special projector, which comes in two forms, a cheap instrument, slightly less than \$25, and a more costly one for those who use the smaller size for other reasons than economy.

New device adds the 8mm to the already existing 11 and 15mm sizes.

Activities of a supervisor for an indie production company got under the skin of the star, director and technical help on the company's latest production. Femme told the supervisor what he could do with his picture. After pacifying her, supervisor started to ride the director. Latter walked, as did the grips, electricians and cameramen. Matter was settled when the producer agreed to keep the supervisor off the set.

This is the second time the supervisor had tied up production. Former trouble with cast and director had the picture ending up \$2,000 over the budget. Latest fiasco stalled the film for two hours, and 120 minutes to the indices is important.

Back of Mary Pickford's intention to revive 'Secrets' is a desire to salvage some of the \$300,000 already in the picture. As a step toward fulfillment of this aspiration, the star is having Frances Marion double in brass on the picture. She will have one called 'The House of Hysteria' as a September start for Miss Pickford with Frank Borzage megaphoning.

Purchase of the talker rights from Joe Schenck and production preliminaries are represented in the \$300,000 nut which had mounted when it was decided to shelve 'Secrets' a year ago. Should the Frances Marion original not develop, the picture will be made as a September start for Miss Pickford with Frank Borzage megaphoning.

In the matter of a possible Paramount-Ufa-Gaumont deal American film folk are inclined to wonder where Fox comes in on the deal, this company owning 49% stock in Gaumont British. According to British picturegoers, stockholders have very little to say with company management.

Directors of a corporation can vote any procedure they wish without consulting their stockholders, no matter how important. G-B, therefore, should it so desire, could make any deal it wishes with any outside company and without bothering about Fox's angle or attitude.

Paramount's successful efforts in getting 'Merrily We Go to Hell' past the Hays' office and censor boards, may result in a flock of titles using the pop-equivalent of the place Dante made famous. Radio has just changed the title of 'Liberty Road', Richard Dix picture, to 'Hell's High Water'.

On 'Merrily', Par's most embarrassing trouble, perhaps, was the L. A. 'Times' refusal to use ads on the picture due to the title. That has since been overcome, from accounts.

Just how interested German companies are in having anti-dubbing laws passed throughout the world is revealed by a booklet put out in Paris by Alliance Cinematographique Europeenne, the French branch of Ufa.

Booklet was sent out to every one in show business in France and is titled 'Dubbing Forbidden'. Goes into great detail to show the dangers of dubbing, its inconveniences and how the system is generally detrimental to film business. It doesn't mention that Ufa was one of the first companies to use dubbing for foreign markets.

New York operators local, No. 306, and its ad campaign in the dailies make the first time a court decision has been reproduced as part of an ad. Decision used, which passed rigid censor rulings by New York newspapers, was of the recent New York Court of Appeals, giving rival operator unions the right to picket houses where the opposing men are employed.

Current campaign is the second budgeted for 306 and is for a period of seven weeks. First was for three weeks.

Tacoma Chamber of Commerce, and other civic clubs, are busy trying to induce RKO to continue operation of its theatre there. Located on one of the main thoroughfares, dark and gloomy with curtains drawn, it is not helping Tacoma in the eyes of visiting tourists and the CC knows it. The circuit remains silent on the matter.

Rumored but not confirmed is that FWC might change the Fox Rialto.

# Inside Stuff—Legit

A surprising aftermath of the recent death of Dan C. Curry, general manager of the Provincetown Playhouse, New York, had an unusual arrangement between the cast and manager. The entire proceeds were divided equally among the players.

Play was written by Joseph Jay Ingerid and presented by Alexander Burke. Rent, lights and the wages of the house for the week were paid in advance by the author. Idea was that if the show clicked a Broadway booking would be sought and the players placed under regulation contracts. Usually players in Village shows are given about \$25 weekly, pending the possibility of moving uptown.

Last season only two shows moved uptown from the Village and both flopped. They were 'Precedent' and 'Merry Go Round'.

Bill Brady is having his troubles inducing a member of his family to join the cast of 'Domino'. First he wanted his daughter, Alice, to head it. Miss Brady didn't think there was enough to the part. Then he persuaded Katharine Alexander to appear in it. To head it, Miss Alexander rehearsed a few days, but wanted some lines added. Marcel Achard, author, refused. Miss Alexander left the cast and Jessie Landis replaced.

Two days later announcement went out to the dailies that Miss Landis was out and Miss Alexander back in. Two days after that another announcement that the previous announcement was wrong and Miss Alexander was not back in and that Miss Landis holds the post. That's the latest status.

Bettina Hall is temporarily out of 'The Cat and the Fiddle' at the Cohan, going on vacation after appearing in the show for 10 months without missing a performance. Instead of leaving town right off, she sat out front and watched the understudy, Margaret Adams, play her part. After the performance Miss Hall went back stage and embraced Mrs. Adams. Then they cried and had a real good time.

Other players are out of the original 'Cat' cast line-up but expected to go on tour with the show next month, at which time Miss Hall may rejoin the show.

'Page Pygmalion', rather a lone play, strayed onto Broadway at the Bijou last week. It was written by Carl Henkle, Brooklyn dentist, and produced with his backing.

Program bills Alan Morrill as the presenter. Morrill is a non-professional, engaged to marry Henkle's daughter, and the expectant papa-in-law gave the show the young man as a wedding present.

'Pygmalion' was panned and since little chance. Anyhow, Morrill won't have to worry about paying the royalties.

Arthur Beckhard has grown cautious. He is the producer of 'Another Language', Rose Franken play, which came in on the tail-end of last season and soon died. It was an unexpected smash.

With that off his mind Beckhard doesn't believe in taking chances for his next production. He has four pieces optioned and is having them all tried out in summer playhouses, to make sure which, if any, he wants to do next. Pieces are 'Street Fiddler', 'Tiger Hour', 'Peep Show' and 'Who Sings With a Devil'.

English translation of Edouard Bourdet's comedy, 'Just Out', recently given its first American presentation by the Berkshire Playhouse Co. at Stockbridge, Mass., is by Dorothy Cheston, who is Mrs. Arnold Bennett, widow of the famous British novelist.

Play deals with the ways of the literati; who look upon everything as possible 'copy'.

Shoestringers and legit manipulators have lost confidence in the efficacy of grant ads to bring their cash. Business opportunity section of the Sunday papers, almost always containing a half dozen ads asking for production cash, has been 'way off recently.

Only one such ad showed up last week, with that about average now.

Albertina Rasch is supposed to stage Hinda Wassau's dances for the new Billy Rose revue.

Miss Wassau is the burlesque coach dancer Rose signed in Minneapolis, where she shifted from a burlesque house to the Public Minnesota and clicked.

now first run, to a 15 cent grind with FWC, taking over the RKO spot for first runs and Fanchon & Marco units for two or three days weekly.

Warners will use outside product mostly for the New York Winter Garden until giving it up shortly after the first of the year, under plans. 'Hollywood Speaks' (Col) follows 'Congorilla' (Fox), opening Aug. 11. Tiffany's 'Last Mile' may come later.

With 16 pictures to go to the Roxy, and the balance to the Strand, unlikely there will be more than one or two WB-FW's for the Garden, outside of a couple possible sluffs. Meanwhile, the WB Hollywood and Warner's remain dark on Broadway.

A portion of the recording in the Martin Johnson animal picture, 'Congorilla', was done independently in New York by Atlas, using the Blue Seal sound system. The balance is Erpi recording.

Indie recording by Atlas covers the off screen voice and the incidental music. The Johnsons used a Fox-Movietone News truck in filming the picture in Africa.

Warner Bros. has in the mails the first of a special bulletin form that Joseph Bernhard, gen. theatre operator, will utilize as personal contact with Warner managers.

Bulletin will be known as 'Between Us'. It takes the place of the house organ which Bernhard cut out last spring.

Joseph Von Sternberg is already two and a half weeks behind schedule on 'Blonde Venus', starring Marlene Dietrich, and may not finish for another two weeks. Production originally was to finish July 17.

Underfoot is a sympathy strike with the extra time, being willing that the director put in an additional 30 days to insure a good job.

In line with Ufa's intensive publicity campaign, 20 British film critics of the dailies and trade papers went to Berlin at Ufa's invitation. They saw the latest Ufa pictures for the coming season.

Fox will not use color in any feature during 1932-33, according to home office executives.

## Only 3 New Shows in Next 3 Weeks; Wed. Proves Summer's Best Show Day

Most of the promised August Broadway premieres have not come to light. For the next three weeks there are only three definite openings, one each week. There are but three or four new shows carded for Labor Day, earlier indications for a late season still holding good.

Doubtful if there will be an appreciable number of productions in town before October. Broadway continues to offer seven attractions. Last dropped to six for a single week but that looks to have been the minimum, the lowest in 15 years.

'Domino', which drew favorable reports out of town, is the premiere for next week (none this week) and will be the first show of the new season. There is a possibility of 'Ballyhoo of 1932' also coming in, but that will not be decided until after the Atlantic City premiere (Monday). Week of Aug. 22 may see 'Satan', a colored cast drama, at the Forrest. 'Folies Bergere' is due in Aug. 29, theatre not certain. Week of Labor Day has the present card of 'Flying Colors', Shubert; 'The Man Who Sings', Broadway; and a reopening of 'Counselor at Law', at the Plymouth.

Wednesdays are standing out as the best business day of the week this summer. The several remaining successes in the theatre are drawing capacity both performances on that day, even the big Casino with 'Show Boat' and 'The Great Gatsby'. Same applies to 'Of Thee I Sing' and 'Another Language'. Rain helped last week's midweek performances.

'Page Pygmalion', which braved the heat at the Bijou last week, is due to hit midweek days and may close this Saturday. The 'Devil's Little Game', in the Village, stopped after a Saturday performance.

**Estimates for Last Week**

'Another Language', Booth (16th week) (C-708-\$330). Upward again last week, when takings topped \$10,000; should extend well into new season.

'Bridal Veil', Cort (11th week) (C-42-\$330). Co-operative cast prompts engagement to go along to small grosses; average about \$3,500.

'Cat and Fiddle', Roban (44th week) (M-1,400-\$330). Principals in on percentage too; excellent takings both performances Wednesday paid pace over \$10,000; week to week.

'Of Thee I Sing', Music Box (33rd week) (M-1,000-\$350). Sale extends to end of September, after which another house will probably get prize winner; \$22,000.

'The Pygmalion', Bijou (2nd week) (C-605-\$330). Opened midweek of last week and drew general panning; doubt of sticking after this week.

**Other Attractions**

'Show Boat', Cagino (Carroll). Revival getting good trade. Wednesday matinee capacity; week's gross up; \$28,000, which tops the list.

'That's Gratitude', Waldorf; revival; mostly pass money.

'Devil's Little Game', Provincetown; closed after one week.

'Blackbirds', Broadway; rated vaudeville; twice daily at 1 p.m.

### Olvera Street's Revenues

Los Angeles, Aug. 8.

Olvera Street theatre leased by Harper Mitchell, formerly of RKO, New York.

Will present Spanish and Mexican musical revues, opening Friday (12).

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## Legitless New Haven?

New Haven, Aug. 8.

Looks like New Haven may be legitless this coming season. Report is that the Shuberts have given up their lease on the Shubert theatre, only local legit house.

Story that Minsky will attempt to bring in burlesque seems improbable in view of the strict regulations regarding that type of entertainment locally.

## 'CAT,' \$18,000. WILL DECIDE MUCH IN S.F.

San Francisco, Aug. 8.

Upon the success or failure of 'Cat and the Fiddle' currently at the Curran hinges Belasco & Curran's activities for the ensuing season. If show flops here B. & C. may fold up for several months, a move that would lighten the whole coast, now that Henry Duff is comparatively silent and Erlanger has nothing in sight for some months.

'Cat and Fiddle' now has whole town to itself and first week started off neatly with around \$18,000 in the bill. Show has a heavy nut, how the end of last season with Coban heading the cast, but plans now to bring it in, if at all, with somebody else doing the acting.

If Coban's back as a stage actor during the coming season, it'll be in a musical, still untitled. He will produce one or both of the other two plays via outside actors, but nothing definite until he finishes his current picture for Paramount.

San Francisco, Aug. 8.

Friday night's symphony concert, drawing some 6,000, was felt by the Curran, and opening of dog races at South San Francisco and Belmont are further expected to hurt.

## Long Run Maylon Troupe Reopening in Spokane

Spokane, Aug. 8.

Will Maylon will reopen with the Maylon players here Aug. 21. House nut of \$7,400. Troupe tentatively set for the opener, with weekly change of program of 17 performances. Two shows nightly and three matinees a week will be the operating policy of the players.

Maylon, who formerly acted with the group, will devote his time to direction and management. Plans call for guest stars from time to time. Rehearsal expected to number about 10.

During the six seasons the 'Maylons' formerly played here, the group earned in a total of 4,611 performances, upon the basis of the 17 shows a week. Warren B. Duff, Los Angeles, is casting.

## DOC HOWDEN'S COMEBACK

Winnipeg, Can., Aug. 8.

Doc Howden, who for years operated stock at the old Winnipeg, which burned down in '22, will try a comeback in stock here this fall. The Doc will try to operate the Dominion.

The Doc's policy has always been to bring in from New York bookers. He will either do that or go to eastern Canada for his players. One or two experienced stock people around the town will be added to satisfy the locals.

## SHAW FOR PASADENA

Pasadena, Aug. 8.

Pasadena Community Players will produce George Bernard Shaw's 'Captain Brassbound's Conversion' in September.

Play, written in 1904 for Ellen Terry, revived New York but never the Coast.

## TREACY'S PLAY IN STOCK

Pasadena, Aug. 8.

Slated for late August presentation at Pasadena Community Playhouse is 'Mr. Sarah Sawyer', comedy by Emerson Treacy, actor.

Same group did Treacy's 'Down with Wilmen' several years ago.

## 'DIVORCEE' FOR BOSTON

Boston will get the opening of the Fred Astaire show, 'Gyp Divorcee', which Wilman & Weatherly are down for Nov. 1 showing.

Dwight Taylor wrote the play, music for which is being written by Cole Porter. Taylor is a son of Laurette Taylor.

## Opening Wedge for Sunday Legits Seen in 'Scrap Book' Equity O. K.

### Broadway Review

### PAGE PYGMALION

Comedy in three acts. Presented at the Bijou, New York, Aug. 3 by Alan Merrill written by Carl Hinkle; starred by Paul Porter.

Tony Walker.....Carleton Young  
John Coster.....Robert Emmet Keane  
Sally Gray.....June Clayberg  
Henry Drury.....Percy Helton  
Evelyn Sewall.....Thomas Coffin Coker  
Elvira Sewall.....Vivian McEnamery  
Mrs. Brownell.....Clara Wheaton  
Helen Brownell.....Doris Eaton

First show in an arid summer opened on a sweetening night, yet it is doubtful if 'Page Pygmalion' would have impressed under better weather conditions.

The new play with its new producer and new author had premiere possibilities, but it proved too lightweight even at a time when Broadway is in need of fresh stage sustenance. Inconsequential as to story, the chance to click depended on comedy, the result being a few giggles.

Scene is within the studio of Tony Walker, a young sculptor, in love with his attractive model, Sally Gray, who posed for his 'Goddess of Love', which was the play's original title. The calculating mother of Helen Brownell maneuvers him into an engagement and then puts the zinc in on Sally's presence in the studio. Tony could not have been more rude in dismissing Sally.

His uncle, John Coster, then steps in to straighten Tony, who happens to be as unattractive as a lover as is his temperament. With the aid of Percy Drury, a sloughy playwright, Sally is snipped into the apartment by a side door, replaces the statue and tells inside stuff about Mrs. Brownell and her daughter. This, which has the (Continued on page 44)

### Future Plays

'The Master Melody', comedy by Barton MacLean for early production by Arthur Hopkins. Now casting.

'Beyond the Night', by Saxon King, will be done this season by Harry Wagstaff Gribble. Gribble will star.

'The Du Barry' and 'Tell Her the Truth', British plays, to be produced in New York by Mrs. Tillie Leblang this season. First probable will be 'Du Barry' at the George M. Cohan theatre.

'Green Turban', by Bruce Harper, will be done in Los Angeles. This fall by Cole-Redding, Inc. If successful the production will be duplicated in New York with another company.

'Oh! Rare Buck Thoms' will go into rehearsal in about two weeks. Production by Herman Shumlin. Due on Broadway in Sept.

### Engagements

Susanne Cabaue, Alan Buncie, Jack Roseleigh, 'Great Pombomb', Clara Langsner, 'Humpty Dumpty'.

Al Goodman and orch, 'Flying Colours'.

Ernest Cossart, 'Reunion in Vienna'.

Jack and Jack Spangler, 'Folies Bergere'.

Thomas Mitchell, 'Oh! Rare Buck Thoms'.

Harriet Hooton, 'Vanities'.

William Eugene Howard, Lulu McConnell, Vera Marsh, Bob Hope, Gloria Gilbert, Tom Hart, the Harlins, Ralph Sanford, Donald Stewart, Grace K. White, Jack Stillman, Priscilla Gurney, Eugene Wendel, Lucille Osborne, 'Ballyhoo' (company cast).

Ruth Gordon, 'Tell Her the Truth'.

George Dewey Washington, 'Forward March'.

Seward Case, Romaine Callender, 'Man Who Reclaimed His Head'.

Hal Skelly, 'Manhattan Medley'.

What may prove to be the opening wedge for Sunday legit performances on Broadway, is the current 'Scrap Book' which is playing twice daily, 14 times per week, at the Ambassador. Chamberlain Brown, agent, is the producer.

Equity at first ruled that 'Scrap Book' is a revue and not a Vaudeville show, as billed, ordering the cast to hand in two weeks notice but when the actors demanded a hearing, Equity reversed itself and withdrew the quitting orders.

There is a difference of opinion among Equity officers about 'Book'. Only two members of the Council saw the Brown show and the opinion of the balance that it is a revue but the Council on Friday morning changed its mind when the matter was reconsidered.

Early this week it was stated at Equity that while both this show and 'Folies Bergere' would proceed without interference, any additional similar attractions would not be permitted, and the members would be suspended if appearing.

Too Late

It was explained that Equity took up the cases of 'Scrap Book' and 'Folies Bergere' too late for drastic action. It too late for the players in the latter show (now being readied) had run of the play (Continued on page 39)

## Out-of-Town Review

### DOMINO

Atlantic City, Aug. 2.

This romantic comedy in three acts, adapted from the French of Marcel Achard by Grace George and produced by William A. Brady, had its American premiere at the Apollo here. An audience, theatrically starved for a year, welcomed with open arms the comedy which occasionally bubbles over into farce to provide some of its better moments.

While the familiar characters of the French stage—jealous husband, lover and clever servant—when they move in a sphere free of the usual amorous intrigues. The trouble which befalls them is developed from the elderly husband's discovery of a letter addressed to his much younger wife, who had retained a liaison with an impecunious man before her marriage. That the man in the case happens now to be her husband's friend only heightens the comedy.

The husband threatens to ruin his wife's childhood sweetheart when the pair come to Atlantic City for a presentable young man to serve as the target for the suspicious spouse. The want ad brings a gentleman down and out of a year, welcomed a job of the pseudo-lover as to stir the emotions of the young matron and arouse the jealousy of her former sweetheart to make him the romantic lover she wanted to remember as part of her past. The author offers the slight of turning the gigolo lover into the hero who down and out of a year, welcomed a job of the pseudo-lover as to stir the emotions of the young matron and arouse the jealousy of her former sweetheart to make him the romantic lover she wanted to remember as part of her past.

There being little plot, the piece depends on the dialog, which evidently is a study in transformation from the lighter and more meaningful French. Or it may have been padded for American consumption. First act needs much clipping and the finale could be more believable. Here the wife consents to follow her dream and the play is over. The lover's job. The high spot of the play is the second act curtain, when the latest actor who comes that is to deliver the suspicions to the hired lover while the prosaic former lover, assuming the role of the husband, looks on from a balcony.

Brady's players carry on capably. Jessie Royce Landis is the wife, Walter Kingford the turned-down applicant, Robert Loraine the jealous husband, Geoffrey Kerr the lover, and La Rocca the turned-down applicant. The latter appeared nervous and uneasy opening night in the hero's role. His engaging smile and manner carried him over a number of dramatic hurdles.

There is too much of an Anglo-American touch in the play. It means to provide touches of Gallic gaiety might add zest to the lines and tend that light air such a play requires.

Wm. A. Brady.



# Saul Baron May Be Supplanted as Result of Fixel-Erlanger Decision

Aftermath of the decision favoring Charlotte M. Fixel-Erlanger in the A. L. Erlanger will contest, a decision that is record-breaking in length, is awaited along Broadway. There are various possibilities to follow legal moves by Max D. Steuer, counsel for the widow, which may result in upsetting the present regime in charge of the Erlanger office activities and the control of the estate.

Mrs. Fixel-Erlanger has the right to go into court and apply for a new temporary administrator to replace Saul J. Baron. Latter was personal counsel for the deceased and executor of the will. During the contest in Surrogate's Court to establish her right to succeed to the late Saul J. Baron, Fixel-Erlanger testified against Miss Fixel, withdrawing as executor to qualify. It is presumed that, regardless of the fact that she is the widow of the late Saul with the deceased's brother, Judge Mitchell L. Erlanger, he is not friendly to the widow.

## 50% to Widow

Mrs. Fixel-Erlanger as the widow has the right to sue under the new will for 50% of the residuary estate. This statute supersedes the law which gave the widow an automatic one-third, or dower right. Latter term is no longer used, here there are children, two-thirds go to them and one-third to the widow. New law really gives the widow the right to elect what portion of the estate she decides to sue for.

As the potential claimant of one-half of the estate, the widow may demand the right to install new executives in the Erlanger office. That may bring John (Jack) J. Dillon back into the office.

(Continued on page 39)

# Peggy Fears Has New Kern-Hammerstein Script

Peggy Fears has secured the production rights to one of the two musicals being completed by Jerome Kern and Oscar Hammerstein, 2d. It is the detached chorus production which has the tentative title of 'Two Little Girls'.

Rehearsals are expected to start late this month. The late Flo Ziegfeld had an option on both the new Kern-Hammerstein shows.

## Hopkins' Plans Mixed

Arthur Hopkins is buying and dropping options on plays rapidly, with his coming season's schedule pretty well mixed up. He owns at least two comedies by George S. Kaufman and Moss Hart, one by Frank Morgan, Covett and Ed Roberts and 'Master Melody' by Barton Macane. 'There Was I, previously called 'High Noon' will star Hope Williams.

Hopkins has dropped 'Love Life of a Tiffy' by David Boehm, which was immediately picked up by Lawrence Weber. Also Hopkins let his finger slip from 'Only the Night' by Cecil Lewis, which was picked up by Fred Fisher and Robert Gross. Couple expect to produce this in the Sutton Playhouse, new miniature theatre in the Sutton place neighborhood.

## Importing Cast

Magowan & Reed will import most of the cast of 'Autumn Crocus' for showing in New York about November.

Producers have held the rights to the play for about a year, waiting for Francis Lederer, head of the London production, to come over with it for the U. S. Intention now is to bring Pay Compton and others of the cast over at the same time.

## Merivale's Daughter

Los Angeles, Aug. 8. Rosamond, starring the Philip Merivale, starring, replaces Miriam Jordan in cast of 'Cynara', at the Biltmore.

She is under a term contract to Fox. She plays female lead in 'Six Hours to Live', and then goes into Cavalcade.

Upstate Singer Home  
Oswego, N. Y., Aug. 8.  
Esther McCoy, local soprano, has returned to her home here after a recital season in Germany.  
She returns here in fall to fulfill engagements in Berlin, Dresden and Vienna.

## Waiting 'Em Out

Lew Leslie is going to take a quickie to Europe next month and return later in the fall when, he feels, he'll get name actors at less inflated prices.

Leslie believes that after the season starts he'll be in better position for talent-buying.

## 'WHITE HORSE INN' ON AGAIN FOR HIPPI, N. Y.

Negotiations are on again to bring 'White Horse Inn', Eric Cherberg's European extravaganza, over to New York and for the Hippodrome theatre. 'RKO is reported willing to talk terms for a legit take-over of the house, despite that a year ago the proposition was turned down.

Also included in the talk is the likelihood that 'Cavalcade' will go into the house as a follow up to 'White Horse Inn'. The play is the Noel Coward parent as produced by C. B. Cochran.

Idea in bringing the two pieces over would be to form a new company, with Cochran to come over to handle the British end on both shows, with he and Sir Oswald Stoll getting together in London on their end of the deal.

Other talk in New York has mentioned the Roxie as the American stop for both shows but that was prior to Fox-Skouras deciding to assume and reopen this house.

## 2d Legacy in Year for Pierce, Jr., and Sister

Denver, Aug. 8.  
For the second time, in a year Norman Pierce, Jr., assistant stage manager at Elitch's, and his sister, Gertrude, who is studying in a school of theatre in Vermont, have received substantial legacies.

First time it was \$13,000 from the estate of an uncle in England, and the second, time \$20,000 from the estate of Henry Thompson, New York attorney.

The money will be used in studies of the theatre. Norman is taking a special course in theatre production at Yale.

## Miss Rasch's London Job

Albertina Rasch is going to London next month for the new opera, 'The Merry Widow', by Franz von Suppe, composed of 'Zwei Herren', which Haasard Short will put on with Dennis King prominent in the cast. Louis Vercell, the music publisher, is behind it.

Short shall a fortnight ago to prepare the new piece.

## 2d Ave. Extras

Tommy Mitchell goes into the cast of the untitled play for the Speewacks being prepared by Herman Shumlin. It's Shumlin's first production since 'Grand Hotel' and he's going to stage it himself.

Big cast will be required for the play, with a large number of extras being recruited by Shumlin from the cafes of Second avenue.

## SLOW MOTION BUILDING

San Francisco, Aug. 8.  
Work on the war memorial opera house, creeping along at a record snail's pace, is being further slowed by bickering between construction workers and members of stagehands union.

Latter group walked off the job last week when dissension arose over construction of the stage. Steel workers are continuing the jobs as house professional advice.

House is supposed to open Oct. 15 with a season of opera already lined up under direction of Selby Oppenheimer, who will manage.

## AKRON CIVIC STAYS OPEN

Akron, O., Aug. 8.  
Plans are under way which will keep stage shows at the Civic theatre, formerly the Grand, after the end of the summer season. Curley Burns' musical stock is holding the boards of house currently.

The Burns show is in its third week, with company of 30 people.

# Rosalie Stewart Has 'Just Out' in Mind

Stockbridge, Mass., Aug. 8.  
Rosalie Stewart is the possible producer of Edouard Bourdet's 'Just Out' this fall. Miss Stewart attended the first American performance of the French comedy here at the Berkshire Playhouse.

Play has been on the point of New York production for the past two seasons, but contractual handicaps are said to have held it back.

# Indications of 15% Cut By Unions as Compromise Wah N. Y. Legit Mgrs.

With the Philadelphia stage hands agreeing to a straight 15% wage cut covering next season, indications are that a similar reduction will apply to New York's local and the Brooklyn union. The backstage committee met with the legit managers Friday (5) and agreed to present the proposed new scale.

To the managers' demand for a 33 1/3% cut the stage hands countered with a proposal to lower wages as much as 15%. The managers' demand was dropped to 20%. An agreement is expected early this week. Same percentage of reduction would apply to broken time. Working 10 1/2 hours a day, the managerial side for years, figure to be moderated also.

Under the indicated scale, heads of departments in legit houses will receive \$10 weekly, a cut of \$12. This is the minimum wage, with some department heads getting over the scale, which is a matter of personal agreement between manager and department head. The rest of the crew which works by the performance will receive about \$6 less weekly, the new minimum wage figured to be about \$48 as against the average of \$64 for the past two seasons.

The managers have been unable to progress with a lowered scale due to the musicians as yet. Reports that the musicians agreed to a cut because facing as much unemployment as last season, appear to have been premature.

# HARPO MARX GOING MOSCOW ART—GRATIS

Hollywood, Aug. 8.  
Arthur (Harpo) Marx left here last Friday (5) on his way to Russia where he will appear in pantomime with the Moscow Art Players.

It's a guest and gratis engagement, arranged for by Max Reinhardt, to extend over a period of four weeks. Pantomimic comic flew east in Hal Rosson's plane with Sam Katz, of Paramount-Publix, also a passenger.

# Golden, With 3 on Tap, Can't Decide on First

John Golden can't make up his mind between three plays for the coming season. Originally his intention was to start off with 'Why Don't You Go Back?', at Russian bay by Montague Glass and Dan Jarrett. Casting difficulties have shoved this into the background for the time being.

Golden has rights to a new Rachel Crothers play, 'When Ladies Meet', and a new Vicki Baum piece, 'Life Goes On'. Miss Crothers' play is being tried out at the Cape Playhouse, Dennis, Mass., this week, with the results to indicate whether it comes right in or gives way to the Baum piece.

# 'Chrysalis' at Beck

'Chrysalis', which attracted attention at Lawrence Langner's Playhouse at Westport, Conn., is booked to open at the Beck, New York, Sept. 15. Show was presented by Theresa Helburn and Langner. Both are directors of the Theatre Guild, the play is not on the Guild schedule.

Understood that Martin Beck will also be on the managerial end for the Broadway presentation, having supplied the backing.

# BENNY HOLZMAN EAST

Hollywood, Aug. 8.  
Ben Holzman, still troubled with a tricky stomach, left here Friday (5), for New York on business for Eddie Cantor. Mrs. Holzman accompanied.

Will stop over in Chicago.

# Ziegfeld Made More Money with Musicals Than Any Other Producer

## Shows in Rehearsal

'Flying Colors' (Max Gordon), National.  
'Passing Show' (Shuberta), Shubert.  
'Kick the Queen' (Alex McKeap), Empire.  
'Folies Bergere' (Max Rudnick), Liberty.

## HENRY DUFFY HELPING F & M STAGE 'TRENE'

Los Angeles, Aug. 8.  
Henry Duffy, coast producer, collaborated with Fanchon & Marco in staging last version of 'Trene', featuring Dale Winter (Mrs. Duffy) in her original stage role. Tab gets under way at Loew's State here (12).

Care includes Bobby Watson, George Fox, George Bali, Dorothy LaMarr, Walter Regan, Betty Farington, Warren Wood, Sydney Reynolds, Eddie Featherstone and Anny Arden.

Harry James is musical director and Louis Lissner manager. M. C. Coyne remains as manager of 'Trene' in Time, where he has been replacing Lisner, off a week because of his brother's death.

'Sally' will probably follow 'Trene' with no cast set. Olive Olsen signed for comedienne part in 'Follow Thru', and Joe Fenner goes into 'Whoopee'.

# Looks Like Stage Crew Out Footlites' Wages

Los Angeles, Aug. 8.  
Little hope held by state labor commission for payment of unsecured wages totaling \$4,500 against Gerold Davis' 'Footlites' musical, which folded after a week at the Mayan. Sum mainly due musicians and stagehands.

Max W. E. Stowell, chief baker of show, claimed to have had \$75,000 in securities before it went into rehearsals, but said the stocks had shrunk to \$1,200 when it came time to pay off.

Holdings of tickets for the unplayed matinee still have \$250 coming.

## Lead Delays Show

Harry Moses has had to postpone production of 'The Play' when the showman was financially solid. His wife, Billie Burke, whose maiden name was Ethelbert Appleton, and his daughter, Patricia, are the sole legs. That probably will not, however, that his mother, who is past 80, shall be provided for by Miss Burke, the mother to receive no less than \$500 monthly.

Just how much the estate will net is a question, it being estimated that the claims against it will reach \$1,000,000. Louis S. Levy is the sole executor and until he returns from Europe there will be no settlements. The attorney is said to be quite familiar with show business and it is possible that some Ziegfeld show activities may be continued.

'Show Boat', it being understood that the revival has been taken over by A. C. Blumenthal, who required the management prior to Ziegfeld's death on the Coast.

Ziegfeld had life insurance up to an estimated \$600,000. A policy in one company alone was for \$200,000. That money goes to his wife and daughter. Mrs. Ziegfeld was not touched by creditors. The estate at Hastings-on-the-Hudson is in the name of Miss Burke and similarly exempt from claims.

## Hayward's Own Agency

Leland Hayward has split away from the American Play Co. and opened an agency of his own in New York. Settlement with American Play allows Hayward to take over his own clients.

Bill Cowan, former head of the Paramount Artists studio, may join Hayward's agency on the stage and personal booking end.

## KINGSLLEY'S 'CRISIS'

Hollywood, Aug. 8.  
Sidney Kingsley, writer, under contract to Columbia (Rm) leaves this week for New York to confer with Sidney Phillips, who will produce his play, 'The Crisis'. Kingsley returns here in two weeks.

'The Crisis' was also the title of a play produced in 1908 starring James K. Hackett.

## BOLT STRIKES THEATRE

Lunenburg, Mass., Aug. 8.  
Damage of \$2,500 was caused when bolt of lightning caused a fire at the Whelan Park theatre, summer stock outdoor house. Wardrobe valued at \$2,500 was destroyed when the flames spread through three dressing rooms. Auditorium and stage were not damaged.

In retrospect the career of the late Florenz Ziegfeld, Jr., stands out more in relief than ever from a financial angle. To the few in the actual know of the between Ziegfeld's ventures, he made more money with musical shows than any other manager. Yet he had to borrow money for his last trip west. He was among the millionaires clipped by Wall Street.

When most of Ziegfeld's time was devoted to the 'Follies', that revue netted a quarter of a million season after season of there was a new show every year. When he stepped up his production activity, which was concurrent with the time that permitted \$5.50 top for tickets, entered the big money class.

Two shows alone netted him \$30,000—'Show Boat' and 'Rio Rita'. That due was part of a quintet of musicals running on Broadway and the road at the same time, the others being 'Three Musketeers', 'Whoopee' and 'Rosalie'. Week after week the profits of this group of musicals were \$10,000 and \$40,000. His losing shows were infrequent and despite all reports including his own claims of extravagant effects, he produced economically.

Ziegfeld had the habit of carrying large sums of money in his pocket and it was usual for him to have \$15,000 and upward in banknotes held together by rubber bands. He also liked to keep the profit checks from his shows and it was weeks before they were deposited. When in Palm Beach his pocket bulged with the bills and coins, he generally stayed in the resort, for he liked to frequent the famous Bradys' casino.

## Wife and Daughter

Last week his will was filed at wills in Florida. It was drawn up three years ago when the showman was financially solid. His wife, Billie Burke, whose maiden name was Ethelbert Appleton, and his daughter, Patricia, are the sole legs. That probably will not, however, that his mother, who is past 80, shall be provided for by Miss Burke, the mother to receive no less than \$500 monthly.

Just how much the estate will net is a question, it being estimated that the claims against it will reach \$1,000,000. Louis S. Levy is the sole executor and until he returns from Europe there will be no settlements. The attorney is said to be quite familiar with show business and it is possible that some Ziegfeld show activities may be continued.

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# Lubitsch Operetta On

Ernst Lubitsch's plan for an operetta production with Dmitri Tchouffich and Albertina Rasch associated is not off. 'The Carinas', a libretto idea, however, is cold. Decided it's too outmoded.

A Parisian prima donna is being negotiated for through at one Marie Jertiza, of opera, was mentioned as a possibility.

## Actress Charges Cruelty

Denver, Aug. 8.  
Heleen Kohankie Singer, actress, secured a preliminary divorce here from her husband, New York theatrical agent and actor. They had been married 12 years.

Mental and physical cruelty was charged.

## Mrs. Curry—Administratrix

New Haven, Aug. 8.  
Ethel Curry, this city, widow of Daniel C. Curry, appointed administratrix of her late husband's estate. Curry and her husband were theatrical agent and actor. They had been married 12 years.

Mental and physical cruelty was charged.

## Curry—Administratrix

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## With \$40,000,000 Bank Loan, Australia Looks Up; Biz Good

By ERIC GORRICK

Sydney, July 14.

Perce Molnar's "The Good Fairy" did a quick flop when introduced by Williamson's "The Big Show" after two weeks. Reported that the picture requested that portion of the budget be deleted before the picture opened. Spicy atmosphere of the play, however, failed to pull at the box office.

Business of "Fairy" business generally is very bright and some good-sized film and legit hits are current including "The Sweet", "The Big Show", "One Hour With You", "The Man Who Played God", "Allies the Doctor", "But the Picture is Weak", and "Arsene Lupin". Grand opera clicked in Melbourne after 11 weeks in Sydney.

Business theatrically all over Australia is on the up-grade. It is expected that the big banks will advance nearly \$40,000,000 this month solely to provide work for the unemployed. This in itself will mean a big thing to the showmen.

A few short months ago shows were flopping everywhere simply because the people as a whole were tired of seeing the same old entertainment. With confidence restored, a different story can be told today. And, the picture business is already making plans to invade this territory soon.

It appears that some of the foreign producers believe that Australia contains a big foreign population and that their type of attraction could find favor quickly if exploited in the right way, but, unfortunately for the foreign picture picture, "Australia" has but a minute foreign population.

America supplies this country with July 95% of its picture production, the best being imported of English and local productions. Only on very rare occasions have foreign pictures found their way into Australian theatres, excepting short subjects. Continental pictures are not overly popular here.

### New Revue

Ted Henkel has written most of the music for the new "Big Show". "The Big Show". Rolls, in this production, has given Sydney a real taste of the Parisian type of entertainment with new songs and acts wear next to nothing from curtain to curtain. Production is lavish in costumes and sets. The show is a sparkle and snap all the time. Cast includes Jennie Benson, Ted Henkel, Don Nicholson, George Thompson and Nick Morton. Show set for a run.

### 'Sweet' Connects

"Bitter Sweet" is one of the swiftest shows W-T has staged in some years. Cast includes Margery Hicklin, Herbert Brown, Romola Harzen, Sydney Burchell, Cecil Scott and Reggie Dama. George Highland produced. Expected to stay about eight weeks.

### Munro Returns

Charles Munro has returned from America to take complete charge of the Hoyt circuit. Munro has been estates in U. S. and has a trillian claim in which Fox hold a big parcel of shares. Munro strongly believes that the picture business satisfaction among certain Australian shareholders in the company because of the Fox holdings.

### Chatter

Unemployment lessens. "The Great Lover" will open in Vienna. "Miracle Man" scores in Melbourne. Church strongly against Sabbath shows.

Dame Sybil Thorndike success in "Saint Joan". "The Grand Opera company" a quick flop in Melbourne. Madge Elliott and Cyril Richards will do new show for W-T. Picture production locally still continues to forge ahead.

Vinarian government proposes further tax cuts on the picture business. Tin-hare racing boom just about over. Looks like quick trade following government aid.

Hilling is the latest craze to strike over here. Thousands of city workers do trips on Sabbath. Cars not burning their gas. "One Hour With You" such a boom that management Prince Edward in Sydney. "The Picture" half to permit patrons look-see picture twice.

Stanley Crichton, g.m. Fox, chairman

## Shaw's 'Too True' Almost Unanimously Panned

London, Aug. 8.

Bernard Shaw's "Too True to Be Good" was almost unanimously panned by Shaw's countrymen, repeating its New York reception last fall.

Critics of London papers were taken by plan to Malvern for the premiere Saturday (8). Head winds almost the entire distance didn't make the going very pleasant, with the scribbles arriving later than had they made the trip by rail.

## PARIS LEGITS NEW FALL POLICIES

Paris, Aug. 1.

Changes often in ownership or in style of productions are planned in several Paris houses for the fall.

Chatelet, formerly devoted to purely spectacular shows, will go opera, thus turning it into opera. "The Man Who Played God", owned by Isola Broca. Chatelet is owned by Maurice Lehman who will produce an opera by Nougé Eon and Albert Willemetz titled "Tosca de France", with music by the master, Sigismund Romberg. "Cast will include" Maudie Bregis, who made a short appearance on Broadway, and Bourdon, of the Opera Comique.

Fort Saint Martin, old Lehman house, formerly devoted to drama, will partly replace Chatelet for spectacular plays, and will open with a revival of Michel Strogoff. Lator in the season it will have a new opera by Charles Mère titled "Passage des Princes".

Lehman is for adjusting scales to current slump and doing shows likely to draw masses rather than strictly foreign patronage.

Athenes, formerly Lucien Rosenberg's, is going to Deval and Felix Gann. "The Man Who Played God" is one of the latter's plays, and later in the season box Rosenberg in his former house after he has played a first engagement at the Bouffes Parisiens.

At Volterra's Theatre de Paris, Pagny is giving away as author to Louis Verneuil, who will act himself, supported by Parys, in one of his own plays, a detective mystery. Play tentatively first titled "Rapt", now retitled "Delighted Woman".

Cast of Bouffes Parisiens, for an opera by Willemetz and Moretti, will include Henry Garat, film star with Paramount and UFA contracts. Renaissance will revive the old "Dame de Chez Maxim's", thus changing from heavy meller to opera.

Generally speaking, shows will include an inordinate number of operas, and there is a trend towards markedly large grooming possibilities as compared to other shows, due to their appeal to the masses.

## South Africa

By H. Hanson

Cape Town, July 14.

Terrific gales around the Cape Colony, with heavy rain, heavy downpours and cold weather have practically killed business.

Nikita Baileff's Chauve Souris company sailed on the Arundel Castle for England.

Mrs. Barrow-Dowling, for many years dramatic critic on the "Cape Times", is now in London, the job to join her son up country. A complimentary farewell concert given her July 22.

Talkers having hit Cape Town's audience badly, to get in some relief money a concert was arranged July 2, drawing a fair house. Distress among musicians is acute throughout the country.

Cornelius Veldthagen, showman, picked up some checks in a Cape Town street for wandering then got payment at the bank. Admitting previous convictions, the magistrate presented him with nine months' hard labor.

Howard Glover, for many years dramatic critic on the "Cape Times", died June 24 due to slipping on the pavement in a Johannesburg street and fracturing his skull. His father

## London Show World

London, July 27.

Regent, stock house in the King's Cross district of London, switched this week from a repertory to a bill of five Grand Guignol plays, conducted on the non-stop basis, at popular prices.

### British Tribute to Zigzag

Lord Castlereagh, gossip writer for the "Sunday Express", wrote a glowing notice to Florenz Ziegfeld, winding up with: "But this, at least, can be said of him—his word was as good as his bond."

### Mario Tempest's New Play

Sometime in August—date not set—Mario Tempest returns to the Haymarket with a new play which will be produced titled, "Tomorrow Will Be Friday."

### Fox's British P. A.

W. H. Mooring, late editor of the "Bioscope", goes to Hollywood for three months to handle publicity for Fox's filming of "Cavaleade".

### Goldenberg Resigns

David Goldenberg, manager of Metropolitan Empire, has resigned. He had been with Metro for the last 14 years, and was brought over to manage the Tivoli. When Metro started to offer a new play with British and built the Empire, Goldenberg was appointed manager. Goldenberg's resignation was a surprise in the trade, as he was very popular among the press gang. Understood due to family troubles. Goldenberg was replaced by James Raymond to take charge temporarily. Raymond is here prior to sailing for America, to take charge of Metro's new house, opening in Johannesburg around November.

### New W. E. Productions

Two suburban repertory theatres are trying out new plays this week, the final productions for July. There are a reasonable number promised for August. There will be the Haymarket with a new comedy entitled, "Tomorrow Will Be Friday," featuring Marie Tempest, as she was reopens the Shaftesbury with "Orders are Orders," a military comedy, and the West End will by that time take up the regular fall season with the usual number of new productions.

### 'Heritage' Too Morbid

"Heritage," a new play, produced at the St. Martin's for one performance, Sunday night, July 24, revealed scenes in a lunatic asylum with alleged humorous references to hereditary insanity, drunkenness, and suicide. Altogether a most morbid thesis for dramatic entertainment.

### McLeod-Tiller Engaged

Tex McLeod and Marjorie Tiller have announced their engagement. She was his stage partner for several years and rejoined him on his return to London. The couple open next week at the Trocadero restaurant. Marjorie is a niece of John Tiller of dancing troupe fame.

### 2 Weeks Unpaid

A violinist employed by the Zimbal Club was recently let out for economic reasons. He was given two weeks' salary. He brought suit claiming he was a member of the club. The club and the violinist were given two weeks' notice, which was the custom. Despite witnesses for the defense testifying that unless there was express agreement to the contrary a week's notice was sufficient, the court gave a verdict for the plaintiff.

### 'Pleasure Cruise' Off

"Pleasure Cruise" closed at the Apollo July 30, after a healthy run. During its recent best wave, business was good. The show, however, was not desired. The show, however, was not desired. The show, however, was not desired.

### Merson's Comeback

In addition to George Gifford there is more than a likelihood Billy Merson will join the cast of "Fanfare," a revised version of which will shortly be produced at the Haymarket. Merson, not so many years ago, was an acrobatic comedian who received as much as \$1750 a week here, and was known for playing legitimate comedy-pathetic roles, and to that end, rented a West End theatre and staged his own show. His last known engagement was for \$75 per week.

### Red Heads Score

Eve's week at the Victoria Palace only newcomers are Babe Egan and Hollywood Red Heads, who scored splendidly, Tuesday, Tuesday, Tuesday. The show, however, was not desired. The show, however, was not desired.

## Felix Bressart's Dutch Revue Almost Strands

The Hague, Aug. 1.

Revue company with the German film star, Felix Bressart, as star attraction in Holland, went bust. Promoters did not have enough capital, and conditions were also responsible.

Dutch promoters had to put up two guarantees, one of \$2,000 for Bressart, and \$1,400 for Municipal Theatre, Amsterdam. Revue was to run till Aug. 1 in Amsterdam and tour in provinces till Sept. 1.

As the chorus and actors were in danger of stranding in Holland, with the promoters broke, box office receipts were seized for the last performance so that the foreigners could return home.

## DORA MAUGHAN LEAVING ENGLAND; H.O. REQUEST

London, Aug. 8.

Home office has ordered Dora Maughan (American) to leave England by the end of the month. Also Miss Maughan has been told she must solicit no further work in England after the end of the current week.

Understood the action is resultant from Miss Maughan's recent activities at the Phoenix theatre, where she has been hostess of the lobby besides heading the show. H. O. is understood to have previously warned her that hostessing was no like in England.

## BEAUS LEAVE SPATS TO 'IMPEDIMENTA'

Brussels, July 27.

American and European beauty queens during their 'show-off' tour of Belgium before the election of Miss Universe, 1932, at the Spa on July 31, travelled in de luxe buses, the second carrying chaperons, papas and mamas, referred to by the queens as the 'impedimenta' because they won't give the 'gay lads' with big cars half a chance.

Girls are partly generally about Miss Poland and Miss Germany don't waste any smiles between them. Hatred, jealousy and rivalry have been left to the 'impedimenta' who are always warring about favoritism in hotel room allotment, precedence, etc.

## VIC PAL'S NEW GRIND POLICY STARTS SEPT.

London, Aug. 8.

Grind stage policy is the projected future for the Victoria Palace. To start about September.

Nothing set, but Tom Arnold is the likely choice to handle the production end.

Letters in Cape Town papers from readers say, "There are many of us who are tired of the Hollywood stuff which is presented to us year in and year out. Strongly urge that Continental films would be a great success over here."

A number of young German actors, with Kurt Liesen as manager, have chartered a pilot steamer for a tour over here leaving Hamburg in August, and also visiting towns off the regular steamer routes. They carry a repertoire of light operas. Kurt Liesen has previously visited South Africa. Rather a bold venture in these recent conditions in consideration.

African Consolidated Theatres trying to secure tenants for some of their small out-of-date cinemas which have been closed.

### An Old Greek Custom

'Maid of Athens,' by French brother, is the story of the romance of a Greek actress who falls in love with a young man in Paris in spite of her amazing gifts. She makes her Paris debut through the simple expedient of running away from her family and newly wedded husband, whom she divorces to wed a young American diplomat. In the end she pays her price by yielding to the Grecian unwritten law which wipes out the woman of a triangle rather than the intruding man on the principle that the affront is to the woman's family rather than to that of her husband's.

The author has written a story around the custom rather than adapting custom to his tale. Result is a thin romance generously padded with lengthy philosophical conversations, but the story is not uninteresting.

### Cocktails to Garrets

George Relchi, who became a book publisher via a cocktail chart, has sailed for Europe to dig up what better choice he could make than 'Wont' return until after Sept 1 because the things he's after take time. As the Roman Press, Relchi came to notice of the bookkeepers when he got out what he called 'Cocktail Wheel,' a circular card which gave instruction on how to mix 'em. The book stores took them up, and the author gave him a new publisher. Unearthing an old and forgotten work by Gustave Flaubert, in the original French, he induced Frank Jellinek to do a translation and put the book under the title of 'November.'

Book clicked and that definitely decided Relchi. He hopped a boat and now is proving every old European garret carried by a literary celebrity.

### Brewster's Rubberneck Guide

Eugene V. Brewster, erstwhile Los Ang publisher, is out with a pocket-size, paper-back booklet, 'How to Have a Hell of a Good Time in Los Angeles,' the byline carrying the name, Van Vandall. Publisher likes the book for the tourist trade to 50 cents. Title is a seller, and contents informative, both for tourist and native. However, the lighter section is willing to pile rough on Roger's Thesaurus to obtain facts. Author has realized that a full stomach quiets the nerves; therefore, he has devoted a majority of the contents to the rough spots in Los Angeles and Hollywood.

### 30c Classics

Works of classic authors, the copyrights of which have expired, are being gathered by D. H. Smith who has formed a new publishing company to issue these reprints at a low price. No other than favorable conditions will enable Smith to sell his books at 30 cents each.

First of the Smith books will be a collection of short stories by Balzac. Contents of the second volume will be along similar lines. Although his initial efforts will be royalty-free reprints, Smith may publish original material, not as altruistic as he first sounded. However, unless he can keep the retail price down to 35 cents, it's Smith's belief that currently the most money to be made in the book publishing field is in item priced at 35 cents or less.

### H-J's Mail Course

Announcement by E. Haldeman-Julius, the Little Blue Book publisher, of plans to increase his list of books from 1,725 to 10,000, together with an invitation to scribes to submit material, not as altruistic as he first sounded. Scribes interested are being solicited to join a 'class of 100 beginners' who will be 'taught' by Haldeman-Julius how to write for his Little Blue Books. In other words, Haldeman-Julius will 'train' those aspirants for little Blue Book authorship.

No such condition prescribed by Haldeman-Julius when first making known his supposed need for Little Blue Book material. First authorized 'Chatterly' First authorized edition of 'Lady Chatterly's Lover' will make its appearance in September, Alfred A. Knopf having arranged for its publication with Crieda Lawrence, widow of D. H. Lawrence. It will be an expurgated version, of course. Plenty of 'Chatterly' versions around both in expurgated and none of them authorized. There's even a 'Lady Chatterly's Husband' in print, having no connection with the Lawrence book ex-

### Editors' Nuisance

'Time,' the weekly news-magazine, is showing signs of replacing 'The American Mercury' in its influence upon newspaper reporters and budding writers in the great open spaces.

Where a few years ago city desks, and other depositories for the weekly word, were inundated by pseudo-Melencos and conscious or unconscious imitations of the 'Mercury's' style, today the pattern seems to be a short, abrupt, comma-studded, phraseology typical of 'Time.'

As with the 'Mercury,' imitations, newspaper editors dislike the 'Time' copying. Dailies are generally against any stylized writing except under by-lines. Not only reporters but office rewrite men, from report, to the 'Time' formula of omitting connectives, prepositions, and other grammatical bridges, and have been corrected from above.

'Time' has short, abrupt, clipped, way of saying things. At first meeting it sometimes confuses people. It's a pet hate of others. But once associated it appears to unconsciously produce a telegraphic mode of expression in the habitual reader. Newspapermen reading the style for its condensed summaries fall in love with the style.

But editors avow it's the biggest nuisance in journalism today.

### Benjers' Fiction

Seemingly growing demand for fiction has led still another specialized book house to take it up. Concern is Benjers Bros., publishers of religious books.

The Benjers will have no definite fiction list, just taking on as many novels as are deemed worthy. Stories will not have to have a religious background. Growing list of book publishers, as well as the moves of various specialized book concerns to go in for fiction, has considerably widened the book-length fiction market. Now furnished novels about twice as many opportunities for publication today than a few years ago.

### 4 Mags Become 2

Flurry of activity in the Chicago book field has resulted in the number of publications emanating from that spot being reduced to two. Two women's mags, 'Household Guest' and 'Mother's Home Life,' both owned and operated by the same one. Enlarged publication will carry both titles. No editorial changes involved, Mary H. McGovern and her staff editing the two.

Other two Chi mags figuring in the changes are 'Popular Aviation' and 'Practical Mechanics.' Latter is to be scrapped with some of its features going into 'Popular Aviation' as a regular section. B. J. Davis is the 'Popular Aviation' ed.

### Ellen Scripps Dies at 95

Ellen Browning Scripps, half sister of Edward W. Scripps, and active in the affairs of the Scripps-Campfield and Scripps-Howard papers since their founding, died at her home in La Jolla, Cal., Aug. 3, aged 95.

Miss Scripps, a school teacher at the time of her brother's joining the Detroit 'Tribune,' became a proof-reader on the paper in 1873 and worked with him when he founded the Detroit 'News,' advancing to literary editor. There she began her 'Miscellany' column that has since grown to be known as a 'old fact' syndicate system that is an integral part of all Scripps papers.

In the past 25 years Miss Scripps devoted time and finances to many philanthropies, mainly of an educational nature.

### 'Colliers' Film Reviews

'Colliers' Weekly' will devote a page each issue to picture reviews. William A. Ullman, Jr., is on the Coast to catch the films at preview. Intention is to beat 'Liberty' which usually waits until the pictures hit the New York theatres.

### San Quentin's Literati

Latest issue of 'The Bulletin,' published by the inmates of San Quentin, California state prison, goes in heavy for by-lines, the writers using their underworld aliases.

'Ashes of Scarlet' is authored by Gyp the Wiper; 'Budgeoning Blows' is by no less a person than 'Pretty Boy' Cohen; 'The Knife' Grogan has contributed 'Thundering Hoofs.' Best effort is an article by Edwin Owen titled 'Health Resort.' It invites every one to come to the prison if they want to get better. According to the article, written humorously, San Quentin is 99% healthy.

### Two Introductions

Two different introductions, one by Pirandello for the English translation, and one by G. B. Shaw for the French original, will be written for the same novel by Saul C. Collin, to be published in New York by Sutton. This is Collin's maiden novel, titled 'On the River Doubs.' Collin is now writing scenarios in Paris.

### Book Length Serials

Included in the 12 book length serials to appear in 'Colliers' within the next year are 'The Frightened Lady,' the late Edgar Wallace's final novel; 'Wife for Sale,' by Kathleen Norris; 'The Good Mountain,' by Zane Grey; 'The Gallows of Chance,' by E. Phillips Oppenheim, and 'Romance Preferred,' by Arthur Somers Roche.

'Collier' shortly will also publish a feature article by Miriam Hopkins, from legit and pictures, on prohibition.

### La Farge's Inade

Oliver La Farge, 29 Pulitzer prize winner for his 'Laughing Boy,' went on a tirade against novelists who write to make money in a talk at Boulder, Colo., before the University of Colorado Writer's conference.

La Farge did not advise the gathering what he wrote for, but advised aspiring novelists to make money legitimately, rather than write for money. He asserted that those who write for the reaping of royalties are drenching and dragging the literary tastes of all nations.

### First Fiction Attempt

Honore Wilson Morrow, widow of William Morrow, will publish this fall her first fiction work, 'Beyond the Blue Skies.' It's an adventure novel dealing with the early Spanish settlers in California.

Choice of subject partly guided by her belief that pictures are about to be another cycle of costume stories.

### Chatter

Fred Storm, political reporter of the Rochester, N. Y., 'Times-Union,' took to the United Press bureau in Albany. Charles F. Cole of the 'Democrat and Chronicle' replaces at the T-U, and Fred Kates, son of General Manager Roy Kates, became the Blue Skies' editor.

Fulton Oursler's return when he left for the Coast included a butler, secretary, cook, maid and governess. Oh, yes, and the family.

James M. Reid, of Harcourt, Brace, next week.

Latest of the books on Frank Harris is that just completed by Hugh Kingsmill.

J. Keith Winter back in England to start a new novel.

Lionel Houser, who reviews books for the San Francisco 'Press,' now writes one. Claude Kendall will publish.

Ahmed Abdullah vacationing in Maine.

Newton Plummer reading proofs on his first book.

If Leland Hayward forms that new literary agency, most of the American Play Co. ex-employees will go with him.

Anthony Wynne, author of 'The Green Knife,' really is Robert McNeil Wilson.

Every time he writes a new book, Manuel Konroff gets the best building credit by his publisher any scribbler receives.

Philip Guadalla may come over for a lecture tour this winter.

The David Garrick trip here was for a lecture tour, not a regular chorus, but some of the principals so act. Equity's original stand, from which it claims it has not receded despite the Council's flip-flap, was based on the fact that the same players figure throughout the performance, that the show is actually a revue, and that it was staged by a legit director.

That the admission is 50 cents for

### Best Sellers

Best sellers for week ending Aug. 6, as reported by the American News Company and branches.

#### Fiction

'The Fountain' (\$2.50)	By Charles Morgan
'Little New Way to Better Golf' (\$2.00)	By Temple Bailey
'Keeper of the Keys' (\$2.00)	By Earl Derr Biggers
'Faraway' (\$2.75)	By J. B. Priestley
'Obscure Destinies' (\$2.00)	By Willa Cather
'The Store' (\$2.50)	By T. S. Stribling

#### Non-Fiction

'Twenty Thousand Years in Sing Sing' (\$3.00)	By L. E. Lawes
'A New Way to Better Golf' (\$2.00)	By A. J. Morrison
'Only Yesterday' (\$3.00)	By Mark Lewis Allen
'What We Live By' (\$2.50)	By Abbe Ernest Dimnet
'Once a Grand Duke' (\$2.50)	By Grand Duke Alexander
'30 Years in Golden-North' (\$2.50)	By Jan Weitz

near Ghent, aged 72, following injuries received in a fall. King Albert intended conferring title of baron on Buysse.

Kathleen Hewitt wrote: 'ix novels before Putnam accepted her 'Mardi' Bogart Carlaw insists 'ix 'Glands Should Be Gilded' not 'Gilded'.

The three scribbling Wylies—Max, Philip and Kistadden—are related to Maude Adams.

Mazo de la Roche's desertion of the Canadian locale is only temporary.

Franklin Walker, whose blog of Frank Norris comes out soon, went to school with the noted fictioneer.

It took Burton J. Hendrick four years to do that book on Andrew Carnegie.

'Forward from Babylon,' the Louis Golding story to appear soon, was written before 'Magna Street.'

Doris Burke, editor of 'Sketch Book,' New York, in Los Angeles collecting material for a special Olympic edition.

Home from his annual trip abroad, Franklin H. Chase has resumed reviewing for Hearst's 'Journal-American' in Syracuse, N. Y.

Arthur Somers Roche brought the family to Los Angeles to watch the Olympians 'run and throw things around.'

### Erlanger

(Continued from page 37)

his wife, the former Madeline Donnelly, who was Erlanger's private secretary, were ousted immediately after the testator's death. It was stated at the time that Judge Erlanger ordered the dismissals because of the friendship of the Dilions to Mrs. Erlanger. During the hearings Dilion was in daily attendance.

#### 18 Pages in 'Journal'

Surrogate John P. O'Brien's decision occupied 18 full pages of small type in the 'Law Journal.' Attorneys of long practice say they never before knew of so exhaustive a ruling. The testimony, covering a period of 11 weeks, was estimated amounting to 70,000 words, but the decision totaled more than twice as much, approximately 150,000 words.

The court ruled in substance that there were two clear indications of an informal marriage union between Erlanger and Miss Fixel, and stressed the point that the testator was denied the right to formally marry in the divorce decree secured by Erlanger's first wife, Adelaide Balfe, an English actress, known professionally as Lola Balfe, who debuted here in a show called 'Smile.'

In Philadelphia Erlanger was accused of shooting Miss Balfe's first husband, an actor, twice and finally acquitted. The divorced wife has been receiving \$15,000 and back alimony covering that item was set for by Baron's recent temporary accounting.

It is reported that Mrs. Fixel-Erlanger will apply for a court order that Baron file a complete accounting by Aug. 17.

### Sunday Shows

(Continued from page 36)

contracts and that to interfere at this time might involve Equity in suits from the show management and possibly its members.

'See' has nothing to do with regular chorus, but some of the principals so act. Equity's original stand, from which it claims it has not receded despite the Council's flip-flap, was based on the fact that the same players figure throughout the performance, that the show is actually a revue, and that it was staged by a legit director.

That the admission is 50 cents for

afternoons and 21 at night does not enter in the matter, Equity contends. It is indicated that Lee Shubert is the backer of 'Book.' Shubert has been campaigning for Sunday shows.

In the care of the 'Folies Bergere' there is a chorus, more clearly defining that show as a revue, although its sponsor intends playing it twice daily and Sunday. Equity's hard and fast rule limits legit shows to once performances weekly and no Sundays.

#### Brown's Audience Spliel

When Equity first ruled against 'Book,' Chamberlain Brown addressed audiences and asked whether they believed the show to be vaudeville or revue. There were a few answers. Printed slips were also distributed, explaining: 'The Actors Equity Association having sent two of its employees to witness the opening of 'Scrap Book' voted it was a revue. They desire to put out of work 75 actors, and in these days of unemployment I appeal to the public to decide. The theatre needs encouragement and the picture houses, burlesque and vaudeville are creating more interest in Sunday shows and helping the actor. As a loyal patron and lover of the theatre, I am asking your aid.'

The number of signed slips turned in by audiences was not stated, nor were the replies presented to Equity. Understood the actors in 'Book' are not working under contracts, other than an oral agreement with Brown.

### Canada

(Continued from page 15)

necessary bills at a special session of the Canadian Parliament, which is scheduled to be held in October after the election of a new government. The government will seek approval of the Canadian people through dissolution of Parliament and the holding of general elections, it is intimated.

It is still within the realm of possibility that the Provincial Government of Canada will move to enact British film quota laws within their jurisdiction. In the various provinces of legislatures early in 1933, with the exception of the Province of Quebec, where the habitants are satisfied to do without a British film, the attitude of Quebec that proved one of the stumbling blocks for Bennett in the consideration of a possible quota plan for the whole Dominion under Federal auspices. Quebec was the reason why it was generally conceded that the Dominion Government could not fix a quota for Canada. But Quebec has nothing to do with tariff matters and can say little if the Federal authorities extend more favorable treatment by increased preference to the British producers, if they may.

Control of theatres, film censorship and the licensing of film exchanges come under Provincial authority and, because of this set-up, it is expected that various provinces, other than Quebec, may take it upon themselves to establish a quota plan. The difficulty is, however, that it is scarcely be effective unless and until more British features are available in Canada.

Premier George S. Henry and Major J. C. Boyen, chairman of censorship, both represented Ontario, were the other champions for British films in Canada who placed their opinions before the Canadian Government in behalf of a quota plan. 'See' have been asked to censor British pictures without charge, more or less as an indication of their warm support for British producers.

The exhibitors may have a further battle on their hands when the Provincial legislatures are in session early in 1933, but the Federal crisis is definitely over.

**Grier On Lucky Strike**  
Los Angeles, Aug. 8  
Jimmy Grier's Biltmore hotel band goes on the Lucky Strike program for one period monthly beginning Saturday (13).  
Over NBC network, 6 to 7 p. m.,



# RADIO TOUGHTEST TO CRASH

## Balto. Station Placing Trade Ad In Daily for Local Commercials

Baltimore, Aug. 8. Taking an entirely new step in radio, WCAO, the local CBS outlet, will swarm right into the territory of the ether's acknowledged rival, and will late this week publish an ad in a local newspaper, making a bid for local trade accounts. Ad will be in the form of a warning, telling Baltimore concerns that if they want time for the coming season to come a-running for it now. Ad, as tentatively laid out, reads as follows:

"Advertisers contemplating using radio the fall months are requested to make reservations now.

"Indications are that many of the more desirable periods will be sold by September 15th. We are now booking for October, November and December.

This is followed by the station's slogan (reminding of RKO): 'Always a good show over WCAO.'

For Locals

Ad is directed not to the advertising agencies, since they are only a handful in this town, but to the storekeeper and larger industrial of the burg with purely local distribution.

The announcement is scheduled to run in the Baltimore 'Sun' papers, with which WCAO has just formed a mutual-benefit tie-in for news broadcasting. Local men are viewing this as an experiment to show a business-getting scheme which makes use of the rival's own print medium will work out.

While WCAO has regularly advertised in the local dailies, averaging about \$12,000 in space annually, at various times advertising radios, radio good-will and WCAO good-will generally, this is the first time that it is attempting to go into print with an actual trade ad.

## FARMERS' STATION WLS' PROSPEROUS SIDELINE

Chicago, Aug. 8. WLS, farmer station, has been practically supported this summer by non-radio outside activities. Its Saturday night barn dance at the 5th St. theatre sells out regularly. Picnics with radio talent aboard lake steamers as the drawing card have been such a success that after holding two a third shindig has been scheduled.

Station will again send its bandcraze to the Indiana State Fair in Indianapolis, where last year they drew \$3,000 paid admission on a Saturday night. They will pass up the Illinois State Fair held in conjunction with the National Swine Show in Springfield but will send several individual acts.

WLS caters exclusively to farmers.

## L. A. Television Show A Turnaway-It Was Free

Los Angeles, Aug. 8. Television was given its initial working demonstration in southern California, last week, with a five-hour department store showing drawing talent from screen and stage for the inaugural. John Boles, Sid Grauman and Marion Schilling participated in the opening 10-minute program, working in a studio at a street level window, being registered and recorded in the store auditorium five floors up. Chicago did the same thing but minus the personalities.

Demonstration successful from a commercial standpoint, 22 free programs, running around 10 minutes each, being given, every one capacity. Most of the entertainment after the first programs consisted of sales talks and make-up demonstration.

Apparatus used was from the Shubira Giant Television Co., Chicago.

## Too Successful

Los Angeles, Aug. 8. Press agent, describing talents of a fortune-teller he was touting, told of her successful radio career.

"But she quit because of a nervous breakdown," he said. "She was 10,000 letters behind in her correspondence."

## Football Names For Commercial Among CBS Units

CBS sales department added two new accounts to the network last week and brought back one of the old customers. Major money contract of the newcomer duo was that signed by Postum, a General Foods product, with the time clause stipulating a half hour each Friday evening for 13 weeks over a coast-to-coast link of 35 stations starting Sept. 23.

Program will be labelled 'Christy Walsh's Football Show,' with the sports syndicator to provide Postum with the script and a different star from the gridiron or famous coach for each session. Studio orchestra will also be on hand for the musical interludes. Walsh also makes a film shorts sports series.

Wilkeson Mfg. Co., auto accessories purveyor, has bought a weekly quarter-hour period over six midwestern stations for a stretch of 13 stanzas, effective with Aug. 15. Account has been shooting out of the CBS Chicago key, WBBM, for a local spasm only the past five months. It's a script idea, titled 'Unsung Heroes,' glorifying the sports worker. Network version will also originate from the Chicago studios. Spots slated to get the show besides Chicago are Cincinnati, Detroit, Cleveland, Minneapolis and St. Louis.

Returning to the Columbia fold Nov. 4 is Fitch hair tonic, slated for a 15-minute niche Friday mornings, with Helen More and her Boy Friends, harmony quartet. Contract lined up for 25 consecutive weeks.

## BILLIE BURKE AS M. C. FOR CHRYSLER AIR HR.

Despite the present differences between Mrs. Florenz Ziegfeld (Billie Burke) and Chrysler, indications are they'll get together. Commercial has offered Miss Burke \$2,500 to m. c. a resumption of the Ziegfeld Chrysler hours Sundays over CBS. Al Goodman, just returned from a European vacation, to take up the baton for the new 'Flying Colors' musical, will again conduct the orchestra with Eddie Dowling to m. c. The late Ziegfeld got \$5,000 a performance for the hour which he m. c'd.

## Radio's NBC Programs Now Edited by Swanson

Hollywood, Aug. 8. H. N. Swanson, doubling as editor of 'College Humor,' and associate story editor at Radio studios, will also take over editorship of studio's weekly NBC program, 'Hollywood on the Air.'

He will edit the material along magazine lines. John Swallow will work with him, and have charge of practical end of the broadcasts.

## HARDER TO GET IN THAN PICTURES

Auditions Easy Enough, but Not So a Big League Commercial—Too Many Elements Involved, Including Need of a Break—NBC-RKO Pact the First Ray of Hope for the Novice

## V. P. VEXATIONS

Major network broadcasting is the toughest show business to break into, and yet radio auditioning is perhaps one of the easiest things accomplished. This is comparable to the former vaudeville big time and the catch-as-catch-can small time dates.

To land on a big radio commercial is a combination of 90% chance, the 'breaks,' and how long you can wait. It's a difficult for name talent as amateurs.

This paradox comes about through the general disorganization of the talent thing despite the elaborate talent and artists' bureau maintained by the big networks. For the stations, having the talent, still don't know what to do with it until the proper commercial sponsor comes along. Whether the advertiser will want what is offered is what makes it so tough. Like as not the commercial account is its own ideas. Where the advertiser will reach for its talent, all works to the general uncertainty of the performer.

The prominent performer is therefore irked extremely. He is made to do his stuff in audition just like any other unknown. The established stage or screen comedian, singer, maestro or legit is put through the paces in the same elementary fashion as the rank and file.

## Hardest on 'Names'

If he has a name which even the most conservative vice-presidents of the advertising agencies, the broadcasting station's commercial dept., and the advertiser is familiar with, then comes the harshest treatment of all. What is his mike appeal to the masses?

The radio's ace-in-the-hole is that it can 'make' an unknown famous almost overnight. This counts against the name performer who has earned his rep by dint of years of hard labor across the boards and screens of the country. Whatever may have been their in-person fame, it is as nothing to what a 1,000,000 receiving sets in as many households can do to popularize on a chain program.

The smart showman is the first to recognize and concede this, and also take cognizance of the many crooners, songstresses and maestros who came from nowhere and are more famous via the ether than the others through stage and screen.

It's comparable to an Eddie Cantor who was a wow on Broadway but who became famous to a million as a fan only via 'Whoppy' as a film; and became known to 10 times more people when he took to radio. The stage reputations of the Richmonds, Wynns, Jessels, Bernies, Filippes, Fricos, et al., are as nothing compared to what the microphone has done for them.

And by the same token, the Valcees, Crosbys, Amos-Andys, Kate Smiths, Columbos, Single Sams, to haphazardly name a few of the famous, were nonentities virtually until hitting the mike. Now they elapse in fame and fortune like lightning on the stage and screen who haven't had their radio linings.

Under these circumstances, while it is irksome to the professional to hang around studios, waiting for a call, it is unconscionable, they're still at it. With that dogged patience is the knowledge that

(Continued on Page 42)

## Music Men Stand Pat in Parleys With Radiocasters; Would Assess Each Commercial Per Song Used

## Sustaining and Single

If Sid Gary gets a commercial ad he wears his bells with Renee Petkere, sister of Bernice Petkere (Mrs. Eddie Conne), composer of 'Lullaby of the Leaves,' etc.

While he's still sustaining, marriage plans are unsustaining.

Tin Pan Alley has made the first strategic move in the controversy with the radio interests.

It is going right over the head of the National Association of Broadcasters and opening negotiations with the individual stations direct for separate license agreements.

American Society of Composers, Authors and Publishers has already apprised the NAB of its intentions in that direction. Letter received by the broadcasters committee that had been meeting with the music men declared in substance that, since the former had elected to stand pat on its ultimatum of no increase whatever over the present license rate, the society saw the way out of the impasse other than to deal direct with individual stations.

Following the turnaround by the NAB executive board of the music men's agreement to accept a compromise offer of \$1,250,000 in royalties for the period extending from this past June 1 to September 1, 1932, with the contract limited to that time period, the society decided to revise its bill of demands. From now on it will only negotiate with the NAB reps on the basis of a 10-year contract, with a 3% tax effective through 1933, 5% over the 1934 season and a tilt to 5% for 1935 and the remaining years thereafter.

## Sustaining OK

On its original offer to shelve down the tax on the sustaining end of broadcasting the Society plans no change. During the early across-the-table sessions the broadcasters had argued that there were scores of smaller stations to whom the license fee even as it stood, was too onerous. All right, was the music

(Continued on Page 42)

## CHAINS' FIRST JULY DROP SINCE '28

Final tabulations of the gross revenue taken in from time sales last month reveals the first setback experienced by the NBC and CBS networks since 1928. Columbia's drop from the July, 1931, level figures slightly above 20%, while the NBC clip just about touches the 10% mark. Totals for the past month, however, were far above the July, 1930, accumulations.

Both networks had been expected to take a bump downward, but the slide turned out of somewhat more substantial proportion than generally anticipated. This was principally due to a heavy mounting of lost revenue from departing accounts on the last week of the month, some of these having taken sudden advantage of their cancellation clauses.

On the NBC ledger the tally for last month showed \$1,824,581 as compared to the 1931 July gross of \$2,027,975. Network's 1930 level for the month had been \$1,692,680.

It was the opposition chain that got the stiffer wallop on the last seven days of the previous month, this stanza going down in CBS history as the worst, from the percentage loss angle, ever experienced, at least since the link came under the William S. Paley direction. Total for last month came to \$581,627, as against the 1931 July count of \$736,315, but still not so bad as it is generally taken to the July, 1930, level of \$381,795.

## KOTEX TRYING TO FIGURE AIR PROGRAM

Chicago, Aug. 8. Kotex may finally crash the networks this fall. Lord, Thomas and Logan are now in a huddle to figure a program which will get under the radio barrier.

It is generally conceded that all Kotex can say on the air is, 'This program sponsored by the new Phantom Kotex.' No commercial talk and no address of any kind. Hence Kotex's delicate job of finding or creating a program of value to itself.

Multiplicity of imitators said to have prompted the company to make this new effort to use radio. To firm is one of the biggest advertisers in newspapers and magazines in the country.

## Radio Combo Splits

Henry Burleigh's contract from NBC, by which he switches over from the other network, breaks up the CBS stage combination formed by Burleigh and 'The Funnymen.' The CBS trio will do a new act without Burleigh, opening it at the Hippodrome, Baltimore, Aug. 11.

## 'My Twin, Joe' Plug For Campaign Aid in U. S. Senatorial Race

Hollywood, Aug. 8. Showmanship, via the ether route, has entered the political arena here to promote the candidacy of Congressman Joe Crall for U. S. Senator in the Republican ticket.

Plus take, the form of a daily program, 'My Twin, Joe,' broadcast over KNX, with no mention of politics or of Crall as a candidate.

'My Twin, Joe' nightly dramatized chapters of the candidate's biography by Charles Crall, brother and Superior court judge here. An incident in the Spanish-American war was emphasized in one broadcast to line up the arid vote, the story relating that Congressman Crall had refused to obey his officer's command to lead the regiment, the reason, to top this refusal, the officers, at Crall's behest, did a Carrie Nation, welding the axes on the encampment's bag and trimmings.

## NBC OPTIONS AUSTIN; DROPS SIMS, BAILEY

Chicago, Aug. 8. Gene Austin's option was picked up by NBC last week for another 13-week period. Tenor, for years Victor's No. 1 recording artist, has been a sustaining program out of Chicago for the past three months. Although not yet attracting a commercial, NBC asserts Austin as 'hot.'

Meanwhile NBC dropped Lee Sims and Ilomay Bailey, whose options came up on the same date. Team is now a recording artist in Chicago radio. They were unsponsored. Option called for a salary boost which NBC didn't want to pay.



## Little Bits from Air

Tom Gerun is the new dance purveyor from the Hotel New Yorker over WEAF, and okay, too. Gerun is from Frisco and has dashed up nasation in all corners of the country so his money stuff is no more than to be expected.

Just preceding on WOR, Jolly Combs smoothly danced music from the Milton Port Casino at Rye is of the calibre one would expect from an exclusive membership club. Which raises the question whether balhoo does a membership club want via the ether, or is it just for institutional purposes?

Latest of the Tom Probert-Paul Titus biographical series, 'Catherine the Great,' over WJMG, revealed a girl obviously new to the medium and with a tendency to overact the emotions. Voice register was impressively and sympathetically at those points where the more frail sides of the Czarina's character were portrayed. Reading of the lines here showed some understanding of the subject and an appreciation of the highlights that the radio version were trying to get over.

Harry Carlson, the program's director, filled in acceptably as the narrator, while Elmo Russ added much to the coloring of the dramatic unfolding with a well arranged or accompaniment. Lots of painstaking effort indicated by this production, but whether there is a large and patient enough audience for this slice of pretentious culture to make it worth while is another question. Runs a half hour and starts wearing after 10 minutes or so, despite the nimble pacing of the dialog and acting.

Stance's 'Big Time,' NBC, seems to be fast slipping into the doldrums. Lacks the old punchy drama and comedy and all around comes production that once gave it stand-out rating. Most of the gags now have a false air about them and the situations have become pointless.

Looks as though the commercial has done a flock of tinkering with the show, none to its benefit. Among the product's turned out in some way be worked into the plot and be repeated over and over again. Latter intrusion in time reaches the nuisance stage, and once again there has been added a limerick contest. All this session needs is a few more shots of Flit to lay it completely low.

Acutest of the juve letter ballers in Uncle Don on WOR. Shows a keen conception of the finer twists of child psychology and makes use

of them. His late afternoon session is now handicapped by the Greenwich Savings Bank and the New York distributor of Popes.

One of the old gag of reading of the kid writers' birthdays and hands them the usual chatter about tending to their careers in point was parents and cutting out such habits as sucking their thumbs and biting their fingernails. Mentions names of themselves. Latter is confirmed by the tipoff given the birthday celebrants that they'll find their presents in a certain spot around the house.

Keeps the commercial intrusion down, usually mentioning it only twice and briefly during the quarter hour. Latest exploitation angle is getting the kids to save their Popes' sticks for advance to Lucky Strike, Poney Island, on a specified day. Ten sticks, he tells them, will gain them entry gratis.

In summer, when the commercials are scant and the empty niches on the schedule must be filled, the network goes giddy and embark upon stunts that invariably turn out a pain to those unwary enough to tune in. Latest stunt in point was the Announcers' Revel put on by NBC.

Most of the warbling by these credit readers turned performers was plain as that's putting it mildly. Exception was some of the ensemble vocalizing, but when the judges and other stars appeared, they were the network could at least boast of a fine representation of whisky tenors, rye baritones and heavy basses.

Howard Crane and John S. Young went in for a bit of Shalaceous excess in an exercise from Shylock, and the way Young tore into his part was enough to rate him among the world's worst actors. Ed Thummesen, raved through a comedy monolog as though he were reading a 15-minute commercial, and that he led to be not through in a third that time. Sad stuff, and it lasted a half hour.

Frankie Masters on an NBC hookup via WJZ, New York, from a Chi pickup from the Hotel Martin there, dishes up his nasation'ed program in a way that is as musical menu. It's as good as a skelton presentation idea as any, and, because of its ordinary analogies, lends itself well for mixing up spicy tunes with less jazzy numbers. Masters' holds his stuff up well, thus, and it all combines for an effective dance program.

Simultaneously for 15 minutes from the Glen Island Casino, N. Y., Ozzie Nelson, who is being given a limited trial as well as his late hour sessions, does his stuff in a smoother manner, not unlike the Lombardo style.

Nelson as of sudden will come into the public consciousness as an exceptional dance combination. He is now teaching himself to do it all along and already is somewhat of an institution with the nicer young Westchester set. The radio grooming over WABC isn't hurting.

## Radio Tough

(Continued from page 41)

only a lucky radio star will determine their ethical fate.

### No System

There is no systematic means of selling new radio talent. It differs from any other form of show business.

RKO and NBC recognizing this, this week entered into an agreement whereby the agents of both organizations will cooperate for the purpose of facilitating the signing of new talent for either purposes.

The lowliest vaudeville act could find a coffee-and-cake vaudeville act and finally be caught by some agent and achieve whatever spotting in a big variety or picture house. A skilled actor may troupe it with a ten-twenty-third stock troupe and be found out due time for a Broadway play or pictures.

With pictures, there's opportunity in plenitude for the screen novice to achieve Hollywood fame through the same systematic agency system of direct negotiation between merchandiser and buyer, i. e., the producer.

But this hasn't obtained in radio (with the exception of this very recent RKO-NBC pact). An agent must sell an agency. The ad agency must sell his client, the advertiser. The advertiser then has to be sold himself or (such as the potential ramifications of radio) the advertiser may have to take counsel with his wife or children and see what they think, this is that artist.

At no time is there a specific

course of procedure. The program plotting is strictly catch-as-catch-can.

A new program may decide it'll be the conventional singer and orchestra. Then somebody thinks that comedy would be better. Others favor vaudeville, sketches, variety programs or straight bands. People may be engaged to do the continuity; too often the continuity must be shaped around the talent.

Apart from that, there is no central course for talent buying. The radio stations trying to be sold on some specialty artist and build him up by assigning him a 15-minute nightly program, such as is the current procedure with Sid Gray, Cliff Edwards, Gene Austin, et al. An advertiser may tune in and determine to sign him up for a commercial to be undertaken in the near future.

### Figuring Build-up

The station's own commercial dept. may go around plugging the new singing, comedy or some other type of personality whom they've been building up. But the advertiser knows he just can't buy time and one must first be able to sell more soap or automobile tires that way. It has to be built up somehow with more intensive application.

If it's a matter of names there are still other complications. Maybe the program strives for 'class' and decides that Willie and Eugene Howard are too Jewish to achieve that, and an actual biased or maybe it wants a comedian, such as Lucky Strike now does, and so it auditions Fannie Brice, Jack Haley, Walter Catlett, and so it replaces Bert Lahr who L. S. (Released). But the fact that these representative funny people have been auditioned and that the jury is still out is the best general statement of the uncertainty of connecting on the air.

## Music Men

(Continued from page 41)

men's comeback, at one of the later pop-wows, will help these stations out by cutting down the sustaining tax to a nominal figure and shift the tax burden to the commercial stations. On this basis, continued the music men, if these stations do business well they get our just share and if they don't their loss will be on their own shoulders.

During these same palaver sessions the representation on the music men's side of the waist had suggested that the broadcasters permit them to levy the commercial tax upon the station or network's clients direct and collect from them accordingly to the numbers used on each program. Radio men unanimously rose in heated protest against the suggestion, and they contained too many risky elements to even give it consideration.

### Direct With Advs.

Tin Pan Alley seems more strongly than ever in favor of this mode of taxation, and may yet resort to it. In negotiations with the individual station operators do not turn out satisfactorily and a prolonged fight with the broadcasters' association appears in prospect. In the radio disc phase of the business the Music Publishers Protective Association is getting its fees direct from the advertisers or through their agencies, with the music levy calculated per copyrighted or restricted number used.

At the next meeting of the ASCAP board of administration it will consider the proposal, previously tabled, of notifying stations throughout the country on Aug. 22 that effective with Sept. 1 they will be forbidden to use any compositions controlled by the society, unless a new permit has been issued, or that they already approached the Society for that purpose. Warning will stress the penalty of \$250 per infringement allowed the copyright owner under the federal law.

Tin pan alleites are looking forward any day to the release of a national propaganda blast against them from the broadcasters camp. Publicity along the lines that will charge the music industry with trying to deprive the people through a monopoly or trust of music that is justly theirs is generally known to be the intention of the new direction of Oswald F. Schutte, who has been retained by the NAB as grand marshal of the radio forces. Understanding between him and the association is that they are to do no talking for the press and that he is to act as the exclusive spokesman for them in getting their case to the public.

Schutte's entry into the situation uncovers an interesting sidelight.

## RADIO CHATTER

### East

Postum Cereal goes on CBS Sept. 23 for 13 weeks worth; every day for 15 minutes.

'Primrose Season,' vet from burley and vaude, joined an act over WRNY, New York.

Arthur Tracy claims he went warbler because he got a cramped neck from playing the violin.

G. W. (Johnny) Johnstone, NBC publicist, has shifted his week-end relaxing grounds to Staten Island.

Harry C. Whitehill, owner of WJZ, has been authorized to increase power from 50 to 100 watts.

All three Funnyboners, Dave Grant, Gordon Graham and Bunney Graham, came from Boston and graduated from the same college.

Lucille Lendin, now unlimbering her soprano before a WRNY, New York, mike, came from vaudeville when she played in several better time flash plays.

Dorothy Holmes, formerly in stock, planning a comeback via radio. She has teamed with Gertrude Drinkwater Rich of Syracuse, N. Y., from legit and pictures.

Columbia Records, which m. a. d. Columbia radio, phonograph, records, refrigerators, and cleaner, goes on CBS on Aug. 15 for 25-week stretch of 30-minute periods.

Ned Waburn and Meyer Davis collaborating on musical comedy broadcasts depicting rise of American comedians. Waburn to direct script and Davis on the musical direction.

Jim Cornell, announcer, is the latest member of WJZ's staff in Schenectady to be bitten by the matrimonial bug. Cornell said 'I do' with a girl from the suburb of Schenectady a few days ago.

Carmen Ogden broadcasting the International yacht races on board another yacht over WHAM, Rochester, N. Y., became seasick. Forced to lie down on deck, she had the mixer adjusted to the new position and told listeners all about it.

Alphonse J. Sigi, Rochester, N. Y., 'Times-Union' news broadcaster, made a dash for the Livingston county after his broadcasts added the sheriff twice in investigations. Sheriff O. J. McLaughlin sent the badge with a letter of appreciation.

Daley Packman, who had the controlling interest in WGBS, New York, before Hearst took it over and changed the call letters to WINS, has gone into the business of station representing, program building and radio advertising. He is the other. Called this three-way enterprise Daley Packman and Associates.

Kay Manning, vocal soloist at WNEB, New Bedford, Mass., is an attack of stage fright when, attired in a bathing suit, she appeared on the call letters to the Olympics in a beauty contest. Her embarrassment was due to the fact that all the other contestants were evening gowns. Upon her discovery, she did a vanishing act.

### West

King Sisters on KSL nightly.

KSL new 50 kw transmitting station building nearing completion.

Bing Crosby on a two weeks' deep sea fishing trip off the coast of Mexico.

Tom Brenneman back in L. A. after closing with NBC in the east. Probably he'll be back.

Bill Goodwin, formerly of KFRC, San Francisco, switched to KJL's announcing staff at Los Angeles.

KJL's announcer, Harry Weiss, to Olympics as correspondent to supply daily news matter over private printer telegraph to station.

Jake Rosenstein, former p. a. at the RKO-Hillier, now on tour to Tommy Lee, manager of the Don Lee-CBS artists bureau here.

Stephanie Diamond, WCAE, Pittsburgh, has been announced as leaving for a couple of weeks in the big town and at the seashore.

Dottie Lawson, of Lawson Sisters, and Pete Weldy, band leader,

It was Schutte who, as chief propaganda agent for the indie radio manufacturers in the battle to break the alleged RCA patents monopoly, organized the American Association for Radio Education to apprise the American public of the patent holders' grievances. Reported that because he had been so successful in promoting the battle that forced RCA's agreeing to pool these patents, RCA execs themselves had recommended him for the job to the broadcasters' association.

both airing over WCAE, Pittsburgh, had the knot tied at Tuspele. Jim Hays, former announcer but more recently production manager at WCAE, Pittsburgh, is leaving to go with KDKA as a time salesman. S. J. Steinhilber, radio ed Pittsburgh 'Press,' vacationing for two weeks, with his column being guest-conducted by a different air act daily.

Phil Laaky, KDTL director, throws away golf clubs and quits.

KLO, Denver, managed by Early Glade, KSL manager, applies to Radio Commission for permission to move to Salt Lake City.

Dog races in Salt Lake denounced editorially, although Tribune carries adv. Racing association sponsors a nightly radio sports tabloid on KDTL, and announcements on KSL.

### South

Jerry Cummings, New York singer, now on WHAS staff, Louisville.

Tentative permit granted to Britt Rogers to a station at Tupelo, Miss., by the Federal Radio Commission.

Dick and Bob, Marietta, Ohio, radio team, appearing on WAU, WWVA, W.A.L.R., now appearing over WHAS, Louisville.

Davidson Taylor, WHAS announcer, and radio ed at Spaulding, returned from vacation. Dan Thompson, radio ed of 'Times,' dubbed for Taylor during his absence.

Charles (Pip) Luke, basso singing under the name of Tiny Tim Tiller, made debut over WHAS, Louisville, after tour of opera stations and try in radio satire that flopped on Broadway.

Boyd Martin, drama editor Louisville, made account at Spaulding of four police dramas during August. Plays are by L. K. Siglin, former p. a. for Detroit Police Department. Players for series drawn from local amateur groups.

Earl Richard, radio violinist, en route to Indianapolis, was killed in automobile accident at Speed, Ind. and Louis Staebler, violinist, ex-member of Rialto theatre, Louisville, who was released when he resented an act of ragging him, was injured with Richard.

WHAS making money on commercial political bills last week as Senator Allen W. Barkley, opponent Senator George B. Martin, candidates for Democratic nomination for Senate, and John Y. Brown, candidate for Congress, opened campaign over Louisville station for famous old Seelbach.



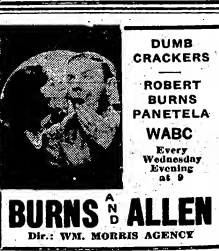
**Baby Rose Marie**

**Marie**

The Biggest Smallest Attraction on Radio and Stage

Headlining—DENVER, AUG. 9

Dir.—WEEB-SIMON



**BURNS & ALLEN**

Dir.—WM. MORRIS AGENCY

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

**ABE LYMAN**

AND HIS CALIFORNIA ORCHESTRA

Columbia Broadcasting System

PHILLIPS' DENTAL MAGNESIA

Tues., Thurs., Sat. 8:15 (East)

COAST-TO-COAST

**WABC**

**JACK DENNY**

AND ORCHESTRA

Waldorf Astoria Hotel

Victor Records

Gem Safety Razor Program

Lucky Strike Dance Hour

Management M. C. A.

**ANSON WEEKS**

And His ORCHESTRA

NOW IN 6th YEAR AT HOTEL MARK HOPKINS SAN FRANCISCO

Broadcasting Nightly C.B.S. COAST NETWORK

Lucky Strike Dance Hour Semi-Monthly

Exclusive Management Music Corporation of America

# RADIO AD WAR IN AUSTRALIA?

Sydney, July 14.  
The newly appointed Broadcasting Commission has taken over air control from the Doyle-Fuller-Albert outfit. Prior to handing over, Stuart Doyle intimated that his principals intended to continue in the field by opening B class stations.

Doyle further stated that just because the government would not renew their contract for the control of A stations in Australia they would not quit the radio field.

Doyle is the managing director of Greater Union Theatres, and Sir Ben Fuller controls a chain of theatres both in Australia and New Zealand. Frank Albert, the third member, is the owner of the largest music business in this country. All are very wealthy. Should they go ahead with their project a big fight may be expected in the B section for the advertising revenue.

A stations solely under government control cannot put up over the air, but B stations secure their only revenue from advertisers. With Doyle-Fuller-Albert breaking into this field with all their wealth and power to back them up, many of the smaller B stations may join the group or else close down.

**DANCE**

**CASA LOMA ORCHESTRA**

NIGHTLY FROM THE STEEL PIER

Atlantic City, N. J.  
Radio Station WJZ

Personal Management  
P. O. KEEFE  
Mills-Rockwell, Inc.  
799 Seventh Ave., New York

**John P. Medbury**

**Master Without Ceremony**

on the  
M. J. B.  
Dent Tasse  
Radio  
N. B. C.  
Stations  
Network

**"Whoopie Show"**

**JOE GALLICCHIO**

And His Orchestra

Saturday 9 P.M. to 9:30 P.M. CDST  
N.B.C., Chicago

**PHILLIP'S DENTAL MAGNETHA**

WABO—Tues., Thurs., Sat., 8:15 P.M.

**FRANCES LANGFORD**

MANHATTAN MODIES  
WOR—Wednesday, 10 P. M.  
Atop Empire State Bldg.

**RAYMOND PAIGE**

Medical Director KRL, Los Angeles

GUEST CONDUCTOR  
HOLLYWOOD BOWL SYMPHONY  
July 25th  
Directing "Gershwin's" Ballet in Paris and the Belcher Ball

**JOHN SHEVLIN**

(TENOR)

Tune in on WOR

Every Monday, 11:15 A. M.

**KUZNETZOFF and NICOLINA**

"STEERO" Program, Wednesdays, 10:15 a.m., WEAT

## Even Steven

Radio singing trio were discussing terms with a prospective P. A. Trumpeter wanted \$35 a week, which sent the trio into a huddle.

"We'll give you \$36 a week," they told him when they came out of the ether. "It's too hard to divide 35 three ways."

## French Opera Now

### On Air; Criminal Court Trials Tabu

Paris, Aug. 1.  
France is getting other conscious. As an experiment, 10 performances of grand opera will be broadcast during the fall.

Opera here is state-subsidized and this means a tieup between the ministry of Fine Arts and that of Telegraphs, with a view to increase interest in broadcasting and also to publicize the Opera. Previous local broadcasting of privately owned opera has been limited. The idea is generally adversely commented.

Broadcasting criminal court proceedings is also being considered, but apart from a few barriesters who would get excellent publicity the idea is generally adversely commented.

Current local air programs include an undue proportion of canned music.

## CLEVE. ALL STIRRED UP OVER FIGHT BROADCAST

Cleveland, Aug. 8.  
For not heralding a fight broadcast early enough, and then letting a fight promoter throw out an advertisement sales talk, station WRK is being put on the spot and bitterly criticized by all local radio critics.

Broadcast of the recent Risko-Griffin fight started the battle when Tommy McGinty, race track owner and fight promoter, made WRK put on the broadcast the way he desired.

McGinty first demanded that the station should not announce the round - by - round air description until an hour before the fight, being afraid it would hurt attendance. M. A. Howlett, manager of WRK, threatened to substitute Guy Lombardo's band and two other features and the radio columnists burned after getting last-minute word the fight would go on the air, feeling double-crossed besides not having had time to get the change into their sheets.

Fight broadcast was sponsored over WRK by the Cleveland Talking Machine Co., which had a commercial continuity outlined between the bouts. But the promoter crashed into the studio and demanded a look at the continuity held by Carl Everson and Jack Graney. Tearing it up, McGinty ordered the two announcers to give a spiel on a spring water company, of which McGinty is a director.

Station tried to explain that the announcements had been contracted for by the talking machine company, but the ring promoter refused that either feature or who would be substituted or else. Station manager figured it was too late to cancel the broadcast, and let the water ballyhoo go on, even though he lost the contracted account.

Howlett, manager of WRK, has refused to answer the critics' charges but the station plans to refuse any future fight broadcasts unless under its own terms.

## Aces Resume Sept. 25

Kansas City, Aug. 8.  
"Ace," former dramatic and picture editor of the Kansas City "Journal-Post" and his wife, Jane, ("Easy Aces"), return to the air for CBS Sept. 25.

The Aces, now on vacation, are enroute to California by way of the Canal.

# NBC BOOSTS A.M. 'TIME' RATE

Claiming that surveys have proved to its satisfaction that there are as many listeners tuning in before 9 a. m. as any other segment of the daytime stretch, NBC has jacked up the rates for these early periods. Makes the first network increase in time prices put through by NBC in over two years, coming as a surprise to advertising agency men.

New rate cards effective with this week raises the tap to equal that prevailing for the hours between 9 a. m. and 6 p. m. which is a half of the evening charge. Previously the hours between 12 midnight and 9 a. m. had been figured at one-third the evening rate. Columbia, which has this latter arrangement now in effect, is expected to follow suit and nudge the asking price upward.

## Hearst and Bakto. 'Sun' Involved in Shift of Radio-Newspaper Tie

Baltimore, Aug. 8.  
Entire setup of tie-in arrangements between local newspapers and radio is getting the switch this week with new combinations coming out of the realignment. It means first the split of the long standing tie-up between WCAO, the local CBS outlet, and the Baltimore News, local Hearst sheet. The "News" goes over to couple with the indie WFER, local NBC red network transmitter, while WCAO cracks the ribs with the first time ever it acknowledged an actual ether tie-in.

Effect of the arrangement in both cases means free news-broadcasting. WFER will now carry the "News" globe-trotter feature, while WCAO will have morning and evening broadcasts, taking care of each of the Sunpapers, the Sun and the Evening Sun. Henry Edward Warner will do the announcing, and WCAO is hot on a scheme to bring the "Sun" writing cables, such as Henry Menckner, Glaid Johnson, Frank Kent, Henry Hyde, Christopher Elliott, W. A. S. Douglas, et al., to the mike for more mutual exploitation.

Deal, which will carry the Sunpapers and WCAO together for one year, was arranged by the station's commercial manager, J. Thomas Lyons, who himself was with the "Sun" for some 12 years.

## 'Montauk Express'

(Continued from page 1)

This mythical 'express' is a retinue of cars comprising parties of no less than 20 which starts out from Montauk Point at 7 p. m. and hits the Merrick Road gay spots around 10 p. m. for a dance and supper, returning at 3 a. m. in time for a day-break swim.

The type of patronage is strictly of the coupon-clipping class. The moderate salaried patronage does not begin to approach what this sort of trade, once it gets going, means to the class speaks or the better grade roadhouses.

Similarly, the in-town thirst parlors in the past week have enjoyed grosses they haven't seen for months.

## 50 B.O. Spots

(Continued from page 1)

first run. This is conceded to be true even in communities where main street competition of the nearest town is a few miles away.

To retain this type of trade requires a theatre man of exceptional ability and personality, say the circuit men. In almost every instance of theatres within the class suburbs film executives have found the requisites of personnel primary in the success of the wealthy community operator.

These same sectors have meant little or nothing to the professional, legit or stage field.

WSVR's New Manager  
Syracuse, N. Y., Aug. 8.  
Howard C. Barth is new manager of WSVR. He succeeds Charles H. Kietzki who has returned to the local advertising agency field. WSVR is owned by the estate of Clive Meredith.

## Sidelines

"On the Coast you gotta play pinocchle and bridge to get along. Here you gotta play golf to get anywhere with these radio execs."

The summation of a showman who knows the picture and the radio thing on both Coasts.

## Stations Continue to

### Taunt Olympic Execs For Broadcast Refusal

Los Angeles, Aug. 8.  
Undercover war existing between local radio stations and the Olympic committee because of the latter's refusal to allow broadcasting from the stadium, is still in evidence, although all stations are nightly broadcasting a summary of the day's events.

KFWB, Warner Brothers station, over which Hearst papers of the Examiner discusses the contests each day, has taken backhand slaps through apologies to the listeners because the station is unable to give the public first hand stuff.

Announcements refer briefly to the committee's refusal, and reference to the reported attempt to sell the exclusion.

Most direct slap was given by KNX, following the refusal of the committee to allow Clarence Muse to appear on an entertainment program for the Habert at Olympic Village because of color. KNX referred to the snub as un-American. Second night the KNX announcer told of the committee's denial to the color line charge, but stated that the station had affidavits to prove it.

Warner's apologetic burn halted through instantaneity of local Examiner's Hearst paper is tied up with the station. Examiner's business office complained to Jack Warner that Olympic committee had yelped. Warner gave orders to lay off.

## Disk 'Service' Fee Out In Drive for Business

Baltimore, Aug. 8.  
That service charge, usually \$5, which most stations have been tacking onto the rates for disk commercials, appears finally on its way out. This town, for instance, will shortly be entirely clear of the service charge. Two local stations, WFER and WBAL, have never carried it on their sheets, and the new rate card issued by WCAO for the first time makes no mention of any extra charge for 'servicing' saucers.

This swift trend is not local by any means, and is noticeable easily throughout the country. Ende for business among the small town stations is the immediate cause for the elimination of the charge, and by the end of the year, it's more than likely that the 'service' charge of disks will be as dead as a crystal set.

It marks the end of a long and tough struggle on the part of the disk end of the business, including mainly the recording labs and the time-brokers, who dealt mostly in saucer placement. They have been hawking about it for years, claiming it was a time factor, and that irritatingly small matter of a fin note on each disk.

## Cal. Air Act for Pitt

Hollywood, Aug. 8.  
Billy Sharpley, with two members of his KNX Radio Gang, Jackie Scarie and Clarence Muse, are lined up to play one week at the Davis, Pittsburgh, Aug. 18.

# RADIO EDUC. FOR FLUNKERS

Chicago, Aug. 8.  
WMAQ's experimental "Summer School of the Air" has 2,130 enrolled pupils within reach of the station's 20,000 watts. A public dancehall in Whitehall, Ill., was hired by the local school board and 73 pupils gather there regularly from Monday to Fridays through the summer for morning radio lessons.

Average class is about 10 pupils. They are generally students who were backward or lost school work through the regular semesters through illness, etc. Lessons are given daily from 10 to 10:30 and again from 11:30 to 12. Elementary grades are taught.

Chicago school teachers formulated the educational plan and devote their time and services free. WMAQ donates the time, five hours weekly. Pupils pay 40c each for a printed outline to help them follow the courses.

**CAB CLOWAY**

AND HIS COTTON CLUB ORCHESTRA

ON TOUR  
Returning to NBC  
Network from the  
COTTON CLUB  
in September

Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
799 Seventh Ave., New York

**BARON LEE**

AND HIS BLUE RHYTHM BAND

Broadcasting from  
COTTON CLUB, New York  
Mondays 11:45-12:30 a.m., E.S.T.  
Wednesdays and Fridays  
12 to 12:30 p.m.

Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
799 Seventh Ave., New York

**WILL BROTHERS**

and 4 Boys  
and 4 Girls  
**COLUMBIA BROADCASTING SYSTEM**

Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
799 Seventh Ave., New York

**DUKE ELLINGTON**

AND HIS JAZZ ORCHESTRA

Broadcasting from  
COTTON CLUB, New York  
Mondays 11:45-12:30 a.m., E.S.T.  
Wednesdays and Fridays  
12 to 12:30 p.m.

Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
799 Seventh Ave., New York

**RUMOR HETING**

GLORIFYING THE POPULAR SONG

**CHESTERFIELD Program**

COLUMBIA-COAST-TO-COAST NETWORK  
WED. SAT. 10 TO 10:15 E.S.T.

Management THOMAS G. ROCKWELL  
MILLS-ROCKWELL, INC.  
799 Seventh Ave., New York

be on hand for the Duke Ellington opening at the Castle Farms. Efforts are being made to cancel several one nights so that the combo may stay beyond the original single week, which ends Aug. 14. Don



# Inside Stuff—Music

Despite the reported excitement among music men in their present grasp with radio over broadcasting income, radio is taking the present situation stoically, considering an adjustment necessary but strictly in a business way. Radio looks for a settlement of the issues but on a strictly royalty basis, with coming negotiations finally ironing out all differences that may exist.

This attitude is expressed by the highest radio sources although privately but may be taken to indicate that while the radio people take the matter seriously they are not considering the situation as severe as some music people would have it believed.

The reported \$1,250,000 annual estimate may be taken as a basis for further negotiations with the publisher's looked for that a compromise will come before the month is out.

Ben Bernie's brother, Dave, who looks a lot like Ben, but who uses the nom-de-war of Dave Dalton professionally, encountered Roxy and M. H. Aylesworth, the RKO-NBC execs. Roxy, who knows Ben, mistook Dave for the Alma Mater maestro, and in turn introduced Bernie, frere, to Aylesworth.

After exchanging pleasantries, Dave, doing straight that he was Ben as a matter of courtesy, thanked both execs for their friendly invitations, explained that he was booked solid, etc., but observed: "However, if you really want to do me a favor I wish you'd give my kid brother Dave Bernie, who uses Dalton as a professional billing, a break."

New central distribution system of popular music will place 90% of the business under direct publisher's control. It figures to greatly minimize the jobber—the middle-man—whose sole function may be as the vendor of the standard issues as the new combine will not stock up on anything but the currently moving song publications.

Tommy Malle, armless songwriter, who hung around the old Water-gate, Berlin & Snyder offices in New York some years ago, and who composed many pop tunes, never had that \$100,000 which was journalistically accredited him upon his death in the charity ward of the county hospital in Chicago.

Theodore Cella (pronounced 'cello') makes him a musical paradox by name as he is one of the outstanding harpists in the field, playing with the New York Philharmonic and composing for the Boston Symphony and other crack orchestras.

Well known songwriter was approached by a rival publisher to turn out some tunes under a nom-de-plume.

Songwriter's own firm found out about the attempted double-cross and the burn is on.

## Shortage of Detroit Music Union's Fund Causes Investigation

Detroit, Aug. 8.

Investigation of the accounts of the Detroit Federation of Musicians union have disclosed shortages and mishandling of accounts running into thousands of dollars with the officers who retired in April to be held accountable. Charges were filed by a committee of the local with course of action to be decided on within a week. Charges against the expected to be made by the Michigan State Board of Accountants against the accountants who took care of the books in the past. Charges are said to include that a contingent fund totaling \$10,000 was used for illegal purposes and loans made to officials running into thousands of dollars without permission of the Board of Directors. The old general ledger, checked last year, was missing for the past years.

William Bailey, president for 17 years until the past April, when he resigned and Abe Jacobson, secretary, were the officials under whom the discrepancies appear.

Of a total of \$60,000 loaned by the relief fund about 30% was borrowed by the officials, one of whom, the president, was getting \$10,000 a year. These loans were made without interest and hence without authority of the board. There is also no way of determining whether the loans were repaid in full or part.

William Bailey resigned last Spring when the president's salary was reduced from \$10,000 a year. At the annual election at that time W. H. Schlemmer was elected president and ordered a complete audit.

The committee of seven are to decide whether criminal action will be taken. The charges against the accountants will be that they made errors and embezzled.

About 75% of the members of the local are unemployed and may be in dire want, hence the loss of funds is very seriously taken.

### Steinman Due

Max Rubinstein is importing the Russian maestro, Steinman, to wield the baton for his 11 grand opera season starting in New York next October for 26 weeks and thence in Chicago at the World's Fair.

Challapin recently accused Steinman of not knowing how to conduct, but it got so much press attention it is suspected that he is a press stunt abroad, where it happened.

## Ash to Play One Night Stands in Dance Halls

Los Angeles, Aug. 8. Taking the same 14-piece band which he has at the RKO Hill street here, Paul Ash will play the dance halls in the Los Angeles district, for one night each. Ten piece floor show with company.

Dates in Pasadena, Long Beach and Balboa already have been arranged, tour starting Thursday (11) at Pasadena.

If venue is successful, former m. c. will rotate over a circuit.

## PAR AND METRO MUSIC FIRMS' TIEF OVER TITLE

Famous Music Co. publisher to burn up at Robbins Music Corp. Metro's song book. The song title 'Love Me Tonight' from Chevalier's yet-to-be-released Par picture is the cause of their differences.

Robbins has already issued a song of that name, not inspired by the Par film, and Famous squawks that it'll jeopardize its own publication of the same title, label Robbins' 'Love Me Tonight' was authored by Bing Crosby, Victor Young and Ned Washington, and was originally published by Young's indie music firm, Lawton Co.

In which Irving-Mills and Tommy Rockwell, the radio-band managers, are also interested. Robbins' defense is that it took the number over from an indie firm several months before Chevalier's songs were written by Rodgers and Hart. Brunswick has already made a Crosby record of the song.

Larry Spier, Famous' head, has other views on the subject and has referred the matter to the Paramount film attorneys.

## PAVILLON ROYALE (GUY LOMBARDO)

All of Long Island must have been at Jolly and Christie roadshows in the situation Sunday night, with the spacious outer garden so packed that the overflow hooters shifted to the indoors smaller floor and were content to strut their stuff as Guy Lombardo's superb dancetation came through the magnavox. Sundays have always been a treat with the professional talent drawing the Broadwayites and the usual mix of the fringe, the shore spots, whereas the Pavillon during the rest of the week is less all freeco and more given to conservative patronage from the better north and south shore sets.

On those nights the customers just want to dance, and would, in fact, resent any floor show interruption.

Sunday night saw George Givort, dancing with Fern and Tamara in the room, with the finished ballroom dancing. Win Shaw was another paid attraction. As ever a local band of the kind of a cross between Kay Francis and Helen Morgan, having succeeded the latter in the last ballroom.

From the patronage, William O'Neal, the 'New Moon' and 'Desert Song' singer, was called on and was equally well received by the dancers in the applause barge. O'Neal chiefly inspires the thought why he hasn't been a singer for the other. That top tier he seems a sure-fire show stopper. He had to beg off after 'Lover Come Back to Me' and 'One Alone'.

Ted Claire, the film house m. c., and Joe Lewis were other volunteers. Lewis, wet café m. c., was completely defeated by the m. c. stating he can't compete with that thing starting in his face. Long established as a sure-fire m. c., more intimate interior, the large Pavillon capacity was too much for him.

## TERRACE GARDENS

Chicago, Aug. 8. One of the oldest of the Chicago cabarets, and still the most attractive artistically, Terrace Gardens, runs a show which is let high-balloo year after year doing a nice substantial business because it provides good value at moderate cost. It is not the kind of a place where the mond stickpin boys. Its clientele is composed of young fellows and their best girls or older citizens taking out the boredom. They are neither saps nor spendthrifts.

At present the orchestra is headed by Frankie Marshall, who is the college sophomore, but has unpeeped years of experience as a musician and an entertainer for Balaban & Katz. That actor-like, he keeps the assurance and poise which makes him very much at home in making announcements and other wise ringmastering the floor show.

From the picture theatre Masters also brings an appreciation and knack for novelty. He keeps the orchestra up in bits, production

# Central Credit Bureau, Single Bill for All Pubs and Uniform Price Hoped Music Biz Stimulants

## French Resorts' Economy Hurting All Musicians

Paris, Aug. 1. Musicians are feeling badly the penny pinching of the resorts which cannot afford this year to go in for the same nut as usual, due to guests spending less.

Spas normally running two big orchestras are only running a smaller one, and there is comparatively more unemployment than ever.

## Question If Radio Means Anything To Sheet Music Sales

Argument that multiplicity of radio plugs means little to the actual sale of a song is sustained by Witmark's 'Shanty in Old Shanty-Town' is current No. 1 seller, not being among the first 10 most performed songs, while the others are not selling quite as well. Radio has helped the radioing of songs to prompt attention, as for example DeSylva's 'It Was So Beautiful' which tops the list with 53 renditions on the major New York stations, but the paradox that 'Shanty,' not among the first 10, outsells them all, is food for considerable thought to the music men.

In sequence, 'Beautiful' last week was given 53 plugs over the two networks' stations (WABC, WJZ and WEAF), WOR and WMCA. These are clocked only as the major plugs. 'Just Another Dream of You' was sung or played 48 times; 'If You Were Only Mine,' 38; 'Hold My Honey's Hands,' 37; 'Palm Court Hand,' 36; 'I Wish I Were Love,' 35; 'Sleep, Come and Take Me,' 35; 'Banking on the Weather,' 'Silent Love' and 'Hold My Hand,' 33 each.

That a radio made such as 'Lullaby of the Leaves' has sold only 130,000 so far and 'Silent Love,' No. 2 at that time, only 80,000, is causing everybody plenty of concern.

## Chi Publisher-Baseballers Takes Orchs. for 5 Straight

Chicago, Aug. 8. An angry rumble of frustration has gone up from the dance bands who are being squeezed out of the Chicago clubs, leaving aside their instruments and taking up the baseball bat, have met the music publishers' stalwart lads from the Woods building. And five times the musicians have eaten the bitter dust of defeat.

With the Publishers on the long end the following scores were made against these opponents:

- 7-3—Carl Breibler Orchestra
  - 14-3—Johnny McMillan Orchestra
  - 3-4—Clyde McCall Orchestra
  - 3-4—Carl Moore Orchestra
- Unlucky broadsword catcher: Irving Scholman (Irving Belcher); pitcher, Earl Hayden (Robbins); Ben and Jimmy Cairns (Sanley); Milt Samuels, Jack Perry (Kelt); Moe Kelt; Harry Foy (Shapiro); Joe Winston (Felt); Harry Reinhold (Witmark); and Jesse Stool (DeSylva, Brown & Henderson).

Publishers go up against the Ted Weems orchestra next week.

numbers, and meriment-inducing holism. The broadcast regularly over NBC locally. On straightaway dancetation the tempo is right and the floor crowded. Masters is on the boulevard to a new career now that the m. c. thing is a closed chapter. In a professional sense his weakness is in being primarily of limited reputation. But in Chicago, where that reputation is concentrated he's okay on all points.

He is being primarily the floor show we've the Reynolds Sisters, couple of cuties with ingratiating personalities. No cover charge and a \$2 dinner, worth the price, and with an atmosphere about the place undiminished by the years the Terrace Gardens keeps to its own even feel.

Move among 13 of the leading music publishers to merge their shipping, bookkeeping, and other operating operations into a central, cooperative unit has reached the organization point.

Holding corporation to embrace these manifold interests have already been created and officers and the administrative committee elected. Only thing now left to embark the music industry upon its determined attempt to save a fast-sinking business, with the elimination of the jobber as one of the objectives, is the signing of contracts by members of the combine and the donation of funds to get the unit going. These matters are expected to be taken care of at a meeting of the group scheduled for tomorrow (10).

Corporation has been labelled Music Dealers Service, Inc., with Edgar F. Bitner (Felt) as president, Buddy Morris (Witmark), vice-president, LeRoy Brown (Shapiro-Bernstein), treasurer, Sol Bernstein (Berlin's), assistant treasurer, and Bobby Crawford (DeSylva, Brown & Henderson), secretary. Initial administrative board, assigned to the task of overseeing the unit's operations, is made up of: Walter Douglas, Sol Bernstein, LeRoy Brown, and others. Setup of these administrative committees, as now planned, will (Continued on page 46)

## Those Who Buy Records Only Go for the Majors

Chicago, Aug. 8.

What little business is being done in mechanicals is by the 75-cent Cheap discs are off more than the fancy platters.

Trade explanation is that it's a question of song versus artist. Cheap records give the buyer a song. Standard grade delivers an artist. Difference in price seemingly means little to those who buy discs today. Few people can't even afford the 25-centers and the 3-for-11 bargain-pickers have thinned out.

Meanwhile the big companies, Victor, Columbia and Brunswick instead of feeling any glimmers at the cheap labels fall by the wayside, regret to see the independent disc-cutters go out of business. About 20 labels, most of them seldom heard of except in the jobber houses, have disappeared in the last year either through consolidation or lack of incentive to continue.

## Frisco's Doubleheader

San Francisco, Aug. 8. Two local cave entertainers are on the receiving end of divorce petitions brought by their wives this week.

Josephine Joan Barr, Strand cashier, is seeking severance of marital ties from Jimmie Barr, charging desertion.

Ethelyn Foe is charging failure to provide in papers asking her release from Les Foe, former Coffee Dan pianist.

From the Palladium Amusement Park in Jersey and over the Atlantic Ocean comes the delightful music of the CHRISTIAN TOWN Orchestra who are always ready to feature these "Tune of the Times":

"IF YOU VOICE IN THE OLD VILLAGE OF NEW HAVEN"

"HOLDING MY HONEY'S HAND"

"GOODNIGHT MY LOVE"

**ROBBINS MUSIC CORPORATION**  
1101 10TH AVE.  
NEW YORK

PHIL HAKER, BEN BERNIE, WALTER HIRSCH  
**MILLER MUSIC**  
offer  
**STRANGE-INTERLUDE**  
A New Song



## HOLLYWOOD and Los Angeles

"Variety's" Office, 6282 Hollywood Blvd., at Vine St. (Taft Bldg.)  
Phone Hollywood 6141

Dotla Carlson, hairdresser, complained to state labor commission that she is still waiting for week's wages of \$50, due last February, from Evelyn Brent and husband, Harry Edwards.

Theatre and Music Guild, which failed to open "Rose of Platters" at the Mason, target of a \$71 wage complaint brought by two seamstresses.

Municipal Court awarded Southern California Telephone Co. \$45 in suit against William Desmond that was won by default.

James Fidler, press agent, trying to collect \$230 he says due him at \$150 a month from Arthur Lee for keeping his name in public prints. Filed Municipal Court suit.

Seeking to recover electric refrigerator sold on time, George Belsey Co. brought a Municipal Court suit against Tudor Williams, singer.

G. C. Coulter trying to collect a \$170 note, originally made for two weeks in 1929, from Warren Millais, occasional legit producer, by Municipal Court route.

Through an assignee, L. A. Seenicke, producing Rickie Opera Co. is producing grand opera "Rissio," at Shrine aud., several months ago for \$240 unpaid rental.

Hoot Gibson sued in Municipal Court on a \$35 bill owed to Hepler, Inc., wig maker.

Irvin W. Willat brought suit against Title Guaranty & Trust Co. to force it to pay \$1,350 worth of time deeds he holds on property TG&T purchased.

Broadway's first auto show in four months opened to a record cash-in try for Olympic visitors. It's a marine museum, so-called, with around 200 deep sea exhibits.

### ORPHEUM, DENVER

(Continued from page 29)

opposite, make comedy entrance—but youngster is quickly pulled from cart. Man starts doing rumba, but baby persuades him to do a classic. Has hard time, does a good leg, and gets back to rumba. Mother changes to neat yellow shirt and blue padama outfit and does a novelty dance to kill time. Long legged male taps back of head with foot 35 times in "rapid" succession. Then for close the three put on a spirited "competition" to see which will get star dressing room. Looked like a tie.

Carlton and Ballew use a piano in their act, but not much. Mostly chatter. He of a Frauentheater type and she makes a good leg. A gooty act.

Willie West and McGinty, assisted by two other men, make the familiar eccentric act in front of unfinished Empire State building, pictured on backdrop. The four never say a word—don't need it, actions speak loudest. Over big.

Mitzi Green headlined, and without half trying. Her "comedian" companions panicked everyone, and was principal reason for large gross of week. Closes by saying she prays every night she may be able to spread laughter and sunshine to everyone.

Local girls from the Di Gaetano dancing school, Maxine Wingo and Rita Harris, m. c. and dance.

### DOROTHEA ANTEL

716 W. 72d St., New York City

### The Sunshine Shoppe

New Assortment of  
GREETING CARDS  
For All Occasions

### RKO STATE LAKE

CHICAGO

7 All Star Acts

DAVID-DEAN STEVENS,

OWEN McGINNEY, WM &

JOE MANDEL, and Others

in

"BY WHOSE HAND"

at

at

at

at

at

at

and several lecturers. No gate, but a donation is requested on leaving.

State labor commission is preparing to bring action against Hanny Productions, Bryan Fay, Lou Gold, Lew Seller, Ben Stoffer and Arthur Silber out of court. Had asked for \$10,000 damages on charge he was frozen out of Sunset.

Dwain Esper has settled his five suits against Sunset Pictures, Fox Productions, Bryan Fay, Lou Gold, Lew Seller, Ben Stoffer and Arthur Silber out of court. Had asked for \$10,000 damages on charge he was frozen out of Sunset.

Gene Dabney, sax player, filed \$500 damages suit in Superior Court against Ward H. Grant following an auto accident in Hermosa a month ago.

For his share in promoting a 13-week Spanish program over KFAC, Francisco Olivares, Jr., advertising manager of "La Opinion," Spanish daily, has filed a wage claim against J. A. Miller, theater operator in the California. Olivares wants \$195 at the rate of \$15 weekly.

Seeking foreclosure on a Rossmore Blvd. apartment house, California Mutual Building and Loan Association brought suit in Superior Court against Mr. and Mrs. Edward Small and Mr. and Mrs. E.M. Agard to satisfy mortgage of \$45,000 against the property.

Also seeking deficiency judgment against the same defendants in case of property fails to net amount sought.

Charging that she and three minor children are destitute in New York, Mrs. Martin Freed, wife of Al Jolson, started legal proceedings here through Edward Brand, attorney, to be made receiver for her husband in California.

She has been appointed to a similar position in New York in order to collect from Freed.

vaude bill. Introduced next act with a bit of song or verse or a wise old did a few dances and turns of their own. Made the audience look with anticipation for the act, instead of thinking 'oh, well, here it is just another that may be not so hot.'

With "The First Year" on the screen, bill was a natural.

### ORPHEUM, L. A.

Los Angeles, Aug. 6.

Final vaude bill at this house lacks a punch headline act and fails to carry through. It is far entertainment, however, and gets by this week because of the feature, "Bring Back Alvie" (Radio), which is held alive.

Opener, Clement Bellini, is novel, appearing an aggregation of unusual acts, but trained dogs. Mixed with a bit of juggling, fake magic and two dancing girls, act does as well as any.

Al Abbott's cycle of small-town imitations pleased, with the nance company, a boy who chews a harmonica, a dumb dame falling for Herbert and a hooper. Salty humor was different enough to gather in an average amount of laughs.

Harrison and Emo, blackface comedians, used a usual dance routine and ascended to the best laughs of the bill with their disco-shouting game. Sepia-tinted blonde girl in with pleasing song and dance.

The Bee and Ray Goman revue closed, doing with speed and tempo and flashy costumes. Miss Goman does with her clowning, while the solo member of the company delivers a weak Ted Lewis imitation that is more of a liability than an asset.

Show runs 70 minutes. House packed downstairs opening matinee.

### GOLDEN GATE, S. F.

San Francisco, Aug. 5.

Current week marks the beginning of eight weeks, possibly longer, for Horace Heidt's band of home town boys who are much good. Also it marks what may be construed as a gradual ousting of vaudeville and inception of picture house enter-

tainment. Nut on show is plenty heavy, so business has to be good.

Heidt's 14 men also take care of the pit assignment, and duty in the trench for the five acts which precede them. Three local men build up the band to 18, with one of Heidt's assistants, wielding the baton until band takes to the stage and three locals drop out. Heidt bunch is essentially a dance band.

Opening matinee ran dangerously near the two-hour mark, with all acts running full time, a reception for Heidt by Capt. Doolittle and his gang of radio entertainers who put on a big "welcome home" act for the former University of California boy. Heidt's stage interlude was limited to four numbers, all healthily received.

Yaude headlined by Peter Higgins, who tenored four tunes with Frank Dixon accompanying. Higgins' sweet voice nearly forced him to an encore, but he begged off, pleading lack of time.

Milt Douglas, with an unblinded stage and glib, topped besaucop laughs. White and Manning with Long Brothers, drew more laughs than any other act. Long, large and Morgner opened show with monopedic acrobatic work. Sibylla Brown imitated Garbo, Dietrich, Little and Helen Wiley used spot.

Col's War Correspondent" on screen. Business usual house average.

Book.

### News of the Dailies

(Continued from page 32)

dren, one a married man with six children and no money, the other a young man and Babe Raymond were both in burlesque.

Glenn Dillard Gunn, music critic of the Chicago "Daily-Examiner," in a dull week reported the cultural advantages of the Children's Civic theatre on Navy pier. This provided a show-off for the theatre in the juvenile nature.

University of Chicago will treat and feed 300 hay fever sufferers August 10. But cannot be used as major sneezers. Theaters' cooling plants are popular with hay fever-fetters.

Sophie Tucker's \$5,000 unpaid note to Moe Rosenberg, potent Chicago Democrat, got into court and prior to trial only two were used. Soph refused to discuss the case when quizzed by "Variety." Dailies heard about it, when "Babes" was garnished, answered "No funds."

Cleveland being a tough town in which to sell paintings, Independent artists there held a sidewalk show. Curb market, like its namesake in Manhattan, was lethargic. Sales lagged.

Herrin, Ill., famed Ku Klux town with a bloody past, now has no film on the job. Theaters' only one closed for lack of patronage, but the neighboring town of Murphysboro is almost a blank on the cinematic map.

Herbert Southern, 21, a crippled orchestra drummer, arrested Mildred Char, 20, and committed suicide July 24. Jealousy.

Peter Welsmuller, brother of swimmer-actor, Johnny, was divorced in Chicago. Wife wanted to leave him because of his Democratic voting, hearing Pete was in Hollywood to become an actor, said she should reserve decision on the \$15 as Pete might become famous and wealthy.

There's a three-year-old daughter.

Society of Authors and Composers rescued the late Tommy Malls, armless songwriter, from the Pacific Marine division in the Cook County hospital last week.

Second annual Cook County Fair opened at its new lot at North Avenue and River road, Chicago. This year's fair was run by Democrats who demanded to know why the farmers could have a fair and city folk could not.

Opening day a big tent fell down and temporarily smothered a few patrons but no damage done. Fair will run 10 days.

English League opera is holding auditions and expects to have a season at the Majestic theatre. Otherwise Chicago will struggle through the winter as arias. Sammy Ingalls' return to Europe kiboshed the Civic venture among other things.

John Boylan, 24, fled suit in Municipal Court, Chicago, against Lillian Roth, \$200 fidelity bond. Suit was for \$200. Suit was for \$200. Suit was for \$200.

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### Credit Bureau

(Continued from page 45)

changed every three of four months, so as to put not too much of a burden on the credit members.

Members of the combine are still figuring on launching the central shipping unit sometime in August, with the selection of branch offices in Chicago and Los Angeles already under way. Among other matters slated to come up at the next meeting is the appointment of a general manager and branch managers for the project.

### Cut Overheads

Idea of the organizing of the co-operative combine was founded on the desire to eliminate from the industry's sweet voice nearly forced him to an encore, but he begged off, pleading lack of time.

Milt Douglas, with an unblinded stage and glib, topped besaucop laughs. White and Manning with Long Brothers, drew more laughs than any other act. Long, large and Morgner opened show with monopedic acrobatic work. Sibylla Brown imitated Garbo, Dietrich, Little and Helen Wiley used spot.

Col's War Correspondent" on screen. Business usual house average.

Book.

### Middlemen's Uncertainties

In coming to an agreement to enter the central shipping idea, the publishers took full cognizance of the fact that the jobbers who were the publishers' credit to their dealer word were being gradually wiped out. Practically all of those remaining were in dire financial straits and were constantly asking the publisher credits for bill settlements at 20c to 40c on the dollar.

Again, virtually all the survivors in the industry to exist on a substantial credit to their dealer customers, and because of the poor service rendered them from various angles by the jobbers, dealers by the time throughout the country had become disgruntled and quit the sheet business. Publishers now hope to reopen these closed outlets and to recreate the old interest.

Operation of the Music Dealers Service will eliminate such jobbers as Lyon & Healy, Sherman-Clay and J. W. Jenkins who were also publishers themselves and carried on the job as a sideline.

For the Plaza Music Co. and the Richmond Music Supply these two are in the publishing business and make active use of the servicing of dealers and the more popular places to plug their own numbers, usual reprints of non-copyrights.

### Harms Stand

Of the companies now joined in the combine, Harms has never organized the jobbers as worthy of a special rate, and has always charged the middleman the same price charged the retailer. Under the MDS plan the indie dealer will be the same figure as the syndicate stores, with a single statement covering the tab due all the publishers' represented in the central unit. Latter will maintain its sales department; but this will in no way affect the continuance of individual sales organizations by the 13 member-publishers.

Enrolled in the combine are Shubert-Bernstein, Irving Berlin, Donaldson, Douglas & Gumbie, Leo Feist, Inc., DeSylvia, Brown & Henderson, Harms, Remick, Witmark, Santley Bros., Ager, Yellen & Bornstein, Famous Music and Leo Morris. Robbins refused to come in a full-fledged member but agreed to distribution of its music by the central unit on a 90-day trial.

Wilbur Sweetman's orchestra aboard the Hudson River Night Line's largest boat, the Berkshire, for moonlight and Sunday cruises, Sunday cruises, the only case newspaper-advertised.

Solly Violinsky is responsible for the lyrics of "What a Lucky Break," which has been accepted by MCA Music Co. Benny Ryan put the notes to it.

### Carthay Circuit, L. A.

(Continued from page 30)

finale was an all-nation, capped by a whirling globe. Acts hampered by having work in a stage within a stage, set up high behind the orchestra, lighting good, but reduction not a heavy item in the budget.

Picture is "Back Street" (Universal). House sold out several days in advance for \$5.50 opening. Usual mob out front was largest this house has seen for several weeks, with Olympic visitors predominating.

### EL CAPITAN, S. F.

San Francisco, Aug. 4.

Jay Brown is back at the baton after two weeks' vacation, in the Peggy O'Neill's stage show. Plenty of laughs in this well-produced picture. Lighted good, but a heavy item in the budget.

Picture is "Back Street" (Universal). House sold out several days in advance for \$5.50 opening. Usual mob out front was largest this house has seen for several weeks, with Olympic visitors predominating.

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Former promoter of the walkathon, E. R. Ware, took a walkout on the outfit, with Parks coming to the rescue.

# JOHNSON HIT ZOOMS NATIONWIDE GROSSES

"Congorilla" duplicates sensational Broadway record in New England and points west!

Everybody's packing them in with "Congorilla." It's a man's picture . . . a woman's picture . . . a kid picture . . . a tank town picture . . . a key city hit. Get it. Get behind it. And get a load of profit!



## HIT of N.Y.

Three big weeks at the Winter Garden, N. Y. Then booked into the R-K-O Palace, a couple of blocks away to accommodate the crowds.



with  
**Mr. & Mrs.  
Martin Johnson**

"★★★★" N.Y. Daily News

Didn't we tell you to

**WATCH FOX THIS YEAR!**

## TREMENDOUS BUSINESS IN:

PARAMOUNT  
Boston, Mass.  
UPTOWN  
Boston, Mass.  
PALACE  
New Haven, Conn.  
PALACE  
Waterbury, Conn.  
CAPITOL  
Hartford, Conn.  
CENTURY  
Rochester, N. Y.  
UNITED ARTISTS  
Portland, Ore.  
BRANFORD  
Newark, N. J.  
SEATTLE  
Jersey City, N. J.  
EMPIRE  
New Bedford, Mass.  
PALACE  
Lawrence, Mass.  
PALACE  
Springfield, Mass.

Starting in

317

other "A" houses  
weeks of August  
12th and 19th

Get in on the land-  
slide. Phone Fox  
immediately for  
YOUR dates!

# VARIETY

PRICE

15¢

Published Weekly at 154 West 46th St., New York, N. Y., by Variety, Inc. Annual subscription, \$6. Single copies, 15 cents. Entered as second-class matter December 12, 1906, at the Post Office at New York, N. Y., under the act of March 3, 1879. COPYRIGHT, 1932, BY VARIETY, INC. ALL RIGHTS RESERVED

VOL. 107. No. 10

NEW YORK, TUESDAY, AUGUST 16, 1932

48 PAGES

## RADIO STARS ACCIDENTS

### Churches' Show Methods with Radio Names in Spirited Spiritual Drive

San Francisco, Aug. 15.

Battle of radio names is on in another field. Trio of local gospel centers are running a spirited weekly race to present outstanding other people as added attractions.

Last Sunday the three-cornered battle reached its greatest heights when one downtown temple of worship advertised the Southern Harmony Four, colored quartet of NBC; G. Donald Gray, KYA baritone, and Glen Goff, organist recently at KYA and now at a five-and-dime store.

Another church got 'Mac' and his Filibilly Gang from KERO as the attraction, promising a big 'see and hear' program of old-time camp songs. 'Scotty,' radio philosopher and columnist of the 'Chronicle,' was in person at a third church.

Only thing that hasn't been tried yet is a hot dance band.

### CHURCH'S VAUDFILM SHOW AT 40c FLOPS

Far Rockaway, N. Y., Aug. 15.

St. Camillus church has given up after a month in show business. The church (Catholic) tried five-act bills on Saturdays and Sundays for the purpose of raising funds for a new edifice.

Top was 40c. for the vaudfilm shows in the church's 1,000-seat parish house auditorium. Acts were booked independently from New York.

### What-a-Man on Sex

Denver, Aug. 15.

Guy Edward Hudson, Ma Kennedy's 'What-a-Man,' and Almee McPherson's stepfather, landed in Denver a week ago looking for a job. He got it. He's lecturing at a sex show on 'Delicate Secrets of Love Life' at the Broadway theatre.

Dr. Robert Cunningham, 'sexologist,' is assisting and five male and female models are used. Ladies only at mat, men at night, and admish 50c. Crowds fair.

Criton declares his connection with the evangelist and her mother in the ads.

### Harry Fitzgerald Nixes Nomination for Congress

Harry Fitzgerald, the RKO agent, last week turned down the Democratic nomination for the first congressional district (Queens and Long Island), New York. He stated he wasn't ready to quit agenting for politics as yet.

Fitzgerald has been politically active for years in Queens, where he resides, but has never run for office.

### A Working Echo

Jackie Osterman and another layoff were strolling up Broadway when the billing of one of the stage shows caught their eye. In large type was the name of a fellow who does everybody's act but Volstead's. 'Let's go in and catch ourselves,' suggested Osterman.

### WORLD FAIR TO EMPLOY 30,000

Chicago, Aug. 15.

Chicago World's Fair in 1933 will be built on the theory that the 'still exhibit' of previous exhibitions is out of vogue. Every exhibit will be in 'motion.' Instead of completed products on display, the public will be shown the various stages of the manufacturing.

Because of this policy there will be thousands of employees working on regular shifts in temporary factories during the six months period of the Fair. It is expected that 30,000 persons will be on the payrolls of the various concessionaires, exhibitors and educational displays.

### Tacoma Sees Its First Medicine Show in 20 Yrs.

Tacoma, Aug. 15.

First medicant show in 20 years has made its appearance near here. Located at Big Harbor, nearby resort, in a tent, three acts and the 'doctor' with his herbs of youth and all of life.

Standing them up nightly with five-piece band parading and playing concert in front of canvas. Owner says if business warrants he will book several outfits this winter into closed film palaces in the cities.

### Needle Trick Missed

Dover, N. H., Aug. 15.

Dan Smith, amateur magician, swallowed three needles when the thread broke as he was performing a needle-threading trick in the Central Park theatre. As the thread broke in his mouth Smith rushed offstage and was removed to a Dover hospital where two of the needles were removed.

Lack of equipment prevented hospital authorities from getting the third needle, so Smith was sent to Boston to a specialist.

### THEY HAPPEN, CAN'T BE MADE

**Radio's Intensive Campaign for Popularization of Little Help—Public Won't Accept Anything Forced Down Their Ears — '31 Was Biggest Year for Diversified Talent — Most Air Leaders Now Reach Mike with Reputations**

NO BIG '32 CLICK

Radio's stars just seem to happen. They're accidents in that their fame suddenly comes up on a wave of more or less not-to-be-analyzed popularity with the star and the station, both not knowing whence came this startling public acclaim and acceptance. After it has happened, of course, there are deductions.

(Continued on page 31)

### Ringling Widows Are Supervising Their Big Circus

Chicago, Aug. 15.

Mrs. Charles Ringling, 63 years of age, is traveling with the Ringling Bros.-Barnum and Bailey circus and actively supervising the outfit. Mrs. Robert Ringling, her sister-in-law and also a widow, and Robert Ringling, Jr., are around the lot with a

(Continued on page 26)

### Caribbean Weather Prediction Extends N. Y. Parks' Season

Coney Island, Westchester's Playland and other outdoor resorts around New York may protract current season through October. Reason is the weather prediction made by a Haitian prophet that New York City and its environs will enjoy mild weather until Nov. 1.

How a man on the Caribbean Sea can tell what the sky holds two months in advance for the folks up north is one of those things, but there are those who go by this service and pay for it.

Among the subscribers is a New York theatre union, executives of which state that it has proven so accurate that many of the city's theatre owners consult it to determine week-end business a month in advance.

### No Scientific Farming, but Plenty Of Scientific Gambling at Chi Fair

#### Buy-or-Else Idea

Al Boasberg is thinking of getting up a 'blackmail program' with all the world's worst talent, such as Cherry Sisters, Sir Joseph Ginzberg, et al., as the threats.

Announcement would be: 'Now ladies and gentlemen, if you don't rush out pronto and buy a pack of whoozis cigars we'll put the Cherry Sisters on the air and you'll be sorry.'

Chicago, Aug. 15.

Cook County—which means Chicago—is holding its first fair. A county fair in the midst of a big city and not a farmer in sight. Lots of peasants, perhaps, but not the soil-tilling hog-vauling kind.

For a comparison to the Cook County Fair, imagine the 110th Street end of Central Park being converted into a New York County Fair. And don't think the idea is so fantastic. Maybe the location is wrong but politicians, wise in city ways, conceived the Cook County Fair and are finding it rich in political and financial possibilities. Eastern politicians are never slow to borrow a good idea from the west, or vice versa.

A Fair theoretically glorifies the farm products of the county. But Chicago grows nothing but pineapples and is a converter, not a raiser, of hogs, cows, and whatnot. But that makes the Fair all the more unique. City folks keep hilly music on the radio and al-

(Continued on Page 42)

### PALACE THRU AS 2-A-DAY ACE

The Palace, New York, is through with big time vaudeville forever, amen.

Martin Beck says there's little chance in the first place for a two-day or straight vaudeville revival at the former foremost variety house, and in the second place, even less of a chance if business with vaudeville keeps up.

Vaudeville probably will stick, according to Beck, which kills the double rumor that the Palace will either return to big time in the fall or switch to legit musicals.

### Near-Beer Garden in O. With 5 Acts and Tables

Canton, O., Aug. 15.

Vaudeville is due for a revival here after an absence of more than two years with the reopening next week of the LaPorte open air theatre, near downtown. George Marlowe, who recently returned from Europe with his contention act, is arranging to operate the open air theatre after the plan of beer gardens in Germany and other European cities.

Policy is five acts and a stage band, with program changed every Monday, here will be a small cover charge, which will entitle the patron to a table.

Garden has seating accommodations for about 600, including space for patrons who do not want the refreshments.

### Brewery's Air Time

One of the big New York breweries, now manufacturing near-beer, may go on the air. Idea in consideration a contract for radio is to be partly established on the other and have a spot if repeal arrives.

It's in line with other advance steps being taken by those who would profit by repeal.

That radio also feels that beer is coming back is evidenced by the broadcast brought in salesmen soliciting brewery accounts for fall programs.

### L. A. CLAIMS \$7,000,000 SPENT DURING OLYMPIC

Los Angeles, Aug. 15.

Chamber of Commerce declares that during the two weeks of the Olympics 100,000 visitors helped spend the total of \$7,000,000 unspent during the games here.

### Nite Club's Films

Tampa, Fla., Aug. 15.

Innovation in night club entertainment will be introduced here this week as Moulin Rouge adds talking pictures to its program. Will begin at 9 o'clock and consist principally of shorts. Solie Chiles, owner.

After an hour's program a switch will be made to floor entertainment and dancing.

Plan is to get customers early and keep them there, although club will not benefit much from sale of refreshments or meals as \$1 admittance charge per person covers film show, revue, dancing and all the ginger ale and ice one can use.

### Dept. Store's Exclusive Advertising Via Radio

Macon, Ga., Aug. 15.

Dannenberg's department store has signed a new contract with WMAZ after a month's trial of the air as an exclusive advertising medium.

The first two days of the trial broadcast brought 12% increase in sales with 50% reduction in cost.



# Sound License Is Stone Around Films' Neck, Says WB; Claims W.E. Getting \$8,400,000 Service Charges

Declaring that every 10th year the American electricians will demand a new deal on sound, and will collect all over again on whatever scale of costs they desire, Warner Brothers is breaking a long silence in an effort to enlist the entire industry on its side regarding its scrap with the sound providers.

Dictatorship over filmdom by the electric companies mainly rests in the form of the license now used, especially by Western Electric, declares WB. Warners holds that the only breaking of this license through a court ruling will free the picture business of what it describes as the greatest yoke imposed by the talkers.

**WB's Contentions**  
To explain their neutrality in the first patentless fight since sound, Warners, through George Quigley, sound legal specialist for that firm, goes on record for the organization as follows:

Warners is not aspiring to usurp the electricians in the equipment field (Continued on page 38)

## LEMAIRE-CONNOLLY AS FOX ASSO. PRODUCERS

Hollywood, Aug. 15.  
Rufus Lemaire and Myles Connolly go to Fox as associate producers. Each will handle four pictures a year.  
Lemaire recently left Warners when the studio asked him to take a cut on the raise called for in his contract option.  
Connolly has been at Columbia and previously was a producer at Radio.

## Metro Takes Aylesworth Seriously on NBC Plug

Hollywood, Aug. 15.  
First competing company to get a break on Radio's NBC weekly film-plug program will be Metro.  
Studio will be allowed the full use of the 'Hollywood on the Air' program Aug. 25, for a bill essentially Metro.  
This is in accord with M. H. Aylesworth's idea to share the program with other concerns. Last week a plug was made for Columbia's 'Amateur Madness,' which picture will play RKO houses.

## Find Another Silent With Dietrich, the 2d

A distributing firm has dug up another old German Dietrich silent, 'I Kiss Your Hand, Madeline,' and is readying it for general distribution. Picture has been synced in New York and will go out within a month.  
It's the second German Dietrich silent to be revived. Other was 'Three Loves.'

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## WB's Radio News

Hollywood, Aug. 15.  
Warner studio publicity department has a three-weekly air program over KFWB, Hollywood, which is proving opposition to press department's story planters. Recently, in breaking a yarn about production of 'The Miracle' in the newspapers, same copy was read during the air program before the papers could print it.  
Other production activities are treated similarly.

## ROACH STUDIO'S OPEN SESAME FOR NEW BLOOD

Hollywood, Aug. 15.  
Open door policy permitting access to studio of all agents, writers, directors and players has been established at Roach studio by Henry Ginsberg, production head.  
Ginsberg feels studio needs infusion of new blood.  
Since taking over his duties at Roach, Ginsberg has reduced production cost 35%, but picture people howl over his salary cutting proclivities.

## Sennett's New Bankroll; Continues Par Contract

Hollywood, Aug. 15.  
Assured of new bankroll within two weeks, Mack Sennett will continue his Paramount contract in two-reelers on completion of 'Hypnotized,' feature for World Wide.  
He has 25 more comedy shorts to make on contract calling for 30 before July, 1933.  
Sennett is negotiating with Bing Crosby for two more films and has contracted with Charles Murray for six. He also is expected to re-engage Donald Novis, NBC singer, for another three.

## NEW ANIMAL PRICES

Lions From \$50 to \$500, Pythons at \$400 on Outright Buy

Hollywood, Aug. 15.  
Proprietors on southern California wild animal farms are again quoting fancy prices to the studios.  
Success of 'Bring 'Em Back Alive' is back of the desire of the keepers of the beasts to cash in on the craze. Heretofore price lists took in per day or per week rentals. But according to new schedules lions can be had outright for from \$50 to \$500, depending on age and ferocity; tigers from \$200 to \$400, pythons at \$400, black panthers, \$200; a mongoose and cobra fight, with the battle in the bag for the former, \$50; zebras, \$75, and pumas, \$50.

## Par, Radio Contenters For Ship News Story

Hollywood, Aug. 15.  
Both Paramount and Radio are dickering for Max Miller's book, 'I Cover the Waterfront,' which relates the series of accidents in the life of Miller, San Diego S.S. ship reporter.  
Neither studio wants the title or the entire book, but plans to make pictures of separate episodes.

## Kenton Stays at Par

Hollywood, Aug. 15.  
At Paramount to direct one picture, Erle C. Kenton stays on under a new contract.  
Likely he will handle the next Victor McLaglen-Edmund Lowe picture, 'Crime of a Century,' due to trio's success with 'Guilty as Hell.'

## Hobart with LeBaron

Hollywood, Aug. 15.  
Henry Hobart, former producer at Radio, engaged by Paramount as executive producer of William LeBaron Hobart has worked exclusively under LeBaron for the past eight years.



## WILL MAHONEY

The San Francisco 'Examiner' said: 'I don't know a man alive who can make a stage fall quite as funny as Will Mahoney can make it. He puts an audience through such an ordeal of laughter that they become rib-weary. Be sure you see Mr. Mahoney at the Fox Theatre, he'll make you forget the depression.'

Direction

RALPH G. FARNUM  
1580 Broadway

## PAR MAY HOST CRITICS YEARLY

Paramount is seriously considering perpetuating its capacity as host to selected film reviewers of the country. Executives favor increasing the number of all-expense-paid, early-season preview parties to one each year, with an increase in the number of invitations yearly.

The party just ended only cost Paramount slightly over \$5,000, or little more, it is pointed out, than a piece of exploitation on a single feature. The figure is official. It covers all details, including the railroad fares of some 50 reviewers representing dailies in 15 cities throughout the U.S. and Public of-ficals who came in with them.

Next year, if the plans now being formulated are ratified by the Paramount directors, there will be at least 100 reviewers represented in the party.

In addition to the good will Paramount feels that these get-togethers provide reviewers with a trade stall they seldom would get otherwise.

Showing their key pictures in advance of the season is also felt by Paramount to impress upon reviewers not only what their picture is to see, but what the company has to offer.

The visiting film critics weren't kept as busy as all that by Paramount, the boys and girls having the final of the two days for your own amusement. Visiting screen commentators were pleased with Paramount's policy not to monopolize their time 100%.

Par's insistence that all submit a tab for taxi fares, tips, etc., also impressed, especially those whose papers had sent them to New York at Par's invitation with a special expense account in addition to the film company's okaying practically everything.

## SAILINGS

Aug. 20 (London to New York), Sam Morris (Leviathan).  
Aug. 20 (New York to Naples) William Conselman (Saturnia).  
Aug. 13 (New York to Genoa), Frank Parker (Augustus).  
Aug. 12 (New York to London), Jimmy Campbell, Harry Woods, Betty Balfour (Bremen).  
Aug. 12 (New York to London) Edna Ferber, Dick and Edith Barstow (Bremen).  
Aug. 10 (New York to London), Lynn Fontanne, Alfred Lunt (Aguilante).

## Film New Acts

Following picture players who are making personal stage appearances are reviewed in this issue, under New Acts, on page 28.

James Kirkwood  
Arthur and Florence Lake

## Snake Couldn't Take It

Los Angeles, Aug. 15.  
Python at the Horn wild animal studio, after being used for several hours in the sun by S. S. Millarde for an indie picture, succumbed to sunstroke when about to be photographed in a struggle with one of zoo's attaches. Stunt was to be a ballyhoo for 'Congorilla.'

Battle was so arranged that the zoo attendant was able to free himself from the 22 feet of wriggling serpent with no great difficulty.

Snake was valued at \$1,000, but Horn had previously collected \$300 from Millarde cutting down the loss 30%.

## PAR EDITORIAL BOARD CUT TO 4 MEMBERS

Hollywood, Aug. 15.  
Revamped Paramount editorial board, cut from 11 to four, has been given wider scope in selection and recommendation of stories.

A. McTear continues as chairman and Jeff Lazarus remains as the only vet member. Additions are Hope Loring and Robert Toet. Richard Diggs staying on as secretary but without voice in the new setup. Board formerly fluctuated from seven to 11.

Irving Landa, recently brought from New York, and Jesse Goldberg, are both off the board and the Paramount payroll.

## Searcy Back with Mack For 'Black Crows' Shorts

Hollywood, Aug. 15.  
George Searcy will be reunited with Charles Mack for the Moran and Mack series of two-reelers to be made by Educational. Searcy was the 'George Moran' who split with Mack after Paramount's 'Two Black Crows.'

Series will be made in sets of two with a layoff of six weeks between pairs.

Initiators, 'As the Crows Fly' and 'Two Black Crows in Africa,' go into production on completion of Mack Sennett's feature 'Hypnotized,' in which Mack has a healthy part. Searcy this week joins his ex-partner for small chores in the picture.

## 200,000 Ft. News Film

### Unreeled on Olympics

Los Angeles, Aug. 15.  
Newsreel coverage of the Olympic games, ending Sunday (14), figured around 50,000 feet for each of the four days. Negative strips were developed and printed here daily, with prints rushed east nightly by air express.

Daily changes were provided local exhibitors in many instances events of that day being shown at early evening shows.

## VON STROHEIM'S MUSICAL

Directing 'Her Highness' for Fox—  
Score by L. A. Attorney

Hollywood, Aug. 15.  
Fox will film a musical, 'Her Highness,' from a story by Eric Von Stroheim, who also will direct it, after his current 'Walking Down Broadway.'

Lyrics are being written by L. Wallace Brown and music by E. B. Kornblom, local attorney.

Fox, which is going heavier than any of the studios currently on musicals, will also put songs into 'Rackety Rax' and 'Eat Check Girl.'

## Fox Sees Helene Madison As a Femme Weissmuller

Hollywood, Aug. 15.  
Fox is trying to get Helene Madison, Olympic swim champ, to sign an exclusive contract.

Studio sees in the swimmer a possible femme Johnnie Weissmuller.

Another femme Olympic athlete to go professional will probably be Babe Dickerson, of Dallas, the 'one girl track team.'

Both girls will be under management of George Schepps, Dallas Western Exhibitor. Foster Jacoby, Manager of Dickerson's trainer, is also in on the deal.

## EUROPEAN TOUR FOR MIX WITH OWN RODEO

Hollywood, Aug. 15.  
Tom Mix, at a party he gave for 300 press men attending the Olympic games, announced that next February, on completion of his Universal contract, he will tour Europe, Africa and India under William Morris management. Mix will take his rodeo of 12 people, do his own specialty work and novelty acts for a two-hour show. Plans to wind up in London and, if returning in time, will play the Chicago World's Fair. Novelty acts will be obtained abroad.  
Mix's party was the most pretentious given the Olympic newsmen with Mix doing his entire act in single ring before guests.

## Hays Office Poll On Likes-Dislikes Now a Marathon

The poll inaugurated by the Hays office, to determine the picture likes and dislikes of the public, has taken on the proportions of an endurance contest. The end now is no more in sight than it was when the race for opinion and editorial space started last spring.

Virtual miles of clippings from newspapers of all sizes and descriptions rest in a special Haysian morgue.

When Roy Knorr, overseer of the poll, is going to start ball counting, only Knorr knows. Meantime, yards of newspaper are being added to that already tuckered away.  
Public picture tastes, however, are so varied, according to the printed matter that the job of determining the winners would be tough for a 10-letter man.

So far it would seem that college deans go for western; eminent writers like cartoons, while that public comprising the popular audience just can't get enough serious stuff.

## Clothes Main Assets of Mackenzies and Mandy

Los Angeles, Aug. 15.  
Petitions in bankruptcy have been filed in U. S. District court by three screen and stage people.  
Six film people named among creditors of John Donald Mackenzie, assistant director, and Elinore Jackson, Mackenzie's actress, his wife, in their joint bankruptcy petition.

Estate of Robert Ames is listed for \$200; Reginald Denny, \$50; Walter P. Reilly, \$12; Chester Coleman, \$35; Robert Fennell \$100, and Grayze Hampton, \$500.

Total liabilities are \$4,375; assets wearing apparel and Mackenzie's war insurance.

Jerry Mandy, actor also petitioned for bankruptcy, listing \$5,000 debts, mostly to hospitals and doctors, and wardrobe as sole asset.

## Chaplin's Ex-P. A. and Cameraman Film Scenic

Hollywood, Aug. 15.  
Charles Chaplin, former P. A. for Charlie Chaplin, and Rolfe Tothorh, comedian's ex-cameraman, have just completed a 16,000 mile tour of the world for a two-reel scenic, titled 'Land of Gold.'

Financing themselves, the ex-Chaplinites will film other states in similar manner if initial goes over.

Probable that Sol Lesser will handle release on the first.

## Puzzle Demand

Hollywood, Aug. 15.  
Metro received a communication from W. S. Van Dyke, who is directing 'Takin' in Alaska,' requesting they send him several hundred cross word puzzles.  
Want something to do during the long nights.

## NEW 'JUBLO' REWRITE

Hollywood, Aug. 15.  
'Jubilo,' next Will Rogers picture at Fox, due for production Aug. 29, is getting a new rewrite.  
Assigned to writing task are Philip Klein and Barry Connors.

# NEW RUSH FOR ALL-BRITISH CASTS

Hollywood, Aug. 15. Preparation on current production of five pictures with British locales has created a demand for English featured players exceeding the supply for the first time since talkies. In production for Metro's 'Smilin' Through' and 'Payment Deferred,' and Sam Goldwyn's 'Cynara.' Preparing are Fox's 'Cavalcade' and 'Sherlock Holmes.'

Those listed will require about 175 feature, small part and bit players, all with an English accent. Less than 30 English featured players are in Hollywood.

Demand has half the actors here dropping their 'he' or affecting a Back Bay accent, according to the part they are after.

During the run of 'Cynara' at the Biltmore theatre agents flocked to it in hopes of getting members of the all-English cast for pictures. Agents are forgetting their domestic clients temporarily, in the hope that they will be able to boost the salaries of the Brits.

## 'Still' Boys Resent 'Candid Camera' of Lyon, and His Edge

Hollywood, Aug. 15. Free lance photographers are growing over Ben Lyon's yen for amateur photography and his use of a 'candid camera.' Lyon has been pot-shooting around the studios where he is working, then sending the pictures to his home. Lyon consistently beat the 'space' boys on Olympic studio stuff due to his access to the lots. Photographs also found out he spends his off-charge time snapping informal pictures of studio pals and associates.

Free lancers plan to retaliate by refusing to mug Lyon or his wife, Bebe Daniels, when they attend any of the formal functions or openings.

## Heath's Up

Hollywood, Aug. 15. Percy Heath, in charge of Paramount writers, has been promoted to associate producer. First assignment is 'The Bookworm Turns,' with Allison Skipworth and Stuart Erwin.

Merritt Hurlburt, recently from Ratemoot staff, succeeds Heath as whipcracker over the writers. Hurlburt was an associate producer under the Schulberg regime.

## Von Stroheim's Speed

Hollywood, Aug. 15. Eric von Stroheim established a speed record on his first day of shooting (Friday), for 'Walking Down Broadway' (Fox). Director shot one sequence of 14 scenes in four hours.

That's a lot record for Fox and a world's record for von Stroheim.

## Montgomery's Appendix Holds Up 'Tin Foll'

Hollywood, Aug. 15. Metro will hold up 'Tin Foll' for three weeks until return of Robert Montgomery. Latter is recovering from an appendicitis operation. Picture was shooting two weeks when its male lead was stricken.

Studio tried to obtain Edmund Lowe, couldn't, and decided to wait for Montgomery.

## Lloyd East for Visit Before Starting Next

Hollywood, Aug. 15. No long vacation will be taken by Harold Lloyd before starting his next picture. Comedian plans to leave for New York before Sept. 1 for a three week tour.

On return he expects to start preliminaries on his next story, with production scheduled in December.

## Silent Sound Click

Unusual enough to cause comment is the apparent click with the New York public of Henry Armetta. That goes for Broadway and suburban theatres.

Armetta is an Italian free-lancing in support parts as an excitable native son. His appearance on local screens has been drawing repeated giggles of recognition regardless of where or how he is cast. As far as known it's been going on for about five or six weeks, and may have been induced by his performance in 'Fuddle' (M-G) in which he played Novaro's father. He also did a series of shorts for Radio.

'Variety's' reviewers have noted the stir caused by Armetta in the theatres but didn't figure it unique until the consensus of the welcome made of it something beyond the ordinary.

## 'SPAIN'S' GIRLS COST \$18,700

In picking 75 girls for 'Kid from Spain' (Eddie Cantor), Sam Goldwyn spent \$18,700 for tests. Average cost per test, after deduction of executive salaries, overhead, interviewing, etc., runs to nearly \$90. This includes tests both in New York and Hollywood.

Of the 8,855 girls interviewed, a total of 648 tests were put through in order to reach the finally chosen 75. Probably the biggest hit ever run up for tests on any picture.

Eleven tests were submitted voluntarily from foreign countries with one girl accepted, Diana Winslow.

## WB RENEWS GLASMON; BRIGHT OUT AS WRITER

Hollywood, Aug. 15. Story writing team of Kubec Glasmon and John Bright has been kept by Warners' action in taking up their option on Glasmon, but not renewing Bright. Pair had been together since they came to Hollywood from a Chicago newspaper.

Other Warner writers with a new nitch in their contracts are John Larkin, Howard J. Green and Sidney Sutherland, latter originally brought out from 'Liberty' on a short term.

## 6 Wks. to 6 Mos. for Sid Sutherland at WB

Hollywood, Aug. 15. Sidney Sutherland, 'Liberty' magazine writer, brought to Burbank by Warner Bros. on a six-week trial, has been given a six months' contract.

New reader followed his completion of 'The Match King,' his first assignment, within four weeks. Story is an adaptation of a recent novel.

Leo Morrison negotiated the deal.

## RKO Retains Hepburn

Hollywood, Aug. 15. Katherine Hepburn, here from New York legit for 'Bill of Divorcement,' remains at Radio as a contract player.

Her agreement called for the one picture, with an option for a term, which studio has taken up.

## Studio Man in Crash

Atlantic City, Aug. 15. Albert McGovern, picture studio man, was seriously injured when a transcontinental bus, in which he was returning to his home here from Hollywood, crashed on the Colorado Springs-Pueblo highway, south of Colorado Springs, Col., Thursday (12).

His wife received a message that McGovern had received a possible fractured vertebrae and left immediately for the west.

Moss Hart's Original  
Hollywood, Aug. 15.  
Moss Hart, here via the Canal on a three months Metro contract, assigned to do an original comedy.

## Extras' Big Week

Hollywood, Aug. 15. Past week saw extra work climb to a new season's high, with 6,466 placements, nearly 1,000 increase over previous seven days.

Top mark was 426 Chinese used in 'Bitter Tea of General Yue' at Columbia, followed by 255 negroes for African scenes in 'Kong,' Radio production. Columbia also in third spot, with 202 football game spectators for 'That's My Boy.'

## 'THOSE BIG BROWN EYES' ARE NOW LAMBS' WOOL

Hollywood, Aug. 15. A new wrinkle in femme form flashes is synthetic hips and busts being made out of lamb's wool by an undercover modiste here. It is reported supplying the fake flash to several film fashions noted for the physical allure.

Substance is waterproof and can be worn under a bathing suit, whereas former symmetrical accessories were taboo in water. With the gals cavorting around beach clubs throwing out the lung and hip flash, natural assumption is they are on the square.

Discoverer of wool idea is sworn to secrecy, allowing the girls to wear the school-girl forms with some degree of mental comfort.

As to physical comfort, no one has been able to get an interview out of females who go for the gals. Boys who know of the fake wig idea that sooner or later the tip-off is bound to be a scratching epidemic.

## Mary Hay Returns As Ballroom Dancer

Mary Hay and David Bath having split, the first Mrs. Richard Barthelmess is back again dancing with Charles Sabin. They're in for a fortnight at the Central Park Casino where they succeeded Velox and Yolanda. Latter pair go to the Ross-Fenton Farms, New Jersey, for a week.

Miss Bath hasn't done any exhibition ballroom dancing for over two years, or since marrying Bath. Latter, an Englishman, became a tabloid reporter in New York and later hand of press work for Lord. Downey who shifted him into the CBS publicity dept.

## Keith Weeks at U

Hollywood, Aug. 15. Keith Weeks, formerly Movietone City's studio manager and head of the sound department at Fox, goes to Universal as associate producer.

Weeks' first assignment is to an original on which he is now at work.

## Steno Who Made Grade On RKO 'Consent' Tour

Los Angeles, Aug. 15. Radio is sending Dorothy Wilson to San Francisco (19) for a personal appearance at the opening of 'Age of Consent.' She goes on to Salt Lake City, Aug. 28 for premiere there.

These persons, are part of the RKO national exploitation tie-in with business colleges on angle of the 'stenographer who made the picture grade.'

## MG-Tracey Deal Off

Hollywood, Aug. 15. Deal between Metro and Lee Tracey fell through. Studio wanted to give player a term contract without limitation on number of pictures, but Tracey wanted a clause providing for not more than four pictures a year, which was refused.

After current 'Washington Merry-Go-Round' at Columbia, Tracey goes to Radio for 'Phantom Fate.' After that he says he'll go east to rest.

## NEW BREAK FOR MURRAY

Hollywood, Aug. 15. James Murray, out of pictures for almost two years, and engaged this week for lead in Universal's serial 'Red Special,' also gets a second break.

He has been engaged for Paramount's 'Sign of the Cross.'

# Place Cards the Bunk on Coast If Not Jibing with Guests' Ideas

## Skolsky and Hart

Hollywood, Aug. 15. Sid Skolsky, New York's tab columnist, played a scene in Al Jolson's 'New Yorker,' but only after such things as billing, makeup and correct lighting were ironed out.

Almost refused to go through with it because everyone else in the scene overshadowed him until Lillian Hart was recruited to play opposite him.

Tough part was to light Skolsky's beard.

## RICHMAN-PAR \$220,000 DEAL

A combination stage-screen contract with Paramount-Public that will net him approximately \$220,000 in less than a year, depends upon results of a screen test Harry Richman is taking for Par this week.

Deal involves 20 stage weeks and one talker. If the screen test makes a separate Public stage contract for Richman is likely, at \$5,000 per.

Richman returns to the Paramount, New York, Aug. 29 for two weeks. He was forced out last week by illness.

Richman has another business date this week, with Warners. They'll take about a straight policy for the Hollywood, New York, with Richman handling the shows as Lou Holtz did last season.

This would come after the theatre concludes its twice daily run of 'Life Begins' (WB) starting this month.

## Rushing Susa

Charlotte Susa, Germany's leading dramatic film actress, left Saturday (13) for the Coast to take up her new Metro contract. She had arrived from Berlin only one day previously and was hurried west by M-G.

Miss Susa has a two-year contract and will be used only in dramatic parts. She speaks fair English and has been practicing up on the rest of it in order to be able to go to work within the next few weeks.

## U Co-Starring Lukas, Tala Birell in 'Nagana'

Hollywood, Aug. 15. Paul Lukas and Tala Birell will be co-starring by Universal in 'Nagana,' an original by Lester Cohen and Dale Van Every. This is Miss Birell's first picture since 'Doomed Battalion,' and initial feature on the lot for Lukas since he was put under contract four months ago. Has been out on loan.

Ernst L. Frank directing. Production starts last week in August.

## Lillian Bond-Fox?

Lillian Bond and Fox are talking long term contract. Includes a spot in 'Cavalcade.'

Frank Orsatti, Hollywood agent, in New York representing Miss Bond. He returns west this week.

## Conselman Sailing

Hollywood, Aug. 16. William Conselman, Fox writer on leave of absence from the studio, left here for New York to call Aug. 20 on the Saturnia, for Naples.

He will make a survey of Europe from an American writer's viewpoint, and report back to Fox Dec. 21.

## Clarke-Sherman's Indie

Hollywood, Aug. 15. Mae Clark will do another for K-B-S.

Will play opposite Lowell Sherman in 'False Faces.'

## Hollywood, Aug. 15.

That social rating thing at the dinner table just doesn't mean a thing to the Hollywood film aristocracy, not if it carries with it the separation of the boys from the current girl friends, and vice versa.

The Fairbanks-Pickford swank dinner the other night to 190 guests was a case in point. All the tin hats of the Olympic games were there; likewise one prince and numerous other smaller fry from noble and ex-noble families.

Came the matter of placing the customers, inasmuch as royalty was among those present. Cards designated the table places and that went for the film, Cabot and Lowells as well. Whoever doped out the ratings somehow overlooked the real aspect of the thing. And were the faces of the Hollywoodians scarlet when they lapped the seating cards?

Bolder than the rest, the only chatter writer invited to the splurge picked up her ticket and pulled a quick change. 'This gave courage to the film comic to move his card next to the new hibernian. Then followed some general card palming.'

It might have seemed a bit hectic to the honored visitors, but it was jake with the film royalty and the also rans.

## Bedtime Stories, Not Scandal from Studios, New Edict of Papers

Hollywood, Aug. 15. Reaction to dirt columns is being noticed at studios with newspapers requesting material free from scandal.

Small town papers are leading movement with syndicates and wire services that supply them feeling movement will spread to metropolitan dailies.

Associated and United Press have taboos off color stuff for their daily column services. Others have followed.

Papers with large in-home circulations: are prime movers. Claim is that dirt, while ok for street sales, is n. g. when thrown on the streets.

Fan mags, however, are still after scandal with their ebbing circulation unwilling to respond to anything not spotted with personal grime.

Laying off filth is another worry for chatters, who have been having tough time digging legit news. Studios, welcome switch, but are in a spot in attempt to hand out news to everyone. Of the many writers making the studios daily, about 20 are insiders. Remainder feel they are big shots and, while little attention is paid to their squawking, it adds to press department headaches.

## Metro-Beery Pout

Hollywood, Aug. 15. Metro is trying to convince Wallace Beery when his next figure, due October, at the same option comes up.

Beery wants more and Metro is pouting.

## Three Studios Bid for Lewis' 'Anne Vickers'

Hollywood, Aug. 15. Metro, Paramount and Radio all bidding for Sinclair Lewis' current novel 'Anne Vickers,' running in 'Red Book.'

Radio wants it for Ann Harding.

## LILY DAMITA IN INDIE

Hollywood, Aug. 15. J. G. Bachman has engaged Lily Damita for lead in 'Goddie,' Independent, for Radio.

Picture goes in production Aug. 29, Mal St. Clair directing.

At Rogell's Wife III  
Hollywood, Aug. 15.  
Marion Douglas, actress, wife of Al Rogell, director, is ill with pneumonia.

Mrs. Rogell is at the Cedars of Lebanon hospital.

## B&K Off Dual Bills by Oct. 1; Would Like to Establish 20c Low

Chicago, Aug. 15.—Balaban and Katz will drop double features before Oct. 1. That they officially decide is said to be contingent upon nothing else. It is expected all circuits here will follow suit. But even if there are holdouts B&K will return to single features.

While there may possibly be some clipping of prices in certain neighborhoods, because of the one picture policy, B&K contemplates no price reductions generally. Cuts of five or 10 cents at the most and in selected spots, are all the circuit has in mind.

Return of stage shows for some of these houses is not anticipated by B&K, but in any general abandonment of the dual nuisance there are bound to be some openings and need for acts whether with B&K or the lesser circuits.

### Fed Up

No doubt whatever that Chicago's film industry is sick unto nausea of double bills, a burden for the past three years ago, growing constantly worse. Balaban and Katz was the last to surrender to the movement. While the policy proved successful in several of the larger theatres, B&K has long been calling for liberation of some of the others. B&K more than any other circuit or booking combine found itself burning up product at a terrific rate. In the big ex-doubt chain was combining two glass pictures at bargain rates.

Big houses, and the exchanges, would like to pay admission at 20 cents minimum and some conversation has been in progress along that line. However, the 10 and 15-centers are quick to cry monopoly, freeze-out, and other accusations. Nothing is expected to come of this. Allied, as spokesman for the indies, is said not to be able to pledge its own membership to any 20-cent policy, but will co-operate to make the double feature thing take wing into history.

## L. A.'S TOP AD BARRAGE FOR PAST TWO YEARS

Los Angeles, Aug. 15.

With a lineup of what they regard as outstanding features for current week, advertising executives of local deluxers put on a display spurge in the dailies Thursday (11), that made the oldtimers open their eyes.

Space used in each of the five dailies totalled 231 inches, with P-W using nearly more than 50%. Based on combined rate per inch of \$27.95, total cost of these advertising for the day amounted to around \$6,500. Following day 159 inches were used. Barrage was biggest of its kind for local territory in two years.

## Par Will Retain L. I. Lot as Emergency Plant

Revival of the Long Island Astoria plant as an emergency studio for the east is indicated by Paramount. Parties here in the home office is that the shooting of several scenes there for 'Big Broadcast' will serve as an opening wedge for the property in readiness for future camera work.

Astoria studios have been on the market since closing without a bidder. Plant is felt by Paramount to be more valuable than just the real estate. Company's original investment in Astoria represented around \$10,000,000.

### EXCHANGE MAN'S DIVORCE

Des Moines, Ia., Aug. 15. W. O. Gallowsay, manager of Educational film exchange here, sued for divorce by Mary Gallowsay, who charges cruelty. She asks \$150 a month alimony and 450 support money for a minor child. Couple were married in 1918.

### WRESTLING SHORTS

Los Angeles, Aug. 15. Beverly Hills Productions will make a series of wrestling shorts, 'Catch-as-Catch-Can.' Picture will feature William Sam Joe Savoldi and Gus Sonnenberg.

## 1st Runs on Broadway (Subject to Change)

Week Aug. 19

Paramount—Devil, and the Deep (Metro).  
Capitol—'Speak Easily' (Metro) (19).  
Salem—Two Against the World (WB) (18).  
Mayfair—'Hold 'Em Jail' (Capitol) (18).  
Rivoli—Love Me Tonight (Par) (17).  
Winter Garden—'Crooner' (WB) (18).  
Rialto—'Housefeathers' (Par) (2nd week).  
Roxey—'First Year' (Fox) (20).

Week Aug. 26

Paramount—'70,000 Witnesses' (Par).  
Capitol—Last Mile (TNT).  
Strand—Tiger Shark (FN).  
Rivoli—Love Me Tonight (Par) (2nd week).  
Winter Garden—'Crooner' (WB) (2nd week).  
Rialto—'Housefeathers' (Par) (2nd week).  
Roxey—'First Year' (Fox) (2nd week).

\$2 Pictures

'Grand Hotel' (Metro) (Astoria) (18th week).  
'Life Begins' (WB) (Hollywood) (25).

Foreign Films

'Rasputin' (Capital). (German) (Europa) (5th week).  
'Fall des Oberst Redl' (Sonora) (Little Carnegie) (15).  
'Shoen ist die Manöverzeit' (German) (World Trade) (15).  
'House of Doom' (Russian) (Amkino) (Capeo) (2nd week).

## Allied Plugs Vaude, But Specifies 2½% of Agents' Fees for Funds

Chicago, Aug. 15.

Allied Exhibitors, through its local house organ, is actively plugging vaudeville for the coming season.

Meanwhile, Allied wants the independent vaude agencies in town to contribute 2½% of their booking fees to the Allied treasury. As a means of producing revenue for Allied vaudeville follows Tiffany features, Kinogram newsreels and advertising shorts. But vaudeville is a long way from being accepted by Allied theatres as yet. Maybe 40 Allied houses are vaude possibilities.

## METRO'S 75% REMAKE

On Dresser-Moran 'Prosperity'—Four Writers Assigned

Hollywood, Aug. 15. With a 75% remake of 'Prosperity' edited by Metro, Sylvia Thabeberg, Frank Butler and Zola Sears have been assigned to write a new story with instruction to keep in as much as possible of the original picture for economy's sake.

Tri being dramatic writers, John P. Medbury has been engaged to work with them and spot the gags.

San Wood gets the directorial assignment on the revamped edition of this Dresser-Moran picture.

## FOX-SKOURAS' ROXY TERMS

Under Skouras operation of the Roxy, New York, which reopens Saturday (20), only \$15,000 or half of the amount of regulars' certificates allowed by the Federal Court will be utilized in the operation of the house. Arrangements this way are already set. That part is taken care of by the bondholders group.

Fox Film's end is the management under which it shares the expense of the house operation by subordinating its film rentals. Fox's share of the income begins after the operating budget has been met weekly. Thus Fox will receive the first \$10,000 after the house put; the second \$10,000 after the first \$10,000; the third \$10,000 is split 40-60 between Fox and receiver and the fourth \$10,000 is split 33-37 between Fox and the receiver.

Where other than Fox films will be played, Fox Film shares after such film rental has been paid.

Scale of admission on reopening was still to be determined yesterday (15). No names are slated for the reopening week. Feature is 'First Year' (Fox).

Under Skouras, who will operate for Fox, Frank Campbell will be managing director of the house and directly handling the stage with Harry Hollander, former Public production chief, assisting. Ted Leager will be house manager and A. P. Waxman handling exploitation. House continues to operate with the Roxy name.

## 10 Films in Production Sets New Peak for Par

Hollywood, Aug. 15.

Highwater mark in Paramount production will be reached this week with 10 pictures in the making. Features working will be 'Madison Square Garden', 'Honest Finder', 'Night of June 13', 'Phantom President', 'Heritage of the Desert', 'Sign of the Cross', 'Farewell to Arms', 'Night After Night', 'Hot Saturday' and 'The Bookworm Turns'.

Studio will have its biggest free lance payroll in the past 12 months with more than 200 players, contract people, getting envelopes.

Extras also will get a break with around 1,200 scheduled to work during the week.

## 'Life Begins' 2 Daily, Lifts From Release List

Warners has taken 'Life Begins' off its general release schedule and will handle it as a special. Picture will reopen the WB Hollywood theatre, New York, for a twice daily run Aug. 26.

Warners is also establishing a national exploitation department to be headed by Lou Goldberg. Latter has been with the organization on Broadway house publicity for about a year. Department is reported a preparatory move in case 'Life Begins' is nationally road shown. Picture is adapted from the play of the same name which opened in New York last March and ran but one week.

## Bulls Take Market in Hand Again; Rails Lead List Up Cautiously

### Phil Goldstone Gets RCA's 16 mm Projection

Hollywood, Aug. 15.

Distribution of RCA's new 16mm sound projection equipment will be handled out here by Phil Goldstone. New equipment carries trade name of Rayco and sells for \$150.

Goldstone will establish libraries for film and will reduce regular features from 85mm to 16mm. All Majestic features, Goldstone's production company, will be in the libraries after they have played their theatre dates.

## PLAY DATES AS GOLF PRIZES

Los Angeles, Aug. 15.

Golf balls, sweaters, socks, sport coats and other items may decide victory, but the money prizes at golf tournaments for southern California film men and exhibitors at Lakeside, Aug. 11, were play dates, theatre supply purchase orders, 24 sheets and window cards.

Cooperative Exchange donated the date on 'While Women of Borio' to Carl Grant. Rivoli, L. A. Fox presented, Simon Lazarus, Circlo, L. A. and Al Hanson, P-W, L. A. with five 24 sheets; National Theatre Supply divided 15 purchase order with Ernie Sexton, Temple, L. A. and H. Batta. Vox, Eagle Rock; P. C. Peterson, Gem, Salt Lake, thanked American Printing for 3,000 headers.

### Farnol Going Par

Hollywood, Aug. 15.

Report here is that Lyn Farnol will join the Paramount publicity forces this autumn and will headquarter in the east.

Farnol has long been affiliated with United Artists through acting as personal representative of Sam Goldwyn in New York.

### VIDOR STILL MEGS 'MANCHU'

Culver City, Aug. 15.

'Mask of Fu Manchu', halted at Metro last Wednesday by story difficulty, went back into production Saturday (13), with Charles Vidor, reported off, still megging.

## 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.

Ben Baro-Henry Duffy deal for two-a-day vaude at the El Capitan is gold. Baro claiming too much Duffy interference. May go to the Hollywood Playhouse now.

South Seas Atmosphere  
Irving Willett, director, and Glen Kirschner, cameraman, on way to Tahiti for background sea stuff for U's 'Black Pearl'.

Kilpatrick Stays  
Tom Kilpatrick, sent by U to Spain for brilliant material for 'Men Without Fear', staying to work on continuity of 'The Rebel', being made in Europe by Luis Trenker.

Ford Instead of Farrell  
Unable to buy Charles Farrell from Fox, Warners has Wallace Ford on loan from Metro to play opposite Joan Blondell in 'Central Park'.

Betty Lawford's First  
First film part for Betty Lawford, stage, is lead in 'Cat's Paw' at Radio.

Europe for Connie Bennett  
Connstance Bennett goes to Europe for six weeks following completion of 'Rockaby' at Radio. Returns to start 'The Sun Also Rises' Ernest Hemingway novel. To be directed by B. H. Griffith with Horace Jackson adapting.

Ringside Fances  
Grantland Rice, Damon Runyon, Frank Menke and Jack Laik pounded 'Gypsy' into 'Ringside' scenes for Charles Rogers' 'Madison Square Garden'.

Bakalenikoff's Score  
Constantine Bakalenikoff writing score for J. L. Schlitzner's 'Second Fiddle'.

Nacio, Brown East  
Schwab and DeSilva's musical, 'Hercules', has taken Nacio Brown, composer, to Broadway.

'Rain' for Chinese  
U.A.'s 'Rain' expected to follow 'Strange Interlude' into Grauman's Chinese.

Jim Murray's Serial  
Universal will try a James Murray comeback, giving him lead in serial, 'Lost Special'.

No Free Guests  
Al Mannon supplants rent free 'guests' at Tec Art studio by company ready for immediate production.

Hendersen's Try  
Dick Henderson, vaude comic, to try pictures.

Up for Doyer  
Secretary to Doyel Zanuck for six years, William Doyer moves up (Continued on page 31)

### By AL GREASON

'After a morning of uncertainty, the bull sponsors took the market in hand again, yesterday (Mon), but in a conservative way, and, under leadership of the railroads, the entire list went into a gradual recovery, gaining momentum and closing at its best for the day with gains from 1 to 4 points scattered liberally over the table.

Amusements shared in the return to constructive effort, with Loew moving in fair volume and advancing with healthy steadiness after a lower opening. Best of the day for

### Yesterday's Prices

Sales.	High	Low	Last	Net
900 Col. Fil.	115	104	114	+
100 Con. Fil.	115	104	114	+
7,200 East. K.	615	495	614	+2
1,200 Lee. K.	255	215	254	+
3,900 Lee. K.	255	215	254	+
1,200 Lee. K.	255	215	254	+
6,800 Par-P.	64	54	64	+
2,100 RCA	64	54	64	+
45,200 RCA	64	54	64	+
2,100 RCA	64	54	64	+
8,400 WB	23	23	23	+
10,000 Gen. T.	54	44	54	+
12,000 Keith	40	37	40	+
2,000 Lee. K.	115	104	114	+
2,000 Par-P.	64	54	64	+
21,000 RCA	64	54	64	+
2,000 Pathé	27	23	27	+
8,000 WB	23	23	23	+

Loew was 27½, only a point and a half from the top on the recovery, last week and closing at 27½, net up more than a full point.

Campaign  
Loew's campaign resumed aggressively in Paramount, which climbed to 54, holding the gain of nearly a point through to the close. Bonds were easier at the start of the day, but improved as trading progressed, closing from unchanged to fractionally up.

Kodak showed a disposition to tighten up on last week's new shorts and gained more than 2 points on the day. Certain specialties like Kodak DuPont and the agricultural machinery issues made sensational gains, the latter on the better appearance of the grain markets.

Loew's directors were expected to meet yesterday to vote on the fall quarter dividend, but with a number of the board members out of town, they could not get a quorum and the action will go over to September. (Continued on page 19)

## 'Comeback' Rubin's First Indie; He'll Quit Acting

Hollywood, Aug. 15.

The Penny Rubin-Phil Goldstone deal, whereby comic will produce 15 pictures for the latter, has been set. Rubin intends to step from the acting ranks after the first one. Initiator will be 'The Comeback', football story, being written by Ernie Snel and which Frank Shayer will direct. After that Rubin will devote his time to front office work.

### MG Buys 'Red Dust'

Metro has purchased 'Red Dust' William Collinson's stage play, for Clark Gable and Jean Harlow. Victor Fleming said to meg.

Picture goes in production within two months. No writing assignments yet.

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

Joe Brandt.  
Nacio Herb Brown.  
William W. Wines.  
Frank Duran.  
Ben Goetz.  
Bob Goldstein.  
Rosalee Lynn.  
Adolph Zukor.  
Marilyn Miller.  
Frank Mitchell.  
P. B. Schuberger.  
Herschel Stuart.  
Frank Tuttle.  
Walter Wagner.  
Charles Williams.

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

Martin Beck.  
Harold Franklin.  
N. Brewster Morse.  
Jack Rabin.  
Phil Reisman.  
Bob Sisk.  
Charlotte Suss.  
Louis B. Mayer.  
Frank Orattli.



# Katz Says Coast Was 90% at Fault; Those with Grouches Entitled to 'Em

Virtually every exhibitor would like to take a crack at production to prove that it's Hollywood and not the theatres which are at fault. Since Katz is about the first theatre man to have the wish really materialize, and he's back from the Coast with most of the answers.

Returning to New York after his initial three months of Paramount picture making, Katz believes that the average present-day producer has opened his mind so wide that he is listening to anyone who isn't completely wrong.

The Katz conclusion, however, is that Hollywood has been 90% at fault, and that if the picture is good most of the theatre's problems are given.

At the same time he stresses that the theatre has problems other than the picture which must be corrected. It is his idea to conduct the first picture making in relation to Public theatres before attempting to find out what the minor bio. ailments are and go after them.

**Splitting Time**  
As theatre supervision and production overseas, Katz states he will inaugurate no further changes in the policy of either. He has made up his mind, he declares, to divide his time evenly between the two Coasts until the 1932-33 season is over.

Regarding theatres, Katz said he is counting upon good pictures holding "institutions." He holds that production failed to keep pace with depression times, not so much from the standpoint of cash outlay as from angles which would give the picture the biggest stamp at the box office. "If we guess right this fall then we will be able to determine what, if any, other changes may be necessary."

**What Katz Found**  
Katz credits his theatre experience only with giving him a fresh outlook on production. That outlook, he believes, enabled him to go to production in this light:

"That the industry couldn't expect anything more than it got from the bad pictures and the way they were being talked out; that men with a solid show business background will be the producers of tomorrow, and that those who fell by the wayside and returned to the east with a grouch, due mainly to the cause of the short-sightedness of the studios themselves; that most of the studios now realize there is a vast difference between the technique of the stage and the screen, and that every man from the legitimate must be made to serve a well rounded apprenticeship in the studio before being entrusted with any important phase of a picture."

Hollywood has too many new minds to get into a rut, Katz observed.

## Herschel Stuart's Quick Trip; Franklin to Coast

Herschel Stuart is expected back today (Tuesday) from a fast trip to the Coast, where he looked over the RKO situation. Bernal Hines, who made the trip with Stuart, is not due back for more than a week.

H. B. Franklin, Phil Coleman, Martin Beck and Bob Slick were for California Thursday (Friday) (19). Party will make stopovers for meetings with division heads in Chicago, Omaha and Cleveland.

Los Angeles, Aug. 15.  
Herschel Stuart got in today (15). Flew to Seattle and then to Fresno where he was met by Glen Worke. Stuart completed his tour of RKO houses and left here this morning (Monday). He arrives in New York by plane tomorrow (16). In Spokane Stuart placed Edgar Art as chair of the Orpheum, in Seattle he settled musicians' threatened walkout. He also placed John Joseph to handle the State-Lake, Chicago. Bernal Hines, assistant to Stuart, remains on coast.

## Louis Mayer West

Louis B. Mayer, in New York via Washington, where he visited the President, returns to the Coast this Friday (19).

Accompanying Mayer was Frank Orsatti, Hollywood agent, who also met Pres. Hoover with Mayer. Orsatti returns to the Coast with Mayer.

## Overflow Preview

Los Angeles, Aug. 15.

The overflow preview has arrived.

Screening of 'Horse Feathers' (Par) at Fox West Coast, Long Beach, Cal. under sub-titling billing. The funniest four brothers in the picture business, drew such a turn-away mob, management announced to those on outside that film would go to the United Artists, a short distance away, for its second showing.

That house also drew capacity.

## SKOURAS-PARAMOUNT, IDAHO POOLS

Ironing out western theatre operation, Skouras and Paramount are negotiating two pooling deals. One calls for Fox-West Coast to take over operation of P-P holdings in Arizona. Other has to do with certain Idaho spots, owned by both.

The towns involved in the Arizona connection include Phoenix, Tucson, Bisbee, Douglas, Yuma and Mesa. Public has three houses in Phoenix and two in Tucson. Plans call for Skouras to operate for both under the FWC pooling.

These Par houses were formerly operated by Rickards and Nace. They were taken over by Public in September, 1929. FWC has houses in all towns mentioned except Yuma and Mesa. Harry Nace is the operating head for Public with Lou Snyder as divisional manager. FWC divisional manager in Arizona is Tom Sorriero.

Second pooling deal, practically completed, is for Public to take over the Fox Egyptian in Boise, Idaho, and turn over the Par house in Idaho Falls, Idaho to FWC. This would give Fox two in Idaho Falls, and Public, three in Boise.

It is additionally reported that part of the New York deal has both sides agreeing to eliminate stage shows in towns.

## SCHULBERG AND KENT

B. P. On From Coast to Discuss Fox Release for His Film

Matter of B. P. Schulberg becoming an independent producer for Fox is not closed as yet. Schulberg talked via phone with S. R. Kent, Fox president, prior to the latter's going abroad.

Both men are now in New York and if the deal goes through it is expected that Sam Jaffe, Schulberg's brother-in-law, will be affiliated in the venture.

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## M. P. Roosevelt Lunch With Horns in Times Sq.

New York Motion Picture Club will hold a luncheon favoring Gov. Roosevelt's presidential candidacy with loud speakers spotted in Times Square to broadcast the speeches. Company heads and executives will be invited to talk.

It's to be a once only session with the date underwritten but either Sept. 18 or 20, both Tuesdays.

## HORWITZ-HAYS PACT STALLED

The Horwitz-Hays pact has now been divided into three parts, with none so far formally ratified. This despite the agreement to agree reached three weeks ago.

Reason given for the three-way split is that conditions opposed by the indie exhibitors of Cleveland are different than those with the various theatre chains.

Placed the agreements to be set in final draft is that between the indies and Loew. Hays attaches are hopeful that this will be ratified within the week. Others, over which lawyers have yet to agree, are verbiage, are with RKO and Warners.

## Par. Rescinds Idea Of Transferring Its Pub-Ad Depts. West

After deciding last week to transfer its publicity and advertising headquarters to the Coast, Paramount-Public has reversed the idea and there will be no change. Final decision on the matter was reached yesterday over the past weekend.

Plan was to concentrate pub and ad matters at the studio under Frank Whitbeck and Arch Reeves. This is off now, with the p. ad department in New York, under Arthur Mayer, function as formerly.

Many of the major film companies have at one time or another considered originating their press and ad material on the lot, but have never gone beyond a few gestures in this direction.

## Warners' Vacation

Harry and Abe Warner depart their offices this week for a vacation. H. M. takes a boat trip while the major will sojourn in Canada. Abe will be away a couple of weeks.

## Prices-Protection Supercede 5-5-5, Wedge Between MPTOA and Allied

Prices and protection for '32-'33 comprise the issue which is swiftly supplanting the 5-5-5 contract formula. Although film company lawyers are willing to sit with an exhibitor committee they will not discuss prices, and they hold that the subject of the legality or illegality of collective action, as reflected in a uniform contract, is something for the committee to take up with the U. S. Supreme Court and not with them.

At the moment, indie producers are excited over indie exhibit activity. They would welcome a buying strike because it would give them a chance to weave into important first run positions. As this year stands the indie makers declare they are becoming 'idle exhibits of all classes wait until they have closed with the majors before looking to others for protection. They will fill the holes. And the majors this year are taking their time in selling.

So anxious are the indie makers to have a buying holiday declared that some of the biggest are ready with blanket deals boasting a marked discount. They state that they, as well as the major distributors, have jacked up rents on the new production for the year. Where it is between 30 and 50% with the

## N. Y. Exhibs Say 85 Houses Go To Empire This Wk.; 306 Prepares Outdoor Places as Opposition

### Skouras Coast Trip On RKO Pooling Prospects

Hollywood, Aug. 15.

Charles Skouras, L. A. Woolens, Charles Buckley, and Reeves Espey, are enroute to Seattle, Portland and San Francisco, to look over situation regarding pooling arrangements to be put into effect in those cities with RKO and Public. Party will be gone a week.

Pooling deal whereby RKO will abdicate in Spokane to FWC, and later will turn over Tacoma to RKO, is now being worked out by Spyros Skouras in the east.

## THEATRES SEEK MUSIC TAX CUTS

On the premise that general conditions in filmdom warrant a readjustment of the music license tax, theatre people as a unit, may undertake to seek a reduction in the present 10c per seat flat rate, from the American Society of Composers, Authors and Publishers.

The action by the theatre men is certain and has been discussed for the past few weeks in inner circles although no concerted move has been made.

Sentiment among the theatre people is that a flat rate of 10c per seat is too high and unjust. They are talking of seeking the establishment of a sliding scale rate based on types of theatres and operating policies.

A sliding scale would more nearly be the appropriate system as then the tax would be limited to the proportion of earning power of a theatre.

As the discussion among the majors go, suggestions as to how the scale may be negotiated offers also a probable outline of what may be asked from the ASCAP.

It is hoped that a reduction to 7c per seat may be had for houses having stage shows. That's regarded less of capacity. For other houses over 1,000-seat capacity, a reduction to 5c may be sought and a 5c tax for houses under 1,000 seats.

With the declaration by exhibitor leaders yesterday (Monday) that negotiations with Local 306 have been broken off and that approximately 85 independent houses, including three circuits, will swing to Empire before the end of this week, the Sam Kaplan organization launched into preparations for a battle to retain its protectionist supremacy in the Greater New York boxoffice territory.

House for house is the Kaplan slogan. This was described as meaning that the union will engage as an active exhibitor competitor with theatres not recognizing its men. Prices will be gauged to underbid competition. Officials of 306 estimate the organization has 35 spots where they can stage a show within a few days. These are all open air theatres. If the fight keeps on into the winter the Kaplan men declare they will move inside.

Picketing, allowable by the Court of Appeals ruling for all but the Springfield circuit, which has a decision of its own from Justice Steinbrink, will be a secondary part of the union's offensive. Unionists have found out that they can wield greater persuasion at their own boxoffice than they can by sidewalk campaigns.

Empire, the rival protectionists group which did not begin to indent New York territory until about two years ago, will have greater employing strength than 306, exhibitor chiefs hold, if the indicated swing-over occurs.

Empire Now 53

Century, Lee Ochs and Manhattan, three indie circuits which were dealing with 306, and which are reported ready to sign this week for Empire men starting Sept. 1, respectively, a total group of 53 houses. Indie leaders figure that 30 other individually operated houses which

(Continued on page 47)

## \$4,200,000 RKO LOSS LIKELY FOR HALF YR.

RKO income statement for the half year to June will be out this week and it is expected that it will disclose a deficit for the six months to June of about \$4,200,000.

Theatre rentals resumed this week as a charge, but the autumn season's impact on which important revenue is counted on.

Company is contemplating a choice between employees in the higher salary brackets working two weeks without pay or taking a 5% cut for a year. This would be the third cut for department heads and second for all hands.

Another point to be decided is whether the new slash shall apply above the salary level of \$50 a week or \$35.

## F.W.C. Set to Take Over Pan, Hollywood, 100%

Indications from the Coast point to Fox-West Coast taking over full control of the Orpheum, Hollywood. It is now a 50-50 partnership with FWC. Rodney Pantages dictating the policy.

Deal is reported practically closed for the takeover, with transfer of FWC pencilled in for Thursday (18).

## NEW STUDIO INSPIRATOR

Hollywood, Aug. 15.  
Tamer Lane, former trade paper publisher, went off Radio's payroll this week where he had been publishing a bulletin for executive use, based on news happenings that might give inspiration for picture plots and situations.

Job now goes to John Miles, in studio's publicity dept.

## 'VACASH' AT ROACH RUNS ON

Hollywood, Aug. 15.  
Ahead of schedule, current two week lay-off of Roach will be extended to three.

Writers will be back on lot Aug. 22. Meantime, Henry Ginsberg, production head, is hunting new ideas for two-reelers.



## Orpheum Again Tops Cheerio Mpls

40)—'C'est beau, l'amour' (French).  
Usual \$2,000. Last week 'Paris-  
Beguine' (French), \$1,800.  
Cinema de Paris (Ind) (600; 25-  
40)—'Cinq Ans sans Femmes'  
(French). Back again for seventh  
week; \$1,000. Last week 'Marius'  
(French), about \$1,000.

# 'Amer. Madness,' \$20,000 Good; 'Devil-Deep,' \$34,000, Chicago; Ted Lewis and 'Guilty,' \$30,000

Chicago, Aug. 15.

RKO's Palace holds the picture which will be number one on the "choppers" list this week. And that's a situation that doesn't often occur for the Palace. Columbia's banking treaties, 'American Madness,' is the lusty opus in question.

It competes with Tallulah Bankhead's 'Devil and the Deep' at the Chicago, 'Guilty as Hell' at the Oriental, and 'Almost Married' with a cast of little reputation at the other RKO's, the State Lab. and the Fox.

Meanwhile McVickers will rejoin the competition this Friday (15) with 'Horsefeathers,' and the United Artists will hop aboard the new season a week later with 'White Zombie.'

## Estimates for This Week

Chicago (Public-B&K) (4,000; 35-55-35)—'Devil and the Deep' (Par) and stage show. Bankhead's not in Chi; look for fair \$34,000. Last week 'First Year' (Fox) took the lead war for a tip \$13,000 instead of the first-indicated \$32,000.

Oriental (Public-B&K) (3,200; 35-55-35)—'Guilty as Hell' (Fox) and stage show. Ted Lewis held over on the strength of nearly \$30,000 the week before with Metro's 'Downstairs' smashes in the credit end. This week with the same stage attraction Oriental may cleave to around \$24,000, while 'Guilty' may be a touch the ceiling of \$20,000.

Palace (RKO) (2,500; 35-55-35)—'American Madness' (Col) and vaude. Look to touch the ceiling of \$20,000 very good. Controversial picture, smartly exploited locally, is buttressed to touch the ceiling of \$20,000.

Last week 'Tom Brown of Culver' (U) couldn't go much beyond \$16,000.

State-Lab (RKO) (2,700; 35-55-35)—'Almost Married' (Fox) and vaude. Although sagging last week with 'By Whose Hand?' (Col) to \$12,000, this picture is expected to hit this week looks like will snap back to \$15,500.

## 'AMERICAN MADNESS' WHAMS K. C. \$15,000

Kansas City, Aug. 15.

The first runs should do business this week if extra advertising will bring customers, as all splashed with extra space and screaming headlines.

From John Gilbert, last week, to the Keaton-Durante combination is a long leap, but that's the picture at Loew's Midland, where the two comedies in 'Speak Easily' are headed for a fair \$14,000.

The RKO Midland has started its 'Greater Show Season' with 'American Madness' and a strong bill of vaudeville. The picture is moving a quest for radio talent, and is hooked up with the NBC through KEMM, the 'Star' station here, and getting new publicity. Has also started advance advertising for the Pauchon & Marco 'Desert Song' next Friday. Enthusiasm in the break breaking week turned in by Ted Lewis the management is counting on no change in the prices. Stage show will be given four times daily, which with the \$2,000 capacity means a big ticket business.

## Estimates for This Week

Liberty (Public-Dubinsky) (800; 15-25-35)—'Guilty as Hell' (Par). Should hit close to \$4,000, fair. Last week 'Madame Racketeer' (Par) \$4,200.

Loew's Midland (4,000; 25-35-40)—'Speak Easily' (U). Should do fairly liked, \$14,000. Last week 'Downstairs' (M-G) \$11,500, fair. 'Mainstreet' (RKO) (3,200; 35-55-35)—'Almost Married' (Fox). Management got behind this one and gave it lots of publicity; result was better than average week \$15,000 good. Last week 'Brown of Culver' (U), poor \$11,000.

New Era (Public-Dubinsky) (1,400; 35-55-35)—'Devil and the Deep' (Par). Intriguing title, but Cooper and Bankhead no panthe here. Last week 'Jewel Robbery' (WB), good \$7,800.

## Ostrow's New Job

Lou Ostrow, Aug. 15. As producer at Universal, has resigned to become production head for Lefcourt, Belman, & Snyder. He makes eight pictures for Remington Productions.

Starts on first at Universal studios Aug. 29.

## Weather Aids Tacoma

Tacoma, Aug. 15. Slightly better grosses with but two first runs open and the weather cooling off.

## Estimates for This Week

Blue Moon (Hamrick) (650; 25-35)—'Miss Pinkerton' (RKO). Joan Blondell getting the big ticket \$2,000, all right. Last week 'House of Baskervilles' (HIP) and 'Zane Grey South Sea Adventure' (EP) good at \$2,100.

Rialto (FWC) (1,200; 35-55-35)—'Passport to Hell' (Fox) for two days, then for five days 'Congorilla' (Fox) with big play in the papers. Rialto, R. G. Johnson, Martin Johnson, Strong \$3,500. Last week 'Vanishing Frontier' (Par) and 'First Year' (Fox) oke at around \$2,800.

## INDPLS. STRONG FOR JOHN GILBERT, \$6,500

Indianapolis, Aug. 15. Doldrums again after a strong week last. 'Her' (Fox) for two days, then for five days 'Congorilla' (Fox) with big play in the papers. Rialto, R. G. Johnson, Martin Johnson, Strong \$3,500. Last week 'Vanishing Frontier' (Par) and 'First Year' (Fox) oke at around \$2,800.

Jack Roth, manager of this theatre for past few weeks, who helped bring 'Her' out of the red, has been appointed divisional manager for Skouras-Public to manage the Circle, Indiana, Ohio (dark) and Indiana.

Stage show at the Circle was the first. Shows and the tremendous amount of the Milb brothers put over. Show now has Papania in for five shows daily.

## Estimates for This Week

Apple (Fourth Ave.) (1,115; 25-35)—'Jewel Robbery' (WB). Expect around \$4,000 because of Powell's pull; many a moon since he's had a picture. Last week 'First Year' (Fox) in second week held up for good \$3,800.

Circle (Skouras-Public) (2,800; 25-35)—'Hollywood Speaks' (Col) and dwarfed stage show featuring 'The Dill' (Fox) and 'The Roar of the Dragon' (RKO) and Milb brothers gathered \$10,000.

State-Lab (RKO) (2,700; 35-55-35)—'Doctor X' (FN). May hold up to \$7,000. Last week 'Guilty as Hell' (Par) finished poorly, under \$4,000.

Loew's Palace (2,800; 25-35)—'Downstairs' (M-G). Set for excellent week; \$6,500; best in weeks for this house. Last week 'Zombie' (UA) short-ended at \$3,500.

## 'HORSEFEATHERS' BIG \$35,000 IN DETROIT

Detroit, Aug. 15.

Another gala week with four outstanding pictures that will add to the total to pleasant totals. After a week with two holdover pictures the picture 'Horsefeathers' is the stage fare headed by 'Horsefeathers.' Other outstander is 'Congorilla' at the Fox.

The downtown picture, 'American Madness,' given an unusually large campaign and pacing rather strong. Entire situation is looking up with all houses having most of their sluffs out of the way and new product breaking.

## Estimates for This Week

Michigan (4,045; 15-25-72-70)—'Horsefeathers' (Fox). Stage show. Picture has been billed plenty and with the Marx. Boyed, following has been booked in at \$35,000. The Fisher for a second week. Will do over \$35,000 on first week. Last week 'Skyscraper Souls' (M-G) was better than average and a money maker at \$27,900.

Fisher (2,665; 15-25-72-70)—'Horsefeathers' (Fox). Stage show. This one will be better than an even break at \$15,500. Last week 'Par' much better than usual and money maker at \$16,500.

Downtown (2,750; 15-25-55)—'American Madness' (Col). Will get a profit at \$10,000. Last week 'Bring 'Em Back Alive' (RKO) in its second week, strong at \$8,000. Fox (5,100; 15-25-55)—'Congorilla' (Fox). Possible big \$23,000. Last week 'First Year' (Fox) in its second week slipped to a weak \$13,000.

## NICHOLS AS DIRECTOR

Hollywood, Aug. 15. George Nichols, employed last week as supervisor by J. G. Berman, has been switched to a directorship.

He will first megaphone a Junior Durkin picture.

## WEATHER RUINS NEW K; 'GUILTY' OKAY \$6,500

Newark, Aug. 15. Clear and steadily warmer weather spoiled whatever chance any one may have had of a big week-end, and so for a big week.

There is nothing in town to set any one by his ears, although Wilmington Masquerade. Loew's will probably lead off, but with nothing over \$8,000.

## Estimates for This Week

Grandstand (WB) (2,200; 15-25-30-45-55)—'Doctor X' (FN). Oke but for weather; probably about \$7,000. Last week 'Sunnybrook Farm' (Fox) fair enough at \$7,200.

Capitol (WB) (2,000; 15-25-35)—'Red Headed Woman' (M-G) and 'Road House' (RKO). Should again be nice at over \$5,000. Last week 'Scarface' (UA) and 'No Greater Love' (Col) broke all recent records by drawing \$22,000.

Little (Cinema) (290; 50)—'The White Devil' (Ufa) and 'Bainesse Love' (Strong). 'Bainesse' leads that second picture is hot stuff and statement 'not recommended for children' counted on to pull 'em in; maybe. Good trade.

Heart of Ireland' (Emmett) on second week, \$1,100.

Loew's (2,780; 15-25-20-30-40-55-55)—'Washington Masquerade' (M-G). Should reach \$8,000. Last week 'Freaks' (M-G) okay at \$7,400.

Newark (Adams-Par) (2,248; 15-20-30-40-55-55)—'Guilty as Hell' (Par). Heavy on the first week, low grosses at \$5,500. Last week 'Unlucky Love' (Allied), new low at \$2,700.

Victor (RKO) (2,200; 15-20-25-30-40-55-55)—'Age of Consent' (RKO). Woman's picture that drew heavy trade, but not good for \$6,000. Last week 'American Madness' (Col) good enough at nearly \$5,000.

## 2 MADAMES' NEW RECORD IN SEATTLE

Seattle, Aug. 15.

'Madame Racketeer' and Mme. Schumann-Heink set new record at the Fox, with \$5,500, although below expectations generally.

Otherwise it's the same story. Nice weather and they remain out of town for the week-ends. Bis, however, quite good considering.

Mme. Schumann-Heink in person at the Fox was in addition to regular stage presentation and places. At the Fifth Ave. is Glida.

However, the opera diva holds the spotlight, with music lovers going to hear the grand and famous, and others going at these prices for the first time.

Liberty stepping to the kale class again with 'Horsefeathers' and Herbergs selling a car again this week for one buck. This builds up nicely; double the week.

## Estimates for This Week

Fifth Ave. (FWC)—'Guilty as Hell' (Par) and Glida Gray in 'Ubangi' stage unit. Laugh week at the Fox, with \$5,500. Mayor Dore lending support by appearing for talk on laughter. Stage show shapes up dandy. His good at \$12,000. Last week 'Skyscraper Souls' (M-G). Pic. liked, also Warren William, but failed to get the doors.

Orpheum (RKO) (2,700; 25-40)—'American Madness' (Col). Using lots of vaudeville and stage show program. First week vaude out here. 'New low prices' heavily billed. Okay \$4,500, considering no show.

Loew's (2,780; 15-25-20-30-40-55-55)—'Guilty as Hell' (Par) and 'Unlucky Love' (Allied). Stage show. Last week 'Skyscraper Souls' (M-G) was better than average and a money maker at \$27,900.

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Liberty (Jenson-von Herberg) (2,000; 10-15-25)—'Avenging Seal' (BIP) and 'Sunset Trail' (TIF) in double-header, with car as \$1 sale helping. Last week 'Horsefeathers' (Fox) held on to its seat. Last week 'The Stoker' wherein Monte Blue got the billing, good considering week-end and \$9,000.

Loew's (2,780; 15-25-20-30-40-55-55)—'Jewel Robbery' (WB). Excellent \$3,500. Last week 'War Correspondent' (Col) \$3,200.

Coliseum (FWC) (1,800; 25-50)—'Congorilla' (Fox). Moved over from Fox as not release, hitting fair \$3,000 on first week. Last week 'Fox' very good, \$3,500, plus 'Desert Song' lab last three days.

## Too Much H. O. NSG for B way; 'Horsefeathers' Whams, \$50,000; Jessel-Talmadge at Par, \$60,000

Louisville, Aug. 15.

National's closing brings a few more thousand patrons to the cinema. Stock company closed after hard struggle of 18 weeks, during which players were on co-operative basis for most of the time. Players leaving included Lester Vail, Nancy Welford, Barbara Weeks, Lawrence Keating, John Stanley, Ruth Gates and Audrey Davis.

Fourth Ave. Amus Co., owing the Althea theatre, now in cash for advertisements in leading newspapers. Brown continues to offer free tickets to enough chain store system. Exploitation at minimum as managers somewhat discouraged, but belief growing that brighter days.

## Estimates for This Week

Loew's (3,252; 15-25-35-40)—'Downstairs' (M-G). Good trade for \$9,200. Last week 'Skyscraper' (UA) \$7,500, so-so.

Strand (Fourth Ave.) (1,765; 15-25-35-40)—'Jewel Robbery' (WB). Week \$6,000. Last week 'First Year' (Fox), \$4,100.

Loew's (Fourth Ave.) (2,710; 35-55)—'Passport to Hell' (Fox) (four days) and Hobart Bosworth in 'Pony'. Builds to \$6,100. Last week 'Jewel Robbery' (WB), \$2,700.

Brown (2,000; 15-25-40)—'Miss Palmyra' (Col). Stage show. Last week 'Roar of Dragon' (Radio), \$2,800.

Loew's (Fourth Ave.) (1,000; 15-25)—'Stranger in Town' (FN). Fair \$2,200. Last week 'Texas Bad Man' (U), \$2,500.

## NO SMASHES IN COL'S; 'AM. MADNESS,' \$5,000

Columbus, Aug. 15.

Palace and Ohio have sole draws of the week, neither looked on for any amount. 'Horsefeathers' on 'American Madness,' the Palace feature.

Loew's (A. ball club leaves on road trip this week and that should do all houses some good. Nite ball game, Columbus, Aug. 15, 1932, 10,000, which is plenty bad for the films.

## Estimates for This Week

Palace (RKO) (2,000; 25-35)—'American Madness' (Par). Should build to fair \$5,000. Last week 'Horsefeathers' (Fox) good enough at \$3,200.

Ohio (Loew-UA) (3,000; 25-35)—'Guilty as Hell' (Par). Getting by on title and exploitation as novelty. Should hit nice \$7,000. Last week 'Skyscraper Souls' (M-G) fair at \$5,800.

Broad (Loew-UA) (2,500; 15-25)—'Mystery Ranch' (Fox). Hardly anything to tie house, but it won't go \$2,500. Last week 'Wendy' (Fox) not so bad at \$3,200.

Grand (Neth) (1,100; 20-35)—'Stranger in Town' (FN). Mild \$2,500. Last week 'Jigloo' (U) and 'Mystery of Life' fell on toward close but got good enough \$4,300.

Majestic (RKO) (1,100; 15-25)—'Bachelor Affairs' (WB). Will do nice \$2,500, principally due to Menjou who is liked here. Last week 'Bachelor Affairs' (WB) oke at close but still good at \$2,400.

## Million Cost and Dubious Story Shelve 'Lusitania'

Hollywood, Aug. 15.

Definitely shelved is the famous 'Lusitania' script. Estimated cost of production, \$1,500,000, and questionable story material are given as the reasons.

William K. Howard, borrowed from Fox to direct, has returned to his home lot after advising Paramount that the yarn was only an idea.

heading the stage show, moves to a satisfactory gate of \$40,000.

While his is slow currently next week looks to zoom as Broadway gets dressed up with new season's product, almost everywhere. The Roxy reopening under Fox-Skouras management has 'First Year' as the draw swinger beginning Saturday (20).

Warner's Hollywood is also scheduled for reopening as a two-dayer on 'Lusitania.' Mayfair gets 'Universal's' 'Back Street,' and the Rivoli on Thursday (18) takes Chevrolet's 'Love Me Tonight.' 'Horsefeathers' is pencilled in for five weeks at the Rialto.

Capitol's 'Skyscraper Souls' not so hot on its holdover as it was the spot into crimson with \$40,000, although two of the five or six acts actors in its holdover are still in the house something like \$10,500—Ben Bernie and Morton Downey.

'Hollywood Speaks' at the Winter Garden, around \$7,000, is hardly profitable. Mayfair, holding over 'American Madness,' after a slight drop, is doing well, with a scant \$13,000, hardly above the black.

Strand looks for a fair second week with 'Doctor X' at \$20,000, although that's almost half of what the film got on its first eight days, indicating a drop in holdover films generally under present conditions.

Three weeks of 'White Zombie' looked like too much for the Rivoli, as that film heads off Thursday (20) for a lesser gate. The house's present policy look doubtful again at \$15,000, a probable loss for the house.

Estimates for This Week

Astor (1,102; 33-110-11-65-23-20)—'Guilty as Hell' (Par) and 'Horsefeathers' (Fox). Still around with no exit date as yet, although 'Strange Interlude' (RKO) is in the picture.

Capitol (5,400; 35-72-33-110-11-65)—'Skyscraper Souls' (M-G) (24 week) and stage show. Despite pull of 'Lusitania' (WB) week. Morton Downey film isn't holding up as a holdover, with only \$40,000 in light. Last week, with only \$4,000, it was a lesser gate. Last week, Berle, Lillian Roth, besides Veloz and Yvonne, on the stage, picture of the week, \$15,000. Last week only \$12,000 better.

Palace (1,700; 30-40-65-33)—'Congorilla' (Fox) and stage show with 'Horsefeathers' (Fox) (18th week). Despite favorable notices and event editorial comment from one of the top writers, \$15,000. Last week only \$12,000 better.

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# GOOD PIX AND STAGE NAMES UP FRISCO

San Francisco, Aug. 15. It's a five-cornered battle this week, a battle as keen as it is diversified, with names competing for Fox and Warfield against comedy for Paramount, mystery for Warner and music for Golden Gate.

Despite the dog races and a \$15,000 gate at the post-Olympic British-American games on Sunday, all houses topped.

Fox has Lilyan Tashman and Ken Murray on stage to hold up weak "Passport to Hell," and while due rates credit for considerable draw, the \$30,000 pace is poor. With real dough going for these names it isn't enough.

Warfield has Chic Sale in person, comedian pulling \$3,000 as salary with a split of all over \$15,000. So if Warfield hits its hoped-for \$18,000, it means \$4,000 for comic. But started quite heavily and has been building.

Four Marx Brothers are at the Par in "Horse Feathers," socking out a smashing \$22,000.

Golden Gate has the home town boy, Horace Heidt, on stage and his helping theatre along to a satisfactory gross. RKO vaude unit now out, Heidt's band and locally booked acts: holding stage.

"American Madness" on screen and getting good word of mouth.

Orpheum has "Bring 'Em Back Alive" for deuce week, which, with previous seven days at Golden Gate, gives film three weeks in Frisco. At \$4,000 for final stanza, \$8,000 for second and over \$21,000 for first, picture has knocked off approximately \$35,000 here, a sweet figure.

Estimates for This Week  
Fox (5,000; 50-70)—"Passport to Hell" (Fox) and stage show headed by Lilyan Tashman and Ken Murray. Poor \$30,000 despite the names. Last week's "First Year" (Fox), but no stage names, slightly less than \$31,000.

Golden Gate (RKO) (2,844; 35-55-65)—"American Madness" (Col) and stage show with Horace Heidt's command. Film getting favorable comment but Huston not big in Frisco.

Heidt's draw and holding house up to satisfactory \$12,000. Last week Heidt's first, take was \$11,400 on "War Correspondent" (Col).

Orpheum (RKO) (2,300; 35-55)—

## F-WC's Profit

Hollywood, Aug. 15. For the first time under Shouras operation, the entire FWC circuit showed a profit last week.

"Bring 'Em Back Alive" (Radio) and Frank Buck in person, second week. Buck not given much credit as draw, but film holding up to okay \$6,000 on final stanza. Week before was \$8,800, good, after smash \$21,000. RKO's Golden Gate week previous.

Paramount (Fox) (2,700; 55-65)—"Horse Feathers" (Par). House back in running again after several off weeks and smash \$22,000 is biggest in months. Marx Bros. building. Last week "Devil and Deep" (Par) poor at \$5,000. Means a cinch second week for the Marxes.

Warfield (Fox) (2,672; 35-65)—"Crooner" (WB) and stage show. Chic Sale getting the billing, and the biz with \$15,000 expected. House has been hitting on all fours lately getting great \$20,000 on "Guilty as Hell" (Par) last week.

Warners (1,355; 55-65)—"Doctor X" (WB). Mystery thriller that's appealing to ticket buyers; \$10,000. Last week "Stranger in Town" (WB) very poor at \$3,000.

## Endurance Dance Will Get Play in WB Picture

Hollywood, Aug. 15. First feature to play up marathon dancing will be "The Lower Down," Warners' press agent yarn. Studio will probably match scenes at the La Monica ballroom, Santa Monica, where a long-distance game is now running.

## JAMES SEYMOUR ASSIGNED

Hollywood, Aug. 15. Rian James and James Seymour have been assigned by Warners to work on a treatment of "Lawyer Man" by Max Trell.

This is the Paul Muni picture originally slated for Edward Robinson.

## First Pineapples in Years

Rochester, N. Y., Aug. 15. First open union trouble here in years broke out with tossing of stench bombs in the World theatre, nabe. Police aid was asked by Elmer Loritz, operator of the theatre.

World is the only house in the city operating non-union.

## APPEING METRO'S APE LESSER'S SERIAL PLAN

Hollywood, Aug. 15. Claiming that he'll spend \$250,000 on his serial, "Tarzan the Fearless," Sol Lesser figures the cliff hanger can land in first runs on the strength of popularity of Metro's recent "Tarzan, the Ape Man."

Lesser believes serials can be made popular in houses other than second runs and showing galleries, and is willing to gamble on a class production to prove it.

Lesser will use James Pierce in the "Tarzan" part. Same player was the ape man TYP "Tarzan" serial. Girl will be Jeannette Loff. Breezy Eason slated to direct the 16 installments.

## Court Denies Consols' Petition Over TPE

Petition by the Consolidated Film Industries for a summary judgment against Balaban Pictures, Inc., now in the hands of a receiver, was turned down by the New York Supreme Court. Amount involved in the action is \$5,250, which Consolidated claims TPE incurred before the receivership.

Consolidated had let it be known that it had no intention of pressing the judgment in the event it was granted, but merely was interested in having the court establish the validity of the claim. When an attorney for TPE interposed an objection to various items on the bill, court ruled against the summary judgment and advised Consolidated the case will first have to be tried as a regular collection suit.

## Harry Balaban Expands

Chicago, Aug. 15. Harry Balaban, one of the brothers but not connected with the Balaban and Katz organization, has acquired another theatre, the Pickwick in Park Ridge, suburb.

Balaban controls a string of smaller houses, notably the Dearborn and Windsor, Chicago, and the Adams, Detroit. He appears to have been quietly expanding.

Pickwick deal reported as 50-50 with the property owners for the first year and \$15,000 annual rental thereafter.

## Coast 'Hotel' Closing

Los Angeles, Aug. 15. Road showing of "Grand Hotel" in coast territory winds up at Whittier, Cal., Aug. 18.

Metro will have exhibited picture in every city, town and hamlet of any size between Mexican and Canadian borders at advanced scale and as far east as the Rocky Mountains.

## WB Appointments

Hollywood, Aug. 15. Robin Walker, formerly assistant, succeeds Herman Politz as purchasing agent at the Warner studio. DeLeon Anthony succeeds Henry Blanks as head of the foreign department on the same lot, Blank becoming an associate producer.

## COAST ROBERTS

Hollywood, Aug. 15. Bandits yesterday (Sunday) locked F. A. Regan, manager, and two employees of the Warner theatre, Fresno, Cal., in a vault and got away with \$4,000.

Same night thugs held up W. O. Butts and his wife at the Fox Figueroa, local theatre, and got away with \$750.

## WB'S COAST PREVIEW

Los Angeles, Aug. 15. New product will be screened by WB-PN at the F-WC United Artists, Wilshire boulevard, Aug. 22-23.

This is part of the company's campaign for all keys, to give exhibitors an advance glimpse at 12 pictures.

## COHEN-RKO DEAL COLD

RKO's proposed takeover of Sidney Cohen's Empire theatre, Bronx, New York, has faded through failure of the two parties to get together on terms.

Empire was wanted by RKO to complete its exclusive Fox product buy in New York. Cohen's Fox franchise for his theatre would have given RKO a 100% Fox buy in the Bronx.

## Comparative Grosses for July

Total of grosses during July for towns and houses listed as previously reported weekly.

### NEW YORK

	July 2	July 9	July 16	July 23
CAPITOL	Red Headed Woman \$53,000 Stage Show	Red Headed Woman \$39,000 (2d week)	Unashamed \$21,500 Jack Benny Jean Hersholt	Washington Masquerade \$60,000 Low Holtz Phil Baker
PAR-AMOUNT	Make Me a Star \$36,000 Stage Show	Million Dollar Legs \$31,900 Harry Richmond, Bert Wheeler	Lady and Gent \$25,000 Harry Richmond, Bert Wheeler	Madame Racketeer \$45,000 Harry Richmond, Bert Wheeler
MAYFAIR	Bring 'Em Back Alive \$24,700 (3d week)	Bring 'Em Back Alive \$18,000 (4th, final week)	What Price Hollywood \$18,000	What Price Hollywood \$13,700 (5d week)
STRAND	Winner Take All \$23,500 (3d, final week)	Miss Pinkerton \$18,500	Purchase Price \$16,500	Jewel Robbery \$21,200

### CHICAGO

	July 2	July 9	July 16	July 23
CHICAGO	Make Me a Star \$35,000 Stage Show	Red Headed Woman \$22,000 "Rhynopod in Black" (Tab)	Washington Masquerade \$38,000	Lady and Gent \$50,000
ORIENTAL	Unashamed \$23,000 Stage Show	Week End Marriage \$25,000 George Jessel Norma Talmadge	Million Dollar Legs \$26,000 Sophie Tucker	Miss Pinkerton \$16,000 (New Low)
STATE LAKE	Bring 'Em Back Alive \$15,500 (2d week)	Bring 'Em Back Alive \$9,000 (3d, final week)	Week Ends Only \$18,000 Vaude.	No Greater Love \$16,000

### LOS ANGELES

	July 2	July 9	July 16	July 23
LOEW'S STATE	Society Girl \$14,200 Stage Show	Rebecca of Sunnybrook Farm \$13,200	Wet Parade \$15,000 Will Mahoney	For Glory and a Girl (Huddle) \$18,000 Dempsey
PAR-AMOUNT	Make Me a Star \$13,000 Stage Show	Man From Yesterday \$13,000	Million Dollar Legs \$13,400	Lady and Gent \$15,000 (New Low)
WARNER'S HOLLYWOOD	Miss Pinkerton \$10,800	Winner Take All \$12,150	Price \$9,900	Stranger in Town \$10,000 (New Low)
WARNER'S DOWNTOWN	Love is a Racket \$7,500 Hill Billies Vaude	Dark Horse \$7,500 Hill Billies	Miss Pinkerton \$7,500	Winner Take All \$10,000

### BROOKLYN

	July 2	July 9	July 16	July 23
PAR-AMOUNT	Make Me a Star \$30,000 Stage Show	Lady and Gent \$28,900	Madame Masquerade \$21,900	Madame Masquerade \$21,900
FOX	Bachelor's \$9,000 Stage Show	Monte Carlo \$7,000	Almost Mad \$10,000	Almost Mad \$10,000
METRO-POLITAN	New Morals for Old \$12,000 Vaude	Red Headed Woman \$24,000	Doomed Battle \$18,000 Ethel Merman	Doomed Battle \$18,000 Ethel Merman
ALBEE	Night World \$17,000 Vaude	What Price Hollywood \$21,500 Buddy Rogers Vaude	Roar of the Dragon \$12,500	Roar of the Dragon \$12,500
STRAND	Winner Take All \$18,700	Dark Horse \$9,900	Miss Pinkerton \$8,500	Miss Pinkerton \$8,500

### NEW HAVEN

	July 2	July 9	July 16	July 23
PAR-AMOUNT	Man from Yesterday \$9,500 Stage Show	Make Me a Star \$8,000 (New Low)	Million Dollar Legs \$8,000	Lady and Gent \$7,100
FOX-POLI	Rebecca and Her Companions \$4,500	Red Headed Woman \$5,500	Washington Masquerade \$4,500	Skyscraper, Souls \$4,500 (New Low)
SHERMAN	Street of Women and Love is a Racket \$4,500	Winner Take All and Roadhouse Murder \$4,500	Roar of the Dragon and Hell's House \$4,000	Miss Pinkerton and Panama Fld \$4,000

### PITTSBURGH

	July 2	July 9	July 16	July 23
STANLEY	What Price Hollywood \$14,000	Winner Take All \$11,000	Rebecca \$10,000	Lady and Gent \$8,000 (New Low)
FULTON	Strangers of the Evening \$3,500	Clara Deane \$3,500	Almost Married and Zand's Gro's South Sea \$2,900	Monte Carlo Madnes \$3,000
PENN	Man from Yesterday \$10,000	Red Headed Woman \$15,000	Washington Masquerade \$12,000	Make Me a Star \$12,000 (New Low)
DAVIS	Ferguson Case \$2,500	Dark Horse \$1,250 (2 days)	(Dark)	(Dark)

(Continued on page 21)

# VARIETY'S

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## Sidetrack Film Deal as Ottawa Talk Nears End

Ottawa, Aug. 15. There is still an air of much mystery at the Imperial Economic Conference on the question of British films and the encouragement thereof. One of the progressive steps of the Empire Parley within the past few days was a meeting of the British delegation at which a sub-committee was appointed to study the film situation and to report to the main United Kingdom body.

Reference was made to the offer of Prime Minister Bennett of Canada to provide for the entry of British films into Canada duty-free. Linked with this offer has been the suggestion to the Provincial Governments in Canada to arrange for free censorship of British films as a bit more toward preferential treatment as against film imports from the United States. But the personnel of this film sub-committee has not been divulged.

The British film gala was staged at the Capitol Theatre, Ottawa, as a trade demonstration under the (Continued on page 38)

## G. B. TURNS VAUDFILM, ENDING DOUBLE BILLS

London, Aug. 15. Gaumont British starts on a new policy for its 350 picture houses from August 20. They will only show one feature film, and in the place of the second feature substitute a stage band and five acts. There will also be a couple of shorts as fill-ins.

## Pearson Puts Audible Co. Into Liquidation

London, Aug. 6. With dramatic suddenness, Audible Filmcraft, joke of the British film field, wound up to a doleful conclusion. Its career has been chequered. Originals there were four or five companies which merged and called themselves Audible Filmcraft.

Since the talkers came the concern has made one picture which it took them months to get off the shelf because they could not pay the sound royalties on the negative. Every year George Pearson, their chairman, got votes of confidence from the stockholders who never seemed to worry about their \$1,000,000.

At the last meeting Pearson built his trust on the fact that a motion of voluntary liquidation before the meeting, saying he didn't care whether they carried it or not. Compulsory liquidation would mean a government seizure of the books. So the meeting, out to get its drop of blood, voted that voluntary liquidation, knowing the creditors meeting, held immediately afterwards, would be awarded into compulsory liquidation by their verdict.

As the show of hands went against his motion, Pearson banged his fists on the table and declared the resolution carried. The meeting promptly broke up in disorder.

## Thau Taking Census?

Berlin, Aug. 6. Ben Thau, casting manager of Metro-Goldwyn-Mayer, arrived in Berlin. He has been in London, but has signed none of the Hollywood pictures and talked to scores of German actors and actresses. Thau plans to go to Budapest, Vienna, Rome and return via Paris to U. S. A.

## Sound Wins in Poll

Prague, Aug. 4. In order to test the popularity of the silent and sound films, the manager of the Odeon movie theatre in Maerisch-Ostrau, Moravia, screened the Ufa sound film, "There Was Once a Witch," and the silent film, "Caught in a Lie," with Nina Petrova.

A vote taken revealed that the audiences favored the sound film, 62 for sound and 33 for silent film.

## French Co. Exploiting U. S. Shorts Wholesale

Paris, Aug. 6. Surplus of shorts in America and dearth of shorts here has resulted in the promotion of a local company, "Société de Reportage Filmé." The firm gets for a song the rights to American shorts and sound-synchronizes them here, which is cheap. Idea is not so much to sell the shorts as units to exhibs, as to sell wholesale to producers who must supply exhibs with complete programs.

Another idea is to open a special house with a bill made only of shorts, and somewhat similar to newreel houses. A test of public taste will shortly be made in this direction, and if successful should provide a new opening for shorts of all kinds—comedy, scenic and educational.

Later, for scientific subjects, will be m. c'd by celebrities introducing them with a French speech.

## FARM OUT ANN DVORAK FOR TWO-TONGUE FILM

London, Aug. 6. Ann Dvorak, the girl who walked out of Hollywood, etc., arrived here last week to make an Anglo-German talker for Gaumont-British.

Her signing is rather mysterious. She was originally signed, apparently, by one Cecil Landau, who once played a lead in silent pictures, and owned a night club. Landau is said to have had backing, and to have signed Miss Dvorak for a film, which he couldn't make immediately. The girl was consequently sublet to Gaumont British. Meanwhile, Landau talks about his potential films and Miss Dvorak talks about Hollywood and asks who she really is working for.

## Chi to Supply Talkers To 2,000,000 U. S. Poles

Chicago, Aug. 15. Preliminary casting and preparation has already started on the all-Polish film to be made at the Harley Clark studio on Sheridan Road. Production will start about Sept. 15 and 20 shooting days are figured.

Count Thaddeus Pientowski will direct. Polish title translates into English as "The Tribulations of Mary Poshuh." A Polish leading lady will be brought in from New York, but the bulk of the cast will be recruited from Chicago's Polish colony of about 400,000.

S. M. and W. S. Keller who are handling the picture plan to make six features during the year. Count Pientowski will go ahead of each picture and lecture for the bigger Polish-American colonies.

Portable equipment will be sent on the road to tap the smaller Polish communities and parish houses. A third distribution outlet is Poland itself. Foreign rights have been sold for flat sum.

Only one Polish talker has ever been made on this side. Buffalo, Detroit and Chicago, between them have about 2,000,000 Polish residents.

Poles stick to their native tongue much longer than most immigrants.

## Germany Lists 99 for New Season Release

Latest publications show the following figures for pictures to be released the coming season by various companies:	
Ufa	23
Albo	6
Metropol-Rheinsche	6
Heroes	6
Bayrische Film Co.	10
Suedfilm	10
German Distribution Collective	4
Engels & Schmidt	4
Kristall Film	2
Panzer Film	2
Terra	12
Total	99

## BAGIER'S NEW CO.

Berlin, Aug. 6. Dr. Guido Bagier, former Tobis manager, now manager of the TOFA, a newly established company by Bagier, with production in Berlin, Paris and London.

Six or eight pictures are to be produced in the three cities named.

## VON BOLVARY-METRO?

Director of 'Two Hearts' May Finally Come Over

Looks as if Metro will bring over Geza von Bolvary, the German-Hungarian director of 'Two Hearts in Waltz Time,' etc., according to his demands for a term contract at reasonable salary.

Not the first American bid for von Bolvary, but he has held out for more than the usual trial and optional agreement, not being too keen about Hollywood in the first place.

## Dominion Takes Plunge in Native Film Production

Ottawa, Aug. 15. The expected has happened in connection with the Imperial Economic Conference at Ottawa as a result of discussion with regard to British films and quotas in the announcement of the organization of Canada Productions Ltd., for the purpose of producing motion pictures in Canada. The enterprise appears to have substance.

The new company has secured the use of the Ontario Government film studio at Trenton, Ontario, and the first picture will get under way on August 21. It is announced, the orchestra of the Imperial Theatre, Toronto, having been engaged for the film, a musical affair.

J. D. Fletcher, a Canadian, formerly with Famous Players Canadian Corp., and in recent years at Hollywood, is the managing director of Canada Productions Limited, the head office of which is at Toronto. E. W. Beatty, president of the Canadian Pacific Railway, is mentioned as president of the company. Royal Securities, Ltd., of Montreal, headed by Sir Herbert Hoit, is interested, it is stated. Associated with Fletcher is Harry Sedgwick, Toronto, until recently with Famous Players Canadian Corp. The new company will be independent, it is announced.

Fletcher has been busy at the Imperial Economic Conference where he has caught the ear of Empire delegates as a preliminary move to gaining markets for the British film production in other countries. The proposition has aroused some stir in official circles.

## Europe, Save Germany, On Climb, Kent Finds After Study of Field

With the possible exception of Germany, the picture situation abroad is better than in America. This is not a cursory survey. It is the gist of views from many American travelers abroad.

Latest observation is that of Sidney Kent, Fox president, recently returned from a six-week's business trip to Europe, accompanied by Mrs. Kent and Clayton Kopp.

Whereas generally in the states the circuits' income has been on a general decline, in Europe it's on the rise and majors are showing net profits.

This is particularly so in the British Isles. France's film house position is also okay. The one bad point among the bigger houses here is economic and political mixup has hurt the theatre income.

## MELNITZ TO MAKE 6

Paris, Aug. 6. Curtiz Melnitz is now in Paris to join the ranks of indie producers. He is to make a series of six pictures, for which he will have to find local studio facilities—possibly in the Braunberger or Eclair studios. Financing will be supplied locally.

## Korda Bids for Studio

Budapest, Aug. 4. Alex Korda negotiating for purchase of Star Studios in Budapest, dark for years, but a fine plant. If carried out, a British company will finance versions and making of several pictures in English and Hungarian under Korda's direction here next year.

## Metro's Take-It-or-Leave-It Stand On Marketing Its Films in Europe

### Emelka Uncertain, but Krauss Films Are O. K.

Munich, Aug. 6.

Emelka's position remains clouded. Difficulties of Emelka were in large part due to high rents for their film theatres. A reduction in rents could not be arranged and so the only alternative was to declare insolvency and to go to an arrangement with the creditors.

Apart from the theatre department remains the release activity of the Bayrische Film Co. This branch of Emelka is considered sound under General Manager Krauss. Well-informed circles consider the 16 pictures announced for release in the coming season sufficiently financed.

## LOOK FOR COMPROMISE IN FOX-B-G WRANGLE

After sitting around the table with Sid Kent, abroad, both sides to the Fox-British Gaumont situation now look for a businesslike settlement. The British side, Fox is not going to pull out of B-G, and the latter's managers are now reported in a negotiating state of mind.

That's progress reported from official Fox sources following Kent's return from Europe. While Fox is not pulling out of B-G, the company will not immediately drop the London court action against B-G, for \$20,000,000 purchase price of a half interest in 65% of the stock of British & Metropolitan, holding company of B-G.

From the meagre information at hand it looks like a business trade off between the companies concerned. The best indications of this is that Fox is looking toward a production hookup for British quota films with B-G.

Winthrop Aldrich, president of Chase, Fox financial interests, sat in with Kent in the London confabs. Alfred Wiggin, chairman of the Chase Board, also abroad during the confabs, but it's not known whether he participated in the B-G talks.

On the B-G end, those who participated in the confabs were Isidore Ostrer, B-G operating chief, and Lord Lee, leading factor in any deal between the Fox and British Gaumont. Lee holds one percent of the B-G stock, by assignment from Fox and B-G, latter owning 49% each. Lee's deal with the British side is a British angle providing for control of the company by Britishers, in accordance with British laws.

Fox's situation with Hoyt's Australasian circuit doesn't look so tough (Continued on page 38)

## Two India-Bound to Make All-Native Production

Hollywood, Aug. 15.

Tom White and John Shamroy are leaving Oct. 1 for India to produce an all-native picture. Both were associated with Harriet Huntington in the making of her feature in 'Bal in Bali.'

Fair will be gone six months.

## 'CITY LIGHTS' MUSIC ROW

Paris, Aug. 6. Charlie Chaplin is indirectly party to a suit brought by the music publishing house Salabert against United Artists here. Salabert owns the music rights to Raquel Meller's hit, 'La Violette,' authored by Jose Padilla, and the tune was inserted in the musical adaptation, 'City Lights.' Ground of the suit is allegation that the billing says 'Music by Charlie Chaplin,' and United Artists refused to alter it.

## Banky to Berlin for U

Universal is shipping Vilma Banky to Berlin to handle the femme lead opposite Loula Trenker in 'The Rebel.' It's one of the first three pictures to be made by Paul Kohner for U in Berlin and will be made in German and English. Most of the shooting is to be done in the Alps.

It's the first picture work for Miss Banky in some time.

Metro is quitting the foreign language field completely. According to theatrical heads, Metro's foreign department, the company will not attempt to make foreign language films in the future, either in the United States or abroad.

Complications in various parts of the world in the shape of film quotas, embargos and contingents, are at present too bothersome to fight, in Mr. Loew's opinion. Rather than adapt its plans and programs to the ideas of various European governments, he says, Metro will content itself with concentration on the English language. Metro will not get up the foreign market, he points out, but will sell its films made in Hollywood, wherever possible.

Metro has practically washed up its version production department on the Coast. Several pictures are still in work and they will be completed, but no new ones started. Nothing to stop Metro from continuing (Continued on page 39)

## CANADA'S BRITISH FILM IMPORTS UP, U.S. LOSES

Ottawa, Aug. 15.

Decision of the Canadian Government to provide free entry into Canada of British films, as a direct result of the Imperial Economic Conference, brings out an interesting thought—namely, that the Canadian import of pictures from Great Britain have increased during the past year without such artificial stimuli as quota laws. At the same time there has been a substantial drop in film imports from the United States during the same period.

During the fiscal year ending March 31, 1932, Canada imported 1,314,449 feet of film from England valued at \$104,306, as compared with a total of 1,068,543 feet, valued at \$87,778 for the previous 12 months. For the same period, film imports from the United States totalled 8,315,774 feet of film for a value of \$706,918. This compares with 15,046,979 feet of celluloid valued at \$1,232,028 for the preceding 12 months.

Means that American film imports for the year decreased about 45% for the same time as British picture imports in the Dominion moved up about 30%.

Figures, while they seem startling, aren't as terrible as at first indicated, however, for those who are good at picking alibis. Jokes in the fact that total film imports of Canada have dropped from 15,887,857 feet of film for the fiscal year ending 1930 to 14,779 feet for the 12 months ending March 31, 1931. Decrease in cash value has been from \$1,604,898 to \$877,981.

## Double Bills Despite French Film Shortage

Paris, Aug. 6.

Despite the film shortage, many house managers are hesitating for introducing double-features. This mostly in provincial houses. They claim that the drop in grosses is not sufficiently explained by the summer season, and that in the fall grosses will remain under normal unless something is done to increase the public's interest in theatres.

They consider that the first part of the bill, as currently given in most cases, is insufficient. This usually comprises a few news clips, an animated cartoon and one or two short comedies. After intermission comes the feature.

Audiences, especially in the provinces, expect the show to last fully three hours.

## Joinville Set For 8

Paris, Aug. 6.

Paris Joinville studios are putting into operation a schedule of production for 8 pictures, meaning that they will be kept busy until the end of the year.

Under precludes, until then, possibility of using any facilities for other companies should this have been contemplated.

AT LAST!.. ON THE SCREEN



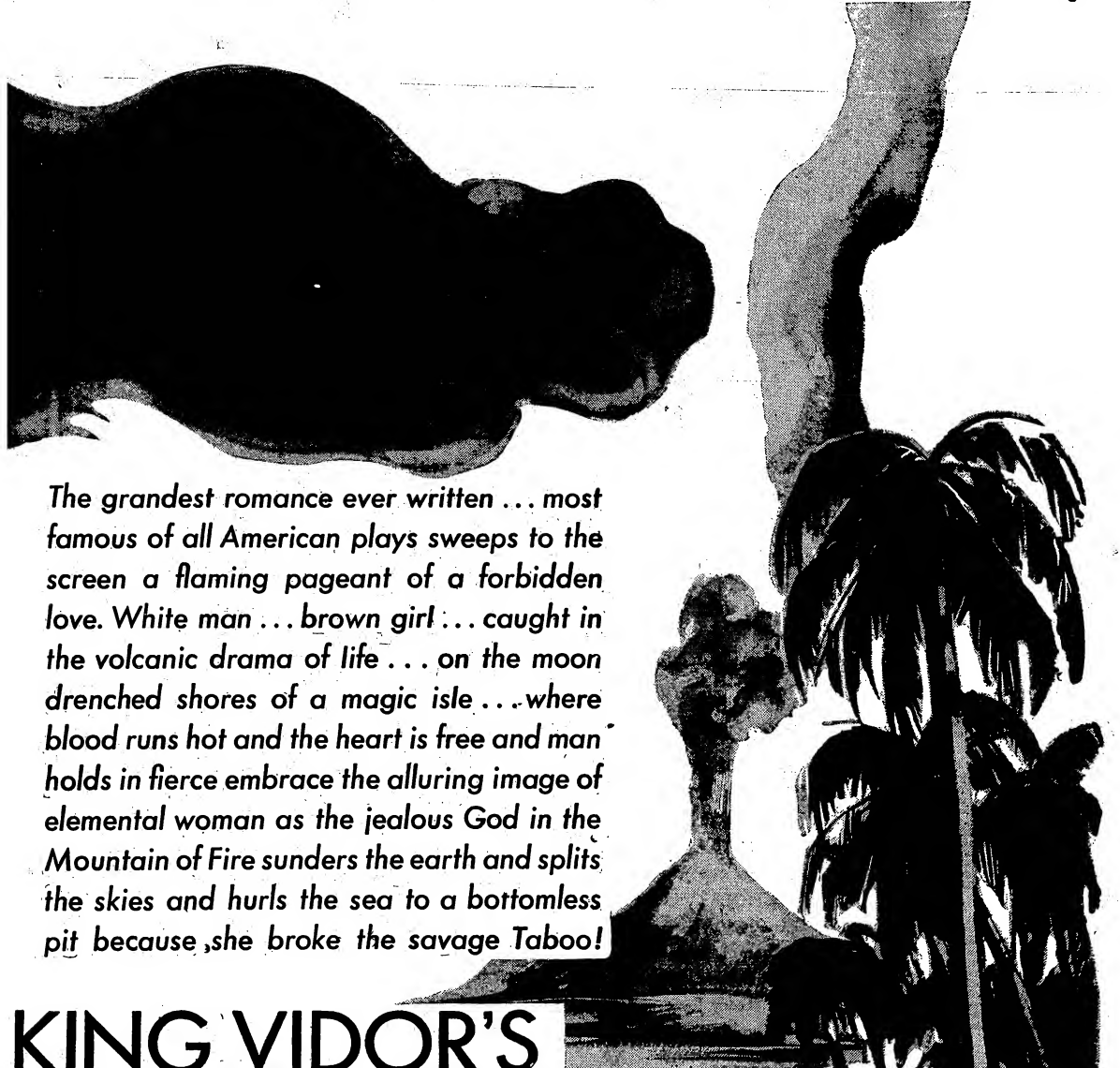
# BIRD OF

FROM RICHARD WALTON TULLY'S MATCHLESS STAGE PRODUCTION WITH

**DOLORES DEL RIO**      **JOEL M<sup>c</sup>CREA**

John Halliday, Creighton Chaney, Richard "Skeets" Gallagher, Bert Roach

# IN A BLAZE OF GLORY!



*The grandest romance ever written ... most famous of all American plays sweeps to the screen a flaming pageant of a forbidden love. White man ... brown girl ... caught in the volcanic drama of life ... on the moon drenched shores of a magic isle ... where blood runs hot and the heart is free and man holds in fierce embrace the alluring image of elemental woman as the jealous God in the Mountain of Fire sunders the earth and splits the skies and hurls the sea to a bottomless pit because she broke the savage Taboo!*

## KING VIDOR'S PARADISE

THE PLAY THAT SWEEPED  
THE WORLD IS THE TRI-  
UMPH OF THE SCREEN

DAVID O. SELZNICK, Executive Producer





## KEEPING UP WITH F. & M.

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

### Pioneer

Bill Raynor, who put on first F&M "Talent Quest" in East and then divers F&M stunts at Fox Detroit, takes RKO New England houses as division head; Jack McCurdy, another F&M stunt expert, going with him to Boston. Bill's pioneer "Quest" at Lafayette, Buffalo, still talked about in that burg, while Detroit papers publicly acknowledge loss of Bill at the Fox.

### Advance

Corbin Patrick, ace writer on Indianapolis Star, breaks precedent by writing up coming of "Desert Song" idea to Publick Indiana two months before arrival date. This is first time Fanchon and Marco or any other stage attraction revealed special Star story so far in advance, and that even takes in Maude Adams' show. Bravo, Patrick!

### Originals

Le Roy Friss has been assigned by Fanchon to the direction of "Follow Thru," which is set for early opening at the Fox, San Francisco. The F&M policy of original cast players whenever available will be followed through on this one, as the management of Olive Olson and Joe Fenner indicates. Show will be shaped to play some one night legit stands, when convenient.

### Corraled

Original cast members of "Irene" so far corraled include Dale Winter, Bobby Watson, Dorothy La Marr, Walter Regan, Betty Farrington and George Ball. Walter Wood, Eddie Wood, George Fox, Sidney Reynolds, Anolyn Arden and Wanda Allen also set. Gao Foster is staging with Carlo Remero putting on new dance numbers. Loew's State, Los Angeles, opening.

### Ziegfeld

Ziegfeld intimate reveals that Zieggy's last deal was with Martin Beck on "Whoopie," which F&M will shortly produce for the ace picture houses on their national circuit. All show producers who had real hits over past decade, negotiating with Fanchon and Marco to make F&M hit condensations of their legitimate box office musical successes.

### Revival

Gus Edwards F&M talent audition for 1932 version famous "School Days" act, huge success at Hollywood Theatre, Broadway, made available by Warner Brothers. Fifty clever kids did their stuff for Gus, Marco and Jack Farrington with final selections due this week. Kids animated by fact original act brought out Eddie Cantor, George Jessel, Lila Lee and others.

### Grad

Phyllis Barry whom Samuel Goldwyn signed for "Cynara" revealed by the clever Eileen Creel-man, of New York Sun, as English girl who went to Australia and got her American start as Fanchon and Marco idea player. Fanchon and Marco entertainment was highlight of recent convention of National Editorial Association at Beverly Hills, Cal., recently.

### Sidewalks

The famous East Side of New York will receive its F&M baptism when Vera Gordon's idea hits the road. The famous Vera will be supported by her daughter Nadja, whom Fanchon thinks has a stage future ahead of her equal to her mother's. Archie Gottleb, celebrated song writer, doing several special numbers, with something new and different looked for by the Main Studio chiefs.

### Sennators

One of biggest stage shows ever put on at Loew's State, Los Angeles, was "Hollywood Comedians" idea, which was just the Ben Turpin, Walter Hiers and Snub Pollard were in. Whole Mack Sennet lot turned out to applaud the funny men's stage plunge in trio formation. Teddy Joyce, famous Eastern master of ceremonies and screen feature of Warner's "The Crooner," heads this grand show.

### Barron

A.P.'s Mark Barron as usual ahead on F&M news giving press first intimation of star and vehicle lineup at the Main Studios. Jack Lait, Hearst feature editor and most famous of Broadway writers, covering Olympics for his list and doing magazine special on future stage stars with shots of Fanchon and Marco beauties illustrating the spread.



# F. & M.'s NEW DE LUXE SHOWS DYNAMITE NATION'S GROSSES

## "THE DESERT SONG"

Intact—Cast of 65—By arrangement with Schwab and Mandel—60 weeks already booked and more dates coming in daily!—Smashed 2-year record at Paramount, Portland—Fire Department necessary to handle crowds at 5th Avenue, Seattle—Best gross of the season at Loew's State, Los Angeles.

## TED LEWIS

In his F. & M. Jubilee Show

Cast of 30—his best in years—broke house record RKO-Main Street, Kansas City—Hung up season's highest grosses at Fox, San Francisco—Equalled largest grosses at Loew's State and Pantage's, Los Angeles and Publix, Denver.

CONCHITA MONTENEGRO in

## "ON THE RIVIERA"

Box-office personal appearance that knocks them off the seats—Registered best gross of the summer at RKO-Albee, Cincinnati—B. O. profits and realms of publicity at every stand.

### IN PREPARATION

"FOLLOW THRU"—Ziegfeld's "WHOOPEE"—"IRENE", with most of the original Broadway cast—and an "ALL HOLLYWOOD" Comedy Review with big names, including Snub Pollard, Walter Hiers, Teddy Joyce and Ben Turpin.

*This is the new and revolutionary type of F. & M. productions—more elaborate, more gorgeous, more of a box-office hurricane than has ever been offered to combo houses anywhere, anytime, by anybody.*

# FANCHON & MARCO

INC.

HOLLYWOOD • SAN FRANCISCO • SEATTLE • MILWAUKEE • NEW YORK



# GOOD PICTURES ARE THE CURE FOR ALL BOX-OFFICE EVILS!

**2<sup>nd</sup> BIG WEEK ON BROADWAY!**

**AMERICAN MADNESS**  
with **WALTER HUSTON**  
PAT O'BRIEN - KAY JOHNSON  
CONSTANCE CUMMINGS  
GAVIN GORDON  
A FRANK CAPRA production

**2 BIG STARS UNITED AGAIN!**

**WAR CORRESPONDENT**  
with **JACK HOLT**  
**RALPH GRAVES**  
LILA LEE  
Directed by **PAUL SLOANE**

**HOLLYWOOD TELLING ON ITSELF!**

**HOLLYWOOD SPEAKS**  
with **GENEVIEVE TOBIN - PAT O'BRIEN**  
Directed by **EDDIE BUZZELL**

**FREAK SENSATION OF THE YEAR!**

**The BLONDE CAPTIVE**  
AN ABSOLUTELY AUTHENTIC AMAZING ADVENTURE

**LOEW'S STATE**

**WINTER GARDEN**

**Here's Proof-**

**4 B'WAY ACE HOUSES PLAY COLUMBIA PICTURES THIS WEEK!**

**AMERICAN MADNESS** is getting more editorial notice and greater reviews than any picture in years. The reigning sensation over the RKO circuit.

**THE BLONDE CAPTIVE** is now beginning to play the long half of the Loew Metropolitan time—60 houses. It gets this choice ace time because it has gotten the business over the Loew circuit and in hundreds of houses.

**WAR CORRESPONDENT** at the Paramount Publix—sure proof that the bringing together again of the Holt-Graves team means box office happiness.

**HOLLYWOOD SPEAKS** at Warner's Winter Garden. Big showmen know what this peek through the keyholes of Hollywood will do to boost business.

**COLUMBIA PICTURES**

**YOU NEED 'EM—Columbia HAS 'EM!!**

# EXPLOITATION

By Epes W. Sargent

## Weekend Trip Prize

Most vacation trips offer one or, at the most, two trips to the winner, the second being for the champion. Manager who has his own car has been running a week-end contest since June. A "week-end" of four or five days and a resort about 20 miles from town, the winner nominating his own guests. His wife drives the car and the hotel gives all five rooms for two nights and meals from Saturday supper to Monday morning breakfast.

While the avenue is new to one person, the experience has been that the work is done by the team of four, all hustling to get the largest number of ticket stubs for any one week, which determines the winner. Hotel accommodations are paid for by advertising on the screen and in the lobby, so all it costs is the gas and the wear and tear on the car—and Mrs. Manager has been week-ending free all summer.

## Makes 'Em Read

Small town manager who has to depend on throwaways in the absence of a daily paper, makes them read his circulars through an adaptation of the control letter scheme.

Each week his distributed bill contains a single letter from the name of the house. As the bills of the United States are read more often than the other letters. Anyone who can present a set of bills spelling the theatre name is entitled to a free movie.

Letter is changed weekly, but rotates u, n, i, and e. Each week he reads the prizes and gives out a dozen Q's. People who get those are the lucky ones.

It is proved well, understood now and they look for the key letter, but they look at all the bills each week, which is what the exhib is after.

## Results Count

No matter how interesting or gaudy a stunt sounds on paper, it is the boxoffice results which determine the value of the exploitation.

It is difficult to put a finger on the exact cash a stunt draws, but a manager has a general idea of what a picture should take, what the helps and hindrances are, and if a stunt is worth it. It may properly be ascribed to exploitation.

Not always the big stunt counts for most. Often an idea costs more than it's worth. The simple stunt which reaches the largest number most effectively is what counts in the long run. If an idea gets coin, it's good.

## White Walls

Some of the Stanley-Warner houses in Philadelphia have been painted the sidewalk in front of the house white to suggest coolness. It's a good idea if permission of the authorities is obtained, for the stretch is kept white. Trouble is that the white surface is liable to track up, especially on a rainy day.

Where the gag is used, a porter should make frequent trips with the mop and have his putty knife and can ready to use. White oil paint should be used. White-wash is cheaper, but not when it is used into the house on the customers' feet.

## Columnist, Too

Manager of the only house in a small town given the weekly paper a regular column under the heading of "Heard in the Lobby." Headings include a picture of the house, front to show the lobby.

Instead of the usual picture which is clipped from the press sheets, this is a purely local department about home folks and matters of town interest. Items picked up from RKO and other good that it runs more than the single column allotted.

Another payoff is a final item which is standardized into "Oh, yes, and the show at the Gillman this will offend no writer, and the following. Manager knows that sometimes he can do the house more good by not rubbing in the advertising.

## Color Contrasts

Most managers realize the value of color contrast in their advertising banners and other painted material, but even the best slip up at times. One lately who had a banner there almost hopped its main banner through an effort to be too artistic. It was a red against a lighter light, but the letters were not strong enough for contrast and the sign could not be read until the pedestrian came within a few feet of the signs have a visibility of a block. To make it worse, the background was streaked with silver lines, alternating bars of light pink and the foil. It probably looked great in the paint shop, but that's not where

## Telling 'Em How Bad

Selling the picture on poor quality is becoming more and more common. Just lately Kenneth V. Woodward, of Uniontown, Pa., cut the price of a picture to a one and a half cent to patrons to come to the theatre at their own risk.

Recently, the Columbia theatre, Ranger, Tex., proclaimed: "At Last! The world's worst talking picture." House used single column space and went on to explain that although "Liberty" (mag), gave the picture four stars the house regarded it as even worse than one shown last year. Wound up with "If you have the money to throw away and the time to waste, come and cry with the management."

All this was placed above the regular press book advertisement which was headed, "The following is what was written by the owner of the film—not by the management."

the people who buy tickets saw it. Even the familiar red and yellow rectangles a little care handling orange and black or red and black are to be preferred for banner work. The allowance should be as strong as possible, with the background color not strong enough to fight back.

## Given Extra Space

C. T. Perrin, of the Sterling theatre, Greeley, Col., has a deal with his local paper. In return for not chopping his regular advertising space, the newspaper gives him an additional 10 inches weekly without cost. Contentious word was that the theatre needed help or it would have to cut its already scanty space further.

Even where the newspaper will not make an absolute donation it might be willing to sell space in excess of the quota at half price.

## Traction Trailer

Baltimore. First time in years that the local street car company unhesitatingly in a theatre tie-in was managed for "White Zombie." Had a flat car carrying the moving tableau of the dramatic punch scene from the flicker.

With the negroes in the background of jungle while the menaced masses at the blonde girl dressed in clinging white moults. It had to get 100% attention, for had it been on a plain motor truck it would have been lost in the crush.

## Clipped Kids

Cleveland. Warner's Optown worked the hair clipping gag nicely, getting the barbers to do the work in the lobby in return for address cards of the various nearby barber shops. The idea there would be a drive, but so many kids showed up that after working all afternoon the clippers were still snowed under. Checks were given the waiting children good for the following week.

Stunt drew the largest gallery of anyone ever worked in the lobby, adults enjoying the manner in which the kids carried on. By the end of the show the kids were on the floor to stuff on a sofa, and the neighborhood was talking.

## Cloth Signs

Strike of the sign painters in New York last winter seems to have had a lasting effect. Cloth fronts, then used for an emergency substitute, have become so popular that the Mayfair (RKO) has tossed out the big main and costly front sign in place of a cloth sign, and now and then varying the idea.

For the showing of "Dr. X," the Strand has completely masked in the face of the house above the marquee with a battery of flood lights to supply the illumination. The face of the house is used for the big bookings. Using oil paints, the canvas can be done over repeatedly until it wears out, and the cloth will have more than paid for itself.

## For the Classified

Newspaper with a rather small classified ad section, and wanting to build, secured that most of the usual stunts would not work so well with less than two columns of ads. Ad manager asked the theatre for an idea.

Manager came through, after some discussion with the suggestion that an extra letter be added to certain words. When assembled they spelled the name of the coming show. Constantly had to pick out the extra letters. For example, one ad advertised for a "nurse," and another wanted a porter who was "strong."

Five tickets a day were given, best form of presentation to be counted, but all ads had to be clipped and pasted on the sheet to prove the contestant was not cheating. Usual front page notice for the inside page ads, and both sides were pleased.

## Wrong Tactics

There may be a lesson to the circuit in a recent switch. A well-liked resident manager was replaced by a go-getter. The town resented the change and patronized the independent circuit, which was not slow to perceive the opportunity to profit.

The go-getter met the move with giveaways. He did not know that the somewhat conservative small town resented the gambling feature. His predecessor had tried the stunt in a careful way and dropped it when he found no response. The town was plastered with posters and the residents resented that. They were proud of the neat and inviting appearance of the former house. Business took another tumble. The house is now in the deep red instead of a faint pink. The manager is expected to meet town before going radical.

## Snafes Tennis Club

For the first time in its history the West Side Tennis Club, Forest Hills, Long Island, has agreed to cooperate with a theatre. The Forest Hills (Skouras) will devote the entire afternoon of the 19th to the Championships to a program selected to interest tennis fans.

Tickets for the matches will also be given away each night. John Heinz is manager.

## Partly Mechanical

For the opening of "White Zombie" at the Rivoli, N. Y., they clogged the sidewalk with a mechanical woman. Figure was a dummy except for the face, that of a woman. This made it possible for an untrained person to do the stunt, and seemed to heighten the mystery, since the figure was clearly faked.

# BEHIND the KEYS

Red Oak, Ia. Construction work under way for Carl Johnson's Grand theatre to replace house destroyed by fire last fall.

Knoxville, Ia. B. H. Golsen has bought two houses here—the Iowa, now Mrs. H. L. Bridgman, and the Grand from Bert Graham.

Los Angeles. Edgar Hart replaces J. Andrus as mgr. RKO Orpheum, Spokane.

San Antonio. Roland Douglas now publicity manager at RKO-Majestic. Lester Ketter, news writer, recently was appointed press agent for the Premier Pictures Production, with offices in Alamo City.

Los Angeles. Lew Clark appointed manager of F.W.C.'s Dome at Ocean Park. Frank Burhans changes from the Paramount to the Warfield, Frisco, with Allan Warshawer.

Bronx, N. Y. Consolidated Amusement Enterprises has closed the Forum for repairs and has temporary headquarters at the Willis, nearby, and long dark.

Seattle. George F. Crisman resigns assistant manager at Orpheum to manage the new theatre, the F.W.C. J. Lloyd Miller becomes assistant manager and treasurer at Orph. succeeding Crisman.

San Francisco. Bob Harvey is out as ad and publicity chief for the circuit. He is now in division of Fox-West Coast. George Roesch, formerly in Harvey's dept, but more recently manager of Fox California in San Francisco, has been brought in to fill the post temporarily.

## Theatre's Lawn

Tacoma, Aug. 15. Tacoma has the only first run theatre in the country, it claims, with grass growing on the sidewalks—the Fox Rialto. Manager Gills says he doesn't know whether to buy or borrow a lawnmower, but says if he is here next year he is going to plant wheat or oats.

## Greater Everything Show As L. A. Downtown Lure

Los Angeles, Aug. 15. Following endorsement of RKO's Greater Show Season, Downtown Business Men's association is launching a "Greater New Show Season of Everything in Downtown Los Angeles."

Campaign will run six weeks climaxing with "Dollars Day," considered the outstanding business slogan for downtown merchants. Slogan for campaign is "Shop and have fun downtown."

## PUBLIX-RKO POOLS

Rockford, Ill., Led But South Bend, Ind., Pending.

Two Publix-RKO theatre pooling deals are 50% completed. Rockford, Ill., is set to go to Great States Publix this month, while South Bend, Ind., is pending.

In Rockford Publix will operate its own two houses in conjunction with RKO's one. Whether the latter continue as the town's vaudeville house or whether the state shows transfer to one of the Publix pair is in abeyance.

## READING LEASE SUIT

Reading, Pa., Aug. 15. Walter C. Kantner, owner of the Queen theatre, this city, has brought suit against L. Korson, Philadelphia, and the Warner Equity theatres interests, lessees, to recover \$21,800 on two leases of the Queen theatre. Suit is listed in county courts here.

Kantner was formerly financially interested in Wilmer & Vincent's Capitol theatre.

Los Angeles. Wilshire is to be opened by Fox-West Coast Aug. 27, second-run policy being moved to the Ritz.

San Francisco. Following are changes in ownership in local territory: Max M. Mers, from National Theatre to Rotus Harvey; Royal, Stockton, from Phil Back to Steven Nattali; Vacaville, Vacaville, from W. J. and Howard Clark to Phil Freese, reopened Aug. 12; Smith's, Yuba City, from E. E. Smith to Ed Kaufman.

Five houses closed: Surplus at Cedeville, Folsom at Folsom, Pinole at Pinole, Rodeo at Rodeo, and Sparks at Sparks, Nev.; Arbutus at Arbutus has reopened; Otto Loebman will open the Regent at San Mateo about Aug. 20.

Lake George, N. Y. Bob Yates has quit as manager of the Lake theatre. Mrs. Carpenter, formerly in-law, has taken over the house.

Albany. Ralph Crabbill, formerly manager of Troy theatre, becomes manager of Warners' western New York state houses. Replaces John Osborn, resigned. Harry Jackson, New York, succeeds Crabbill at Troy.

Schenectady, N. Y. Alex Fellman has taken over the Lincoln here, formerly operated by Frank X. Shay.

Omaha. Bob C. Gary, formerly an RKO Midwest publicity, now doing special work for the Democratic party. Gary, former newspaper cartoonist, is syndicating a series of cartoons throughout the mid-west. Gary will also handle a special (Continued on Page 42)

## Check \$300,000 Annual Distrib. Coast Loss by Illegal Use of Films

Hollywood, Aug. 15. Leakage of \$300,000 annually in film rentals in Los Angeles and San Francisco is being plugged according to Harold Groves, traveling manager for Copyright Protection Bureau, which acts for the distribute in checking bicycling, hold-overs and switches. This is his first Coast trip.

Groves, who has been here for several months and leaves in a week for New York, reports 40 irregularities in this district, with adjustments made in three-fourths of the cases and the remainder now in the hands of Loeb, Walker and Loeb for prosecution.

## \$75,000 Tax Saving

Los Angeles, Aug. 15. Tax savings of between \$75,000 and \$100,000 have been effected by Fox West Coast theatre chain. E. L. (Bud) Lollier, head of circuit's tax department.

Reductions in real estate and personal taxes were obtained by Lollier in practically every city in which the circuit operates, assessing officers having been personally contacted.

F.W.C. total tax bill aggregates around \$1,000,000 annually.

## Granada, Reno, Dark

Reno, Aug. 15. Asserting it's impossible to secure sufficient first runs of better class to operate three houses in Reno, management of the T. & D. Jr. chain here closed the Granada last week.

House, recently revamped, is the second best theatre in Reno, seating around 1,200. T. & D. Jr. operates Majestic, Granada, and Wigwam theatres here. Granada is the only one with a stage.

## Studio Placements

James Gleason, "All America," U. F. W. Tardale, "Payment Deferred," Metro.

Myrna Loy, "Mask of Fu Manchu," Metro.

Eddie Nugent, Ralph Luiza, Albert Conti, Paul Hurst, Paul Porcasi, Edward Leasat, "Second Fiddle," Schnitzer production for release.

Robert Hill to direct "Bride's Be-reavement," Masquer Club comedy, for Radio City.

Loretta Young, "The Miracle," WB.

Albany Young, Low Cody, Jack Kearns, Robert Elliott, George Roemer, Mike Donlin, "Red Blanche," Madison Square Garden.

Alan Mowbray, "Washington Merry-Go-Round," Col.

Henry Armetta, George Humbert, Fred Maletesta, Robert Cantorio, "Farwell to Arms," Par.

Maureen O'Sullivan optioned for another six months, Metro.

William Gargan, "Sport Page," Radio.

J. Farrell Macdonald, Guinn "Williams," "Heritage of the Desert," Par.

Alan Mowbray, "Wild Girl," Radio.

Lucille La Verne, "Breach of Promise," Radio.

J. Carroll Nash, Pauline Goddard, "Kid from Spain," Goldwyn.

Alfred Smith, "Monkey's Paw," Radio.

Judith Barry, Raymond Hatton, Eddie Gribbon, "Tom's in Town," U. F. W.

Maureen O'Sullivan, "The Sweet Kennedy comedy, Radio.

Harry Sweet to direct "Sham Poo, the Mackinac," Radio.

Peggy Watts, "Sign of the Cross," Par.

Alfred Smith, "Monkey's Paw," Radio.

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Maureen O'Sullivan, "The Sweet Kennedy comedy, Radio.

Harry Sweet to direct "Sham Poo, the Mackinac," Radio.

Peggy Watts, "Sign of the Cross," Par.

Alfred Smith, "Monkey's Paw," Radio.

Judith Barry, Raymond Hatton, Eddie Gribbon, "Tom's in Town," U. F. W.

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Harry Sweet to direct "Sham Poo, the Mackinac," Radio.

Peggy Watts, "Sign of the Cross," Par.



# HAVE YOU HEARD the exhibitors' new theme song?



## "CONGORILLA I LOVE YOU!"

—and "Congorilla's" smash business  
is the reason:

**FOX**

*Thousands have  
grabbed it...and these  
circuits led the way:*

R-K-O  
WEST COAST  
DOLLE  
RALPH TALBOT  
MIDWESCO  
WARNERS  
BOYD  
PUBLIX  
DURKEE  
SKOURAS  
SCHINE  
LOEW

### WINTER GARDEN

Broadway, N. Y.  
"3 terrific weeks"

### R-K-O PALACE

Broadway, N. Y.  
"4th big B'way week"

### FOX

Seattle, Wash.  
"Record-breaking pace"

### PALACE

Springfield, Mass.  
"Doubled business"

### UNITED ARTISTS

Portland, Ore.  
"2 weeks take in one"

### PALACE

Waterbury, Conn.  
"Bowling 'em over"

### CENTURY

Rochester, N. Y.  
"Biggest biz in months"

### BRANFORD

Newark, N. J.  
"Stood them up"

### STATE

Jersey City, N. J.  
"Hit of the town"

### PALACE

Lawrence, Mass.  
"A sensation"

### PALACE

New Haven, Conn.  
"Like the good ole days"

### ROOSEVELT

Chicago, Ill.  
"Set for a long run"

### NEW

Baltimore, Md.  
"Smash run opening"

### CAPITOL

Miami, Fla.  
"Tremendous"

### CRITERION

Los Angeles, Cal.  
"S. R. O. week end"

### AMERICA

Colorado Springs  
"Amazing crowds"

### EMPIRE

New Bedford, Mass.  
"Knocked them cold"

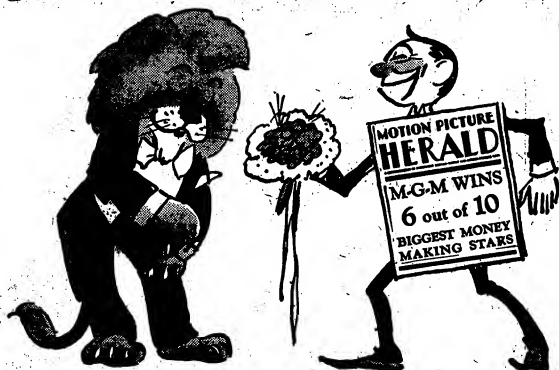


# WATCH FOX THIS YEAR



# CAN LEO TAKE IT!

*Sure, he's used to these tributes—*



August 6, 1932

MOTION PICTURE HERALD

## EXHIBITORS NAME THE TEN BIGGEST MONEY MAKING STARS OF 1931-32

Final Standings in Canvass of  
12,000 American Theatres  
Cite Five Women and Five  
Men as B. O. Leaders

### The Winners

1. Marie Dressler
- 2.
3. Joan Crawford
- 4.
5. Greta Garbo
6. Norma Shearer
7. Wallace Beery
8. Clark Gable
- 9.
- 10.

One Hundred and Fifty-Five  
Players Nominated by  
Grosses on Product of Past  
Year; Dressler on Top

MARIE  
DRESSLERJOAN  
CRAWFORDGRETA  
GARBONORMA  
SHEARERWALLACE  
BEERYCLARK  
GABLE

Ho! hum! Leo wins again! This time it's the most thorough theatre survey (12,000 Box-offices!) ever conducted in the motion picture industry. Is Leo proud? You said it—but he's not cocky! *He can take it!* He wins plenty of laurels, but he never rests on them. *That's the secret of his success!* Six out of Ten! That's STAR POWER!

# Comparative Grosses for July

(Continued from page 8)

## DENVER

	July 2	July 9	July 16	July 23
<b>DENVER</b>	Tenderfoot High, \$27,700 Low, 7,000	Red Headed Woman High, \$11,000 Low, 3,500	Lady and Gent High, \$10,700 Low, 3,500	Unshamed High, \$11,500 Low, 3,500
<b>PARA-MOUNT</b>	New Morale for Old (3 days) High, \$22,000 Low, 3,900	Frankie High, \$14,100 Low, 3,500	Million Dollar Legs High, \$14,500 Low, 3,500	Madame Racketeer High, \$13,800 Low, 3,500
<b>ALADDIN</b>	Week Ends Only High, \$18,600 Low, 1,500	Attorney for Defense High, \$14,500 Low, 3,500	Winner Take All High, \$15,000 Low, 3,500	Rebecca High, \$14,500 Low, 3,500
<b>ORPHEUM</b>	What Price Hollywood High, \$20,000 Low, 10,000	Vanity Fair High, \$10,000 Low, 3,500	Is My Face Red High, \$12,000 Low, 3,500	Bring 'Em Back Alive High, \$14,000 Low, 3,500
<b>RIALTO</b>	No Greater Love High, \$4,500 Low, 2,000	Doomed Battalion High, \$3,250 Low, 2,000	Street of Women High, \$2,500 Low, 2,000	Lena Rivers High, \$2,250 Low, 2,000

## SEATTLE

	July 2	July 9	July 16	July 23
<b>FIFTH AVE.</b>	Rebecca High, \$28,000 Low, 4,500	Red Headed Woman High, \$15,000 Low, 3,500	Mystery Ranch High, \$10,700 Low, 3,500	Million Dollar Legs High, \$14,500 Low, 3,500
<b>ORPHEUM</b>	Fast Companions High, \$12,000 Low, 3,400	What Price Hollywood High, \$17,000 Low, 3,500	Bring 'Em Back Alive High, \$15,000 Low, 3,500	Desert Song High, \$14,500 Low, 3,500
<b>MUSIC BOX</b>	Two Seconds High, \$17,000 Low, 2,500	Winner Take All High, \$12,000 Low, 3,500	Miss Pinkerton High, \$2,800 Low, 3,500	Purchase Price High, \$2,500 Low, 3,500
<b>LIBERTY</b>	Trapped in Submarine and Cannon Ball Express High, \$12,000 Low, 3,900	My Wife's Family and Story High, \$5,400 Low, 3,500	Without Honor High, \$4,900 Low, 3,500	Bachelor's Folly High, \$5,800 Low, 3,500

## DETROIT

	July 2	July 9	July 16	July 23
<b>MICHIGAN</b>	Dark Horse High, \$35,100 Low, 16,700	Million Dollar Legs High, \$25,700 Low, 16,700	Red Headed Woman High, \$25,500 Low, 16,700	Million Dollar Legs High, \$25,500 Low, 16,700
<b>FOX</b>	Rebecca High, \$20,000 Low, 14,000	Hollywood Speaks High, \$18,000 Low, 14,000	Week End Marriages High, \$16,000 Low, 14,000	Miss Pinkerton High, \$16,000 Low, 14,000
<b>FISHER</b>	Make Me a Star High, \$20,000 Low, 8,400	Unshamed High, \$12,000 Low, 8,400	Stomach and Budd High, \$12,000 Low, 8,400	Miss Pinkerton High, \$12,000 Low, 8,400

## BUFFALO

	July 2	July 9	July 16	July 23
<b>BUFFALO</b>	Red Headed Woman High, \$42,000 Low, 13,800	Rebecca High, \$16,500 Low, 3,500	Make Me a Star High, \$19,300 Low, 3,500	Lady and Gent High, \$13,900 Low, 3,500
<b>HIPPO-DROME</b>	Society Girl High, \$22,000 Low, 3,300	New Morale for Old High, \$5,000 Low, 3,300	Man from Yesterday High, \$5,200 Low, 3,300	Million Dollar Legs High, \$7,900 Low, 3,300
<b>CENTURY</b>	Sky Devils High, \$21,000 Low, 4,700	Love Is a Racket High, \$20,000 Low, 4,700	Street of Women High, \$2,700 Low, 4,700	Dark Horse High, \$2,100 Low, 4,700
<b>LAY-ETTE</b>	High Speed High, \$16,000 Low, 5,000	Lena Rivers High, \$5,500 Low, 5,000	No Greater Love High, \$5,500 Low, 5,000	Attorney for Defense High, \$7,000 Low, 5,000

## WASHINGTON

	July 2	July 9	July 16	July 23
<b>EARLE</b>	Week End Marriage High, \$25,000 Low, 6,000	Winner Take All High, \$14,000 Low, 3,500	Man from Yesterday High, \$20,000 Low, 3,500	Miss Pinkerton High, \$16,000 Low, 3,500
<b>PALACE</b>	Scarface High, \$29,300 Low, 5,500	Rebecca High, \$12,500 Low, 3,500	Lady and Gent High, \$6,500 Low, 3,500	Washington Masquerade High, \$14,000 Low, 3,500
<b>COLUMBIA</b>	Fast Companions High, \$18,000 Low, 1,500	Shop Girl High, \$18,000 Low, 1,500	Monte Carlo Madness High, \$3,500 Low, 1,500	Madame Racketeer High, \$22,500 Low, 1,500
<b>FOX</b>	Unshamed High, \$41,500 Low, 11,000	Almost Married High, \$17,000 Low, 11,000	Skyracer High, \$23,500 Low, 11,000	Geo. Sidney High, \$23,500 Low, 11,000
<b>KEITH'S</b>	Bring 'Em Back Alive High, \$20,000 Low, 4,600	What Price Hollywood High, \$11,500 Low, 4,600	Attorney for Defense High, \$7,000 Low, 4,600	Road of the Dragon High, \$7,000 Low, 4,600

## SAN FRANCISCO

	July 2	July 9	July 16	July 23
<b>FOX</b>	Make Me a Star High, \$70,000 Low, 18,000	Clara Deane High, \$23,000 Low, 18,000	Unshamed High, \$25,000 Low, 18,000	Million Dollar Legs High, \$25,000 Low, 18,000
<b>WARFIELD</b>	Bachelor Affairs High, \$48,000 Low, 8,200	Man from Yesterday High, \$15,500 Low, 8,200	Lady and Gent High, \$17,500 Low, 8,200	Jewel Robbery High, \$15,000 Low, 8,200
<b>PARA-MOUNT</b>	Red Headed Woman High, \$36,000 Low, 5,000	Rebecca High, \$10,000 Low, 5,000	Rebecca High, \$5,000 Low, 5,000	Washington Masquerade High, \$7,500 Low, 5,000
<b>GOLDEN GATE</b>	Fast Companions High, \$19,000 Low, 7,000	What Price Hollywood High, \$13,500 Low, 7,000	Road of the Dragon High, \$13,000 Low, 7,000	Brown of Culver High, \$10,000 Low, 7,000

## MONTREAL

	July 2	July 9	July 16	July 23
<b>LOEW'S</b>	Final Edition High, \$18,500 Low, 7,500	New Morale for Old High, \$13,000 Low, 7,500	The Ringer High, \$11,000 Low, 7,500	Make Me a Star High, \$12,000 Low, 7,500
<b>PALACE</b>	Huddle High, \$32,000 Low, 7,000	Merrily We Go to Hell High, \$11,000 Low, 7,000	2 Hearts in Waita Time High, \$10,000 Low, 7,000	What Price Hollywood High, \$10,000 Low, 7,000
<b>CAPITOL</b>	Tenderfoot High, \$30,000 Low, 5,500	Lady Panniford's Folly High, \$9,500 Low, 5,500	Thunder Below and Fast Companions High, \$10,500 Low, 5,500	Winner Take All and Week End Marriage High, \$10,500 Low, 5,500
<b>PRINCESS</b>	Tone of Money and Sherry Train High, \$25,000 Low, 4,500	Are These Our Children and Is My Face Red High, \$7,500 Low, 4,500	Night World and Fast Companions High, \$7,000 Low, 4,500	Hollywood Speaks and No Greater Love High, \$7,000 Low, 4,500
<b>IMPERIAL</b>	Femme De Men Raves High, \$1,500 Low, 1,600	La Petit Escart High, \$2,000 Low, 1,600	La Femme on Homme High, \$2,000 Low, 1,600	Mannequin de Paris High, \$2,000 Low, 1,600

## PHILADELPHIA

	July 2	July 9	July 16	July 23
<b>EARLE</b>	Is My Face Red High, \$27,000 Low, 11,500	Thunder Below High, \$16,000 Low, 11,500	Miss Pinkerton High, \$10,000 Low, 11,500	By Whose Hand High, \$5,000 Low, 11,500
<b>FOX</b>	Rebecca High, \$41,000 Low, 10,500	Vanity Fair High, \$13,500 Low, 10,500	Almost Married High, \$18,500 Low, 10,500	Monte Carlo Madness High, \$18,000 Low, 10,500
<b>STANLEY</b>	As You Desire Me High, \$13,500 Low, 5,000	As You Desire Me High, \$13,500 Low, 5,000	McGriff Ws Go to Hell High, \$13,000 Low, 5,000	Man from Yesterday High, \$12,000 Low, 5,000

## BOSTON

	July 2	July 9	July 16	July 23
<b>METRO-POLITAN</b>	Make Me a Star High, \$24,000 Low, 15,000	Million Dollar Legs High, \$24,000 Low, 15,000	Lady and Gent High, \$25,000 Low, 15,000	Madame Racketeer High, \$25,000 Low, 15,000
<b>STATE</b>	Blonde Captive High, \$40,000 Low, 7,000	Doomed Battalion High, \$5,000 Low, 7,000	Roar of the Dragon High, \$14,500 Low, 7,000	Tom Brown of Culver High, \$13,000 Low, 7,000
<b>RKO MEMORIAL</b>	Bring 'Em Back Alive High, \$41,200 Low, 1,400	Stage Show High, \$14,000 Low, 1,400	Bring 'Em Back Alive High, \$5,200 Low, 1,400	What Price Hollywood High, \$5,200 Low, 1,400
<b>KEITH'S BOSTON</b>	By Whose Hand High, \$2,000 Low, 5,000	Man About Town High, \$5,000 Low, 5,000	Million Dollar Legs High, \$17,000 Low, 5,000	Society Girl High, \$3,000 Low, 5,000

## PORTLAND, ORE.

	July 2	July 9	July 16	July 23
<b>PARA-MOUNT</b>	Rebecca High, \$22,500 Low, 5,000	Man About Town High, \$5,000 Low, 5,000	Million Dollar Legs High, \$17,000 Low, 5,000	Society Girl High, \$3,000 Low, 5,000
<b>RKO ORPHEUM</b>	Honor of the Press High, \$24,000 Low, 2,000	What Price Hollywood High, \$5,200 Low, 2,000	Bring 'Em Back Alive High, \$5,500 Low, 2,000	Bring 'Em Back Alive High, \$5,400 Low, 2,000
<b>UNITED ARTISTS</b>	Woman in Room 13 High, \$13,000 Low, 2,500	Make Me a Star High, \$4,500 Low, 2,500	Lady and Gent High, \$3,500 Low, 2,500	Man from Yesterday High, \$5,300 Low, 2,500

## MINNEAPOLIS

	July 2	July 9	July 16	July 23
<b>RKO ORPHEUM</b>	Bring 'Em Back Alive High, \$25,000 Low, 5,000	Bring 'Em Back Alive High, \$6,000 Low, 5,000	Night World High, \$5,500 Low, 5,000	Tom Brown of Culver High, \$10,000 Low, 5,000
<b>STATE</b>	Rebecca High, \$12,500 Low, 3,000	Make Me a Star High, \$22,400 Low, 3,000	Red Headed Woman High, \$14,000 Low, 3,000	Washington Masquerade High, \$10,700 Low, 3,000
<b>LYRIC</b>	Tenderfoot High, \$5,200 Low, 1,200	Man About Town High, \$5,000 Low, 1,200	Society Girl High, \$4,400 Low, 1,200	Man from Yesterday High, \$5,300 Low, 1,200

## TACOMA

	July 2	July 9	July 16	July 23
<b>RKO ORPHEUM</b>	Is My Face Red High, \$14,500 Low, 3,900	What Price Hollywood High, \$5,300 Low, 3,900	Bring 'Em Back Alive High, \$5,000 Low, 3,900	Bring 'Em Back Alive High, \$5,000 Low, 3,900
<b>BLUE MOUSE</b>	Battalion High, \$5,300 Low, 1,400	Maker of Men High, \$1,450 Low, 1,400	Street of Women High, \$1,700 Low, 1,400	Street of Women High, \$1,700 Low, 1,400

## LOUISVILLE

	July 2	July 9	July 16	July 23
<b>LOEW'S</b>	Red Headed Woman High, \$28,000 Low, 1,500	Blonde Captive High, \$3,100 Low, 1,500	Washington Masquerade High, \$7,100 Low, 1,500	Unshamed High, \$4,400 Low, 1,500
<b>STANDARD</b>	Rebecca High, \$12,500 Low, 2,000	Million Dollar Legs and Mystery of Life High, \$6,800 Low, 2,000	Winner Take All High, \$5,700 Low, 2,000	Brown of Culver High, \$3,300 Low, 2,000
<b>RIALTO</b>	Make Me a Star High, \$16,000 Low, 1,900	Strangers at the Evening High, \$2,500 Low, 1,900	Racetrack High, \$2,100 Low, 1,900	Bachelor's Folly High, \$1,900 Low, 1,900
<b>BROWN</b>	Grand Hotel High, \$14,000 Low, 1,700	Riders of Death Valley High, \$1,900 Low, 1,700	Fast Companions High, \$1,700 Low, 1,700	Purchase Price High, \$1,700 Low, 1,700
<b>ALAMO</b>	Bring 'Em Back Alive High, \$11,800 Low, 1,700	Bring 'Em Back Alive High, \$1,900 Low, 1,700	Almost Married High, \$1,700 Low, 1,700	Westward Passage High, \$1,700 Low, 1,700

# Coast Exhib Challenges By Cutting Price

Los Angeles, Aug. 15.—Throwing down the gauntlet to the film exchange, in an apparent attempt to force distributors to penalize the house by setting back play days, Chotiner's, Parolan, Vermont avenue indie subsequent run, slashed its admission to a straight 15 cents. Harry Chotiner, operator, is making his stand on the ground that distributors are discriminating against the Parolan in favor of Fox West Coast, and contends that that circuit is violating the so-called "break" by a priority showing based on a fictitious "top" admission.

Chotiner, it is understood, figures that if penalized for putting a straight 15c price in effect, which he contends is the actual admission charged by the circuit in certain opposition houses, he will be forced to close the Parolan and have grounds for legal action.

# Hartford Exhib Sues For \$1,000,000 Damages

New Haven, Aug. 15.—New Haven Film Guild of Trade is one of several defendants in \$1,000,000 damage suit brought by A. C. Morris, operator of the Majestic, Hartford.

Suit is based on anti-trust law, and Morris claims refusal of defendants to sell him pictures caused closing of his house.

## COLO. WAGES

Denver, Aug. 15.—Theatre managers in Denver, Colorado Springs, and Pueblo have notified the state industrial commission that new schedules of operators' wages will go into effect Sept. 1. Negotiations will probably change some of the requests.

In Denver Harry Huffman has filed requests for 10% reduction at Orpheum, two men on shift as at present; at the Tabar he wants one man to a shift instead of two, but at present, scale. At the Aladdin, where the hours have been reduced due to house being switched from first to second run, he wants two men at same wages as at present.

## Is. Winter's Jaws

Winter's Jaws, Aug. 15.—Crop weather bright. Sunday films, city council capitalizing to demands of some 1,064 petitioners. Knoxville votes on same subject this week and Pella has a special ballot day in the offing.

# FANCHON & MARCO

Featured Acts  
FANCHON & MARCO Present  
**ZELDA SANTLEY**  
"VELLS" 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 KURNATH as "UNCLE BOBBIE"

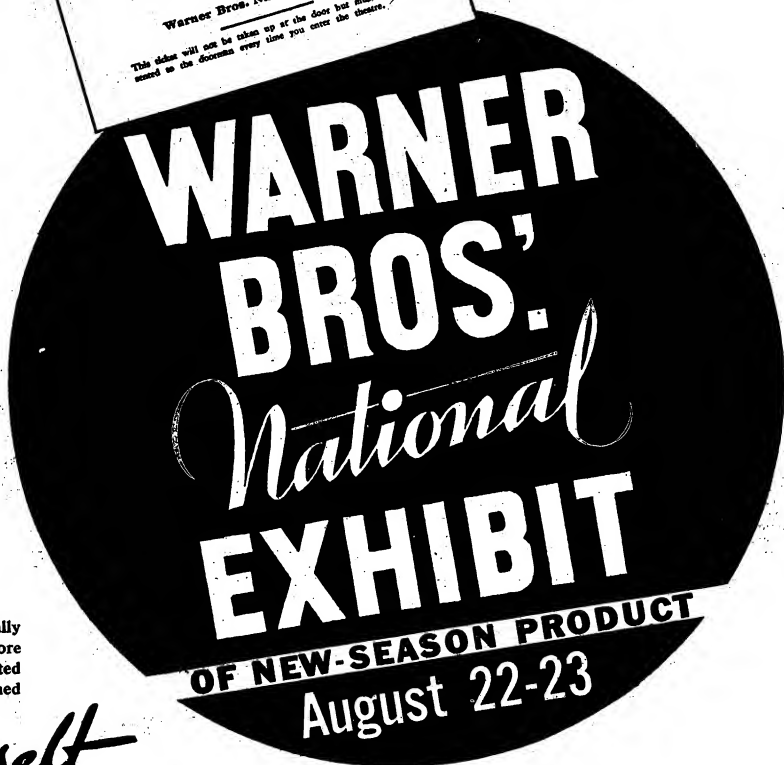
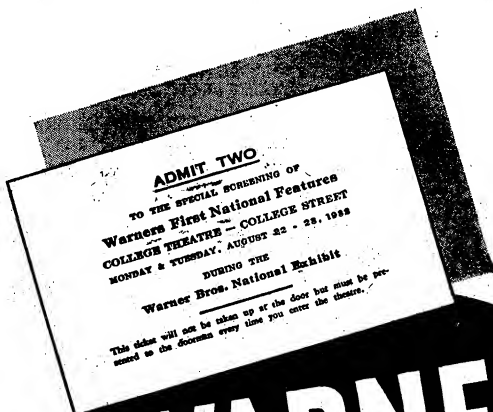
**WILTON CRAWLEY**  
"The Thunder Storm of Jazz"  
With HOT LIPS—HOT HIPS  
"NIGHT CLUB" Idea

New Releases  
LARRY RICHMAN in "I LOVE A PARADE"  
STANLEY CORPORATION  
728 Seventh Avenue, New York  
Telephone BRyant 5-2812



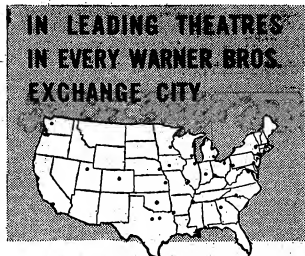
# The Most Valuable Movie Ticket Ever Issued!

Money couldn't buy it...Yet it will admit you FREE to the most stupendous show ever presented on a picture screen! A nationwide advance showing of the 13 most important pictures of the coming Fall, including representative 1932-'33 product finished months before release—ALL in two history-making days—an unprecedented demonstration to trade and public that *motion pictures will be better in 1932-'33!*



For the first time in your life, actually sample a new season's product before you buy! Get a real line on completed pictures greater than any ever planned on paper!

*See for yourself*



## GET YOUR TICKETS TODAY!

Phone or write your Warner Bros. exchange now for FREE tickets for yourself and one prominent local citizen to represent your patrons in judging the greater brand of entertainment you're going to offer them next season! Special low-rate accommodations arranged for at a leading hotel... Join hundreds of your fellow-showmen in a stirring social as well as business event!

**"DOCTOR X"**<sup>†</sup>  
All in Technicolor

• •  
**CONSTANCE BENNETT** in  
**"TWO AGAINST THE WORLD"**<sup>\*\*</sup>

• •  
**"CROONER"**<sup>†</sup>  
First Big Radio Exposure

• •  
**RICHARD BARTHELMESS**  
in **"CABIN IN THE COTTON"**<sup>†</sup>

• •  
**GEORGE ARLISS** in  
**"A SUCCESSFUL CALAMITY"**<sup>\*\*</sup>

• •  
**EDWARD G. ROBINSON**  
in **"TIGER SHARK"**<sup>†</sup>  
with **Richard Arlen**

**RUTH CHATTERTON** in  
**"THE CRASH"**<sup>†</sup>  
with **George Brent**

• •  
**"BLESSED EVENT"**<sup>\*\*</sup>  
From the Famous Broadway Hit

• •  
**"LIFE BEGINS"**<sup>†</sup>  
The Talk of the Industry

• •  
**WM. POWELL and KAY FRANCIS** in  
**"ONE WAY PASSAGE"**<sup>\*\*</sup>

• •  
**DOUG. FAIRBANKS, JR.**  
and **NANCY CARROLL**  
in **"SON OF RUSSIA"**<sup>\*\*</sup>

**"THREE ON A MATCH"**<sup>†</sup> with  
**Joan Blondell, Warren William, Ann Dvorak,**  
**Bette Davis**

• •  
**"THEY CALL IT SIN"**<sup>†</sup> with  
**Loretta Young, George Brent**

• •  
**SAMPLES OF NEW-SEASON VITAPHONE SHORTS**

• •  
**A TYPICAL 4-STAR WESTERN** with **John Wayne**  
and **Duke, his Devil Horse**

<sup>†</sup> A First National Picture

<sup>\*\*</sup> A Warner Bros. Picture

# Nobody Being Signed for Those 20 RKO Wks. Until After Labor Day

Contrary to the usual August custom, no pre-season routes will be issued to acts by RKO between now and Labor Day. It's usually routine-time-in-Dixie at this time of the year, but this year the circuit's uncertainty about vaudeville policies for the coming season preclude all chances for sustaining contracts.

The no-routes order was issued Saturday (13) by the RKO theatre operating department. Oddly, it followed the previous day's request from the booking department for lists of acts available for routes starting Oct. 1. Most of the agents had optimistically sent in their lists before the theatre department's stop order came through.

Since RKO isn't certain about vaudeville for any of its theatres, it doesn't want to add to the booking office's already large obligations in the event of sudden closings and policy changes.

Only about 10 acts have RKO routes extending into the new season. These were random summer bookings arranged before the no-routes decision. They run 50 weeks maximum, but are called routes anyway.

## TEX AT \$4,000 TOPS 1ST RKO SHOW AT ACADEMY

RKO starts booking the vaudeville at Skouras' Academy, New York, Aug. 27. Texas Guinan will headline the opening bill at \$4,000. Under the RKO plan, the Academy will in New York, the Academy plays the stage shows while the RKO-Jefferson down the block remains straight pictures. Both 14th street houses were formerly opposition vaudeville stands.

Similar arrangement will prevail uptown for the RKO Coliseum and Skouras' Ardubon, with the Coliseum getting the vaudeville. No date is set for the opening.

## WEAVERS CUT 10% BUT IT'S STILL \$4,500

Weaver Bros. have accepted a 10% salary cut on RKO's 10-week extension of their contract. The new Weaver salary is \$4,500, as against \$5,000 for the last two seasons.

## F&M Sets Supporting Cast for 'Follow Thru'

Los Angeles, Aug. 15. Cast of F&M's 'Follow Thru' tab, in support of Joe Penner and Olive Okeas, includes Mac Harris, Eddie Tamblin, Helen Wright, Franklyn Farnum, William Halligan, Jerry Ross, Alita Duncan, Dee Loretta, Earl Maestro.

Book is being staged by Colton Cronin and dances by LeRoy Prinz. Tab version, 11 scenes, opens Aug. 19 in San Francisco, George McCay musical director.

Addition to cast of 'Hearts of Broadway', featuring Vera Gordon, are Sidney Page and Co. and Four Jolly Casted Normans.

T. Roy Barker goes into F&M's 'Sally' headed, being by Mary Eaton and Bert Gordon.

Hollywood, Aug. 15. After its current break-in at the Manchester, 'Follow Thru' jumps to San Francisco, opening at the Fox Aug. 19.

Into the Fanchon & Marco schedule because of the closing of 'Cherry Blossoms' at the State here.

## Leon Errol's \$3,000

Leon Errol has four Loew picture house weeks at \$3,000 per week. Opens Aug. 25 at the Capitol, New York.

## Prinz Bankrupt

Los Angeles, Aug. 15. Petition in bankruptcy filed in U. S. District court here by LeRoy Prinz, musical stager.

Has a week in which to submit his schedule of liabilities and assets.

## Laurie Goes Arty

Pine Island, Aug. 15.

Only actor in the world reputed to afford to have his summer home decorated by an artist appears to be Joe Laurie, Jr. Two large murals now adorn the interior of his summer hideout at Ocean Beach, same place where the white police dog is banished to the back yard now.

Art Gunnis, the Phila. portrait artist who was connected with the late New York 'Graphic', painted the murals. Gunnis felt for Laurie's invitation to spend a weekend and the art work was the result.

## NBC'S NEW AIM TO BE QUICK STAGE COIN

NBC now looks to vaude and the presentation stages as the quickest money getter for itself and talent and is concentrating on people suitable for stage dates rather than for tedious radio commercial build-ups.

Ed Scheuing, whose band dept. was disintegrated when he switched to agenting NBC talent for theatre bookings, has Ray Perkins currently at the Academy; Pickens Slaters opening at Loew's Valencia Aug. 19. Under the new Loew dates to follow: Harriet Lee and Boy Friends at Loew's Met, Brooklyn, 26th; Buddy Rogers' band at Capitol, N. Y., 26th, with more Loew dates to follow.

Rogers will tour to the Coast with his band, principally in one nighters. Latest test of Rogers' drawing power was at New Haven where in a Sunday appearance with the band, the attendance record established by Rudy Vallee was bettered.

Rogers may tarry in Hollywood for one picture, not yet contracted for. Band dates for definite, will feature Johnny Green, songwriter-pianist, and Raymond Baldwin, kid musician.

## MORE RKO SQUABBLES OVER TALENT SETTLED

Four of seven disputes up before the RKO agents' association's arbitration board last week were settled, with the others tabled until this week's session. Most of the controversies were over releases.

Bronson and Renee and George Dewey Washington were granted releases from M. S. Benham and Curtis & Allen, respectively. Max and His Gang drew a ditto from Weber-Simon.

Controversies between Charlie Morrison and Gus Edwards over Schmidt; between Weeden and Sculz over Bud Harris and Co.; between Farnum, Romm and Jack Hart over Lucky Millinder's orchestra were tabled. Decision on 'Sisters of the Skillet' (East and Dumkie), was reserved upon Marty Fockert's request for a re-hearing. At the same meeting Wirth & Hamid's application for a franchise was turned down.

## RKO Mgr. Etherizing

Schenectady, Aug. 15.

Herb Morgan, manager of the RKO Proctor theatre here, is doing a weekly news broadcast over WGY. Morgan is on the air each Saturday night around 11:15 o'clock and talks for 15 minutes.

News and personal items about screen personalities and pictures make up most of the chatter.

## RUBY AND SKEWBOUT

Herman Ruby, casting director at Warners' Brooklyn studio, has bought into the Bobby Sanford Hudson show business.

He's holding his WB connection at the same time.

## Comic Confesses

"They're sure paying us hands lots of silly money these days," opined a \$4,000-a-week comedian, actually abashed at the high salary being handed him and others.

If they were smart they could corner the market at more reasonable prices, but I suppose they (the managers) don't dare commit themselves to long term routes or annual guarantees. Mean while, they buy names as they need 'em for spot bookings. A pleasure."

## FRIARS SUE ROXY RCVR.

Suit for \$1,000 has been filed in New York against Harry G. Kosch and receivers for the Roxy theatre by the Friars club and 16 club members who appeared in the 'Friars Frolic' at the picture house early in the summer. The money is allegedly due for the guest stars provided gratis by the club during the recent season (June 7) of the fortnight engagement.

The Friars collected their 22 1/2% of the gross, but not the extra 2 1/2% which the theatre was alleged to have agreed to pay for the additional talent.

Members individually suing are George Price, Jane and Whalen, Harry Hershefeld, Pat Rooney and Pat Rooney, 36, The Samuels Bros., Joseph E. Howard, Jay C. Flippen, Louis Silvers, Eddie Miller, Warren Jackson, Danny Dare and Lester Allen.

Guest stars who appeared in the club show, and for whom the Friars claim the \$1,000 is due, were Sophie Tucker, Bert Lehr, Jack Pearl, Sloopin' and Budd Art Jarret, Cal Calloway's band, Gus Van, Jack Benny, Texas Guinan, Walter Donaldson, Walter C. Kelly, Taylor Holmes, Eddie Dowling and June Knight.

Arthur H. Rose represents the Friars in the action.

## Effort to Extradite Billy Glason to Chicago For Child Abandonment

Chicago, Aug. 15. Efforts were being made over the week end here to extradite Billy Glason on a charge of child abandonment. Glason is now in New York.

Mrs. Glason, the former Helen Dooley of vaude, went before Judge William J. Lindsay and declared she was destitute of funds. Bitterness and dependent upon the charity of friends, Glason allegedly owes \$507 back alimony for his wife and six-year-old child.

Mrs. Glason denied that her comedian husband was penniless or unable to pay the alimony. He was prosperous enough to turn down vaudeville engagement offered him during the past fortnight at \$400 a week, she averred.

## BECK'S FOREIGN ACTS START TO COME OVER

Foreign acts signed by Martin Beck for RKO, and to come over by Oct. 1, are streaming in. One of them, Bood and Bood is currently held up at Ellis Island on an immigration squabble.

People signed by Beck are Campo and Lorraine Travanti, Joe Maria's Marionettes, Kirkwhite and Addison, Mady and Co., Dolloff and Raya Sisters, the Freedman, Scarlett's Chimpanzees, Claudia Alba, Franky, Grace Schenck and Co.

## FLIP'S CBS-BOOKED

Jay C. Flippen's week at Loew's State this Saturday (20) makes the first stage booking obtained for him by the CBS Artists Service. Date was arranged after the comic had appeared on two sustaining programs over the Columbia network. Flippen's contract with the network covers him exclusively in all lines of entertainment and guarantees him a stipulated monthly sum for the next year.

# Deluge of Freelance Vaude Troupes In Tank Towns for Small Change

## DAVIDOW WANTS COMMISS

Suing Veloz and Yolanda Over Havana and N. Y. Dates

Ed Davidow's suit against Veloz and Yolanda, owners of the Capitol, New York, dates back to the dancers' engagements at the Sevilla Biltmore, Havana, and the St. Regis, N. Y., with the team disclaiming an obligation to the agent for these engagements. Veloz and Yolanda contend they secured them on their own following a legit managerial contract Davidow had with them.

Some \$12,000 in accrued commission is claimed, Julius Kendler for the dancers contending that it was compromised by a \$300 claim and several \$125-a-week payments when their first St. Regis hotel engagement expired. When Veloz and Yolanda returned to the hostelry at \$550 a week they secured the contract on the own. At the Havana Biltmore the figure was \$300 a week.

## JAIL RULOFF ON ACTOR'S COMPLAINT

Alexis Ruloff of the adagio team of Ruloff and Elton is in the Tombs, New York, pending trial on a grand larceny charge preferred by Lew Pope at the picture house where Pope and Thompson. He was unable to raise bail, set at \$1,500.

Pope charges Ruloff with mislaid him of \$240 by promising an engagement in Europe, collecting round-trip fares, and then making off with the money. Pope alleges Ruloff 'booked' a show for 16 weeks of dates in Paris, Berlin and Monte Carlo. The other acts included Pearl Adelaide, Allan Perado and Yvonne.

Ruloff, it is alleged, set July 9 as the sailing date. After two postponements Pope became suspicious, he states, and made the charges. Ruloff was arrested by Boston police upon request from New York.

## CONRAD TO PAY OFF, SAYS WAS ILL-ADVISED

Eddie Conrad and his former legal and personal mentor, Julius Kendler, have declared a truce, with Conrad promising to repay the attorney the \$5,000, plus \$1,100 due Mr. Lafaruz, who financed Conrad's vaudeville act on Kendler's okay. There were other things which Kendler had okayed on behalf of Conrad and which the vaudevillian has agreed to take care of as reparations for walking out on Kendler via a bankruptcy petition.

Pope, Conrad's adviser, Kendler saw himself listed for some \$8,000 among \$25,000 worth of liabilities in Conrad's bankruptcy petition. The actor now states he was misled and will seek to square himself financially all around. Split from his wife and former stag partner, Marion Eddy, Conrad's new partner is Carlotta Miles.

## Fannie's Dates

Fannie Brice is due back from a European vacation the end of this month. She will play some picture house dates she has lined up.

Also has some radio commercial bookings in view, including a bid from Lucky Strike.

## CROSBY AT L. A. PAR

Los Angeles, Aug. 15. Bing Crosby goes into the local Paramount Aug. 25 with showing of 'The Devil and the Deep' (Par).

Plotted for the week end to 'Horsefathers' being held over.

## Gibbons RKO Denver Week

Floyd Gibbons is booked into the Orpheum, Denver, Aug. 25. Nothing set to follow.

Chicago, Aug. 15.

Small towns through the central states have been deluged over the summer by dinky wildcat vaudeville troupes traveling in one or two automobiles. They have been identified as panicky actors carrying into the sticks from the curb-ones of Times square and the loop and working for small change to buy groceries and gasoline.

Quality of the performance is described as uniformly bad and has soured many a manager against what he considers to be vaudeville. Anywhere from six to 15 people comprise the itinerant groups and their business' proposition is generally a willingness to work for 25% of the theatre's gross.

Invariably the wildcatters make their booking deal on the morning of the evening they appear. Most of the tanks they hit don't give matinees. Possessing no paper or other advertising displays except a few tack-perforated photographs, they chalk signs on their automobiles to attract patronage. Pickings are never large.

A seven-person wildcat troupe played the American Legion Hall in Gladstone, Michigan, Aug. 6 and got \$12.25 as their share. Another caravan was stranded in Menominee, Michigan, after giving a matinee. Their performance was so bad the manager apologized from the stage and refunded the audience price. Troupe of eight went unpaid. Manager finally filled up their gasoline tank so they could scam.

## 6 CRUISES OVER LABOR DAY, ALL WITH SHOWS

Although several week-end cruises were cancelled, there are no less than six liners listed for trips over Labor Day, all to have professional shows. The holiday cruise boats are 'Benargaria', 'St. Louis', 'Belgenland', 'Georgic', 'Transylvia' and 'France', with one more boat to be announced.

The 'Belgenland' sailed Saturday (13) on its weekly six-day, two-point cruise, carrying 45 people in the show. There were over 700 passengers aboard, the heaviest list the 'White' Star liner has had this summer.

In the show are Ruth Sherry, Lucille Sella, Ruth Conway, 'Coral Gables' (revue), Lucille Watson, Al Raymond, and Lucille Stewart, Grace Fawcett, plus repeating head over from last week's cruise: Alex Rothoff, Fay and Wellington, Chigli, Serge Abagoff, Gloria Ely and Sherr brothers, Michs Moroff and Gypsy ensemble.

'Britannic' will sail Monday (22) on a four-day cruise carrying a 20-person show. It is hoped to date are Ruth Sherry, Lucille Sella, Ruth Conway, Martha Lewis, Edith Rogers and 'Dancing Debutantes' (revue).

## F-M May Produce 'Spain's' Femme Prologs

Hollywood, Aug. 15.

Sam Goldwyn is dickering with Fanchon & Marco to produce his all-girl stage prolog for the Eddie Cantor picture, 'Kid from Spain'.

Due to simultaneous release of picture in several eastern cities, three individual prologs are wanted.

## Ottawa Embassy Burns

Ottawa, Aug. 15.

The Embassy theatre suffered \$50,000 damage in a two-alarm fire which destroyed the stage and much of the interior, the origin being unknown.

After weeks of darkness, the Embassy had re-opened with a special vaudeville policy for the entertainment of visitors to the Imperial park.

Manager Finlay McRate said the theatre would probably re-open in the fall after reconstruction.

## Jack Pearl's \$3,500

Jack Pearl plays the Capitol, New York, Sept. 1 on top of another money show at the Loew-Metro Broadway picture house.

Pearl's salary is \$3,500. Al McKelick arranged the booking.

**BETTE DAVIS***appears in "Cabin in the Cotton"*

"I use Lux Toilet Soap every day and that keeps my skin smooth and soft as can be."

BARBARA  
star of "  
"Lux Toilet  
soap and  
one's skin

**KAY FRANCIS—co-star of "One Way Passage"**

"I'm certainly enthusiastic about the way Lux Toilet Soap keeps the skin always soft and smooth."

**ANN DVORAK**  
*to co-star in "Three on a Match"*

"I am devoted to Lux Toilet Soap because it keeps my skin in the very best condition—satin-smooth."

**LORETTA YOUNG**  
*to star in "Life Begins"*

"I've found the way to keep my skin always at its best. I use Lux Toilet Soap regularly."



A STANWYCK  
"Purchase Price"  
Soap is such a gentle  
do such wonders with



JOAN  
BLONDELL  
to star in "Central Park".  
"For the very smooth skin  
required in talking pictures  
I find Lux Toilet Soap is  
wonderful."



BEBE DANIELS  
to co-star in "The Silver Dollar"  
"Lux Toilet Soap is a great help in  
keeping the skin smooth and  
lovely."

# They know the secret of keeping YOUTHFUL CHARM

Lovely Warner Bros. and First National  
stars advise "*Guard Complexion Beauty*"

"IT'S IMPORTANT to keep skin *smooth*," say these fascin-  
ating stars. "We use Lux Toilet Soap!"

This fragrant, gentle white soap is so *kind* to the skin,  
Hollywood's famous beauties find. It keeps skin smooth,  
clear, *flawless*, as a star's skin must be if she is to hold the  
adoration she has won.

The Hollywood stars are so radiantly youthful!

"No woman need lose the charm of youth," they declare.  
"But you must guard complexion beauty."

At home, in their own luxurious bathrooms, and in their  
studio dressing rooms, too, they use Lux Toilet Soap to keep  
their complexions always lovely, always youthfully aglow.

*9 out of 10 Screen Stars use it*

Of the 694 important Hollywood actresses, including all  
stars, actually 686 use Lux Toilet Soap! It is the official  
soap in all the big studios.

On Broadway, too, this luxurious soap is the favorite  
complexion care. "It does wonders for the skin!" Broadway  
stars declare. For their convenience it is found in the  
dressing rooms of legitimate theatres everywhere.

Surely you will want to try this simple care that guards  
the world's most exquisite complexions.

# LUX Toilet Soap



# LIMITING RKO AGENTS TO 5% ON NBC

Calling the terms one-sided, the RKO agents are burning at an agreement made in their behalf by the agents' association with NBC on booking relations between the RKO act reps and the network's ticket bureau. Particularly unfair, they contend, is paragraph six of the following set of rules which were drawn up last week and ratified without knowledge of the agents in general:

1. All RKO artist's representatives shall file a list of artists

represented by them on the first of each month with Chester Stratton.

2. RKO artist's representatives when accepting an authorization for RKO bookings from an act shall also include in said authorization authority to submit to NBC.

3. In cases of dispute between agents, the agents' board of arbitration will settle their own differences and advise NBC of such decisions. Agents will receive full protection on all acts where authority to represent has been submitted to NBC.

4. The NBC has consented to make available through Chester Stratton auditions for any acts considered suitable for radio and all such applications shall be made to Stratton.

5. It is further agreed and understood that all RKO representatives shall submit their material to the NBC before offering said acts to any other or

(Continued on page 27)

## GUINAN'S GRILL DATES AFTER 4 WKS. FOR RKO

Tex Guinan goes into the Paramount Grill, New York, Oct. 5 with a floor show after completing four vaudeville weeks for RKO. She got back from Montreal last week after six weeks on the floor there at the Frolies.

Miss Guinan's opening week, at \$4,000, for RKO is Aug. 20 in Boston. Keogh & Fine booked the dates.

## Saranac Lake

By HAPPY BENWAY

Mr. and Mrs. William Morris entertained over 100 New York kiddies at their Camp Intermission. Kids snapped up a mess of ozone and plenty of eats. They were up here on a two weeks' vacash.

Ben Shaffer went another cut like a veteran. Drs. Wilson and Woodruff did the sawing.

Martha Growald gets the goody goody report and goes home an all arrested case on the cure thing. One year of the Dr. Mayer's oging did the trick.

Dr. Herbert Lewy of Tampa, Fla., well known in amateur theatricals, is a newcomer at 45 Franklin avenue. Doc was a co-worker with Joe Worth as a minstrel performer. Incipient cases that need Adirondack ozone and exercising soon.

Joe Lang, Clancy cottage, got the go-home okay and left for Detroit with a mess of good health after eight months here. Joe was a Jewish Guild patient.

Fred ('Bones') Bachman out of lodge on a two weeks' downtown vacash, trying to gain weight and break the monotony of the san routine. Successful to the extent of three new pounds of fat in a week.

Tommy Vicks back to bed with an off-color chowing, one of those everybody has to contend with here and not serious.

Danny Murphy now big-streeting it with the Mrs. and family, will be away from the lodge for a month and is expecting a new set of molars that will be set into his vacant chewing field.

Bessie Browning vacash and farming it here for the summer. Between fishing periods she does a little club entertaining work.

Just before Fred Rith was operated on he looked up at Dr. Woodruff and said, 'Bon voyage, Doc, old pal.' The cutting was a big success. George Harmon returned to the lodge after a two weeks' vacash with the wife. George picked up weight and pep while away.

Joe Williams, manager of the Faun Club and The Bar, is now featuring Marlon Hardy and his Alabamians, consisting of Craig Watson, Warner Selas, Ralph Anderson, Robt. Lessey, John Swan, Don Christian, Clyde Selhart, James Drayton and Tiny Bradshaw. They will N. V. A. it at the lodge for a Sunday concert.

Travers' Carnival here for week extended a 100% oakey invite to all showfolk patients here. The key was given to all actor-curers and they were told to make themselves at home. Good time had by all.

Toscha Seidel, violinist, gave an hour's recital at the lodge. He was accompanied by Clarence Adler, pianist. Over 200 invited guests attended. The Seidel party was served hot victuals at the Dr. Edgar Mayer camp.

Report from the U. S. Vet. Hospital, Tupper Lake, N. Y.: H. L. Peck (Teddy F. Peck) doing not so good, bedding it to high temperature and what have you... Jack T. Altres, former Public theatre manager, great on the comeback thing... Fred C. Dugan, who held concession in the carnival field, getting a mess of that Tupper Lake ozone to good results... Jack Kroos, formerly with the Travers Chautauqua shows, doing well with short exercise... Jack Brooksmith, who did the piano thing with Evelyn Nesbit, Bert Lown, Rudy Vallee and the NBC artist bureau, holding his own with the fresh air routine... If you know any of these boys shoot them a good-cheer letter.

Leonard Cowley is a newcomer at the Spion Kop lodge. He will be accompanied with one of the John C. companies and also of the Three Jacks in vadeville. Not much trouble, incipient case that will hit

the high spots after a few months in these Adirondacks.

N. V. A. Sanatorium

Thomas Abbott, Dan Astella, Fred Bachman, Stella Barrett, Happy Broadway, Charles Bloomfield, Fred Buck, William Cantan, Alice Carman, Ethel Cohen, Edith Cohen, Leonard Cowley, Mae Delany, John Dempsey, Frisco De Vere, Harry English, Jack Flaum, Olga Galer, Chris Hagdorn, Dorothy Harward, George Harmon, Ida Howard, Millie Jasper, Elsie Johnson, Jeanne LaFau, Vernon Lawrence, Lilly Leonora, Charles Libecap, John Louden, Joe McGreevey, Mike McNamee, Lawrence McCarthy, Thelma Meeker, Phyllis Milford, Alma Montague, Richard Moore, Danny Murphy, Harry Namba, George Neville, Loran Nevada, Helen O'Reilly, Gladys Palmer, Angela Papulia, Joseph Parker, Betty Sisto, Annemae Powers, Nellie Qualey, Ford Raymond, Fred Rith, Ben Shaffer, Toni Temple, Tommy Ticks, Catherine Yegelle, Eddie Yoss, James Williams, Kala Edwards, Dorothy Wilson, Lillian Zeigler.

Harry Barrett, 302 Broadway. Charles Barrett, 302 Broadway. Charley Bordley, Hotel St. Regis. James Chambers, Raybrook, N. Y. Marlene Greene, 53 Riverside drive.

Margaret Groves, 16 Marshall street.

Dave (D. D. H.) Hall, 76 1/2 Bloomington avenue.

Russ Kelly, 19 Broadway. Mariyn Moran, Raybrook, N. Y. Andrew Molony, 25 Front street.

Rita Nolan, Raybrook, N. Y. Joe Reilly, 45 Franklin street.

Louise Reingold, Trudeau, N. Y. Jack Nicolls, Adirondack Hotel. Freddy Stockman, Raybrook, N. Y. Teddy Lorraine, Saylunt, N. Y. Jack Altres, Summit, N. Y. Jack Kroos, Summit, N. Y. Jack Brooksmith, Summit, N. Y. Francis Dugan, Summit, N. Y. Left during July: Pitt Chas, Martha Growald, Joe Lang, Dolph Singer. Newcomers during July: Olga Galer, Joe McGreevey.

## Fischer-Chase Team

San Francisco, Aug. 15. Shifting at local stations include the signing by NBC of Dana Fischer and Newell Chase as a piano team. Leaving KFRC, Miss Fischer goes network Aug. 21 with a quarter hour on KGO and then teams up with Chase for two quarter hours weekly, one on KFO, other KGO.

Martin Provensen, former announcer in NBC's New York New York quarters, has been added to local m.c'ing staff.

Ira Blue is new announcer at KTAB, doubling between sports and bridge lessons.

WEEK SEPT. 22 DENVER, COLO.

## Ringling Widows

(Continued from page 1)

close alliance between the two women. Robert, Jr., however, lives in Evanston, Ill., and is not expected to troupe with the show unless absolutely necessary. His interests are musical and not circusy. While the big tent is pitched so near his home he's been on the lot quite a good deal, however.

The Ringling family, always reticent, seldom confides in its employees. Consequently few people on the lot know who is boss and who isn't.

Mrs. Charles Ringling traveled with the show for 35 years, off and on, while her husband was alive. She holds 30% of the Ringling stock and Mrs. Robert Ringling, Sr., also controls 30%, giving them a majority in management affairs. John Ringling has 30% and 10% is outstanding with a New York group, it is understood.

The other Ringling circuses are separate entities under the American Circus Corp., the holding company organized by Mugivan, Ballard and Bowers prior to Ringling purchases. These lesser shows have been doing fairly, from report—about breaking even. The big Ringling outfit meanwhile has had a good season, considering conditions this summer.

Big show opened slowly for its Chicago engagement, but that's the general rule. Capacity for the last several days is usual, the public, for some reason, stalling until near the deadline.

John Ringling rejoined the circus yesterday (Sunday), after an absence in the east where he was ill. He is supposed to assume direction of the show but whether Mrs. Charles Ringling will relinquish her supervision is not known.

BOOKED SOLD! R. K. O. CARL FREED THE CROWN PRINCE OF MIXE

Material by EUGENE CONRAD Direction CURTIS & ALLEN

WEEK SEPT. 22 DENVER, COLO.

## Marcus Loew BOOKING AGENCY

General Executive Offices

160 WEST 46TH ST.

BRyant 9-7800 NEW YORK CITY

J. H. LUBIN

GENERAL MANAGER

MARVIN H. SCHENCK

BOOKING MANAGER

8 LOUIE'S CHINESE REVUE 8

"A BREATH OF THE ORIENT!" Singers and Dancers, of American and Oriental Design JUST FINISHED RKO CIRCUIT—A FEATURE

Week Aug. 11, Warners Downtown, Los Angeles, Calif. Week Aug. 18, State, Long Beach, Calif.

## Authorized RKO Artists' Representatives and Officially Franchised Agents and Associates

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Tel. Bryant 9-4614-5

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'Come in and Have a Talk'  
Suite 400, 1560 B'way, New York BR. 9-5134

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Palace Theatre Building, New York  
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PAUL DURAND, DENNIS DAFOR

### BLONDELL & MACK

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NEW YORK

### GEORGE CHOOS and HARRY KALCHEIM

1619 Broadway  
NEW YORK

### JACK CURTIS & ALLEN

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Asst. MILES INGALES, JOHN RICKLEY

### GUS EDWARDS

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(Star Maker)  
Suite 140-42  
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### LEO FITZGERALD and WILLIAM McCAFFREY

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### MILTON LEWIS

Associated With

### MAX GORDON

157 WEST 4TH STREET New York

### C. B. MADDOCK and NICK AGNETA

'The Playhouse'  
BRyant 9-4331

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### PHIL MORRIS

Artists' Representative  
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### ROGER E. MURREL

Associate: HARRY SEAMON  
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### HARRY NORWOOD

Suite 403, Palace Theatre Bldg.  
BRyant 9-3619

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1560 Broadway, New York

### HARRY A. ROMM

LEONARD ROMM  
Palace Theatre Bldg., New York  
Cable: Harom BRyant 9-8534-5

### MAURICE H. ROSE and HUGO MORRIS

Palace Theatre Bldg., 1564 B'way, N. Y.  
BRyant 9-2157  
FADDY SCHWARTZ, WM. O'DAY, Asso.

### LEE P. STEWART and EDWARD RILEY

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### JOE SULLIVAN

1560 Broadway, Suite 906  
WAYNE CRISTY  
LEW EDELMAN-GEORGE POLI

### PHIL TYRRELL

Associate: PAUL DEMPSEY  
1560 Broadway, New York  
Suite 400 BRyant 9-5859-5134

### Harry Weber-Simon Agency

Suite 502  
Palace Theatre Bldg., New York  
and Equitable Bldg., Hollywood, Calif.

### GEO. O. JOHN A. WEEDEN & SCHULTZ

Associate, WILLIAM C. WEEDEN  
Palace Theatre Bldg., New York

### JACK WEINER

Announces a Vaudeville Partnership  
with M. S. BENTHAM  
Palace Theatre Bldg., NEW YORK

## Girl Flash Acts Fill Exhib Need For 'Lots o' Show'

Chicago, Aug. 15.

Those picture operators in the girls who show a disposition to be stage-minded this fall apparently are thinking in terms of girl acts rather than regulation vaudeville. At least many of them are.

What they like and want in flash, scenery, numbers. Quantity seemingly outweighs quality in their consideration that lots of show, in keeping with the bargain instincts rampant during a depression, explains the attitude.

Latest booking is a Meadow troupe of 18 girl dancers booked as specialty attractions in Butterfield houses through Michigan.

Dorothy Byton has a girl act working the opposite end of Michigan for Burt-Diamond, while Tommy Sacco is sending through girl revues for a string of small town Fox houses in Wisconsin.

Girl troupes travel in automobiles exclusively and reduce the cost of living and transportation to within the figure exhibits will pay by buying, cooking and sleeping wholesale.

## F&M Recovers \$2,552 by Default in Tax Overpay

Los Angeles, Aug. 15.

Fanchon & Marco won suit against Charles J. Johnson, California state treasurer, for recovery of \$2,552 paid by mistake as taxes, when no representative of the state appeared in court to contest action. Sum was in payment of \$9,831 net income in 1930, that was earned out of the state, but figured in as revenue accruing in California.

## PARVIN HAS LADY LEITZA

Los Angeles, Aug. 15.

Lee Parvin, legit p. a., now piloting Lady Leitza, Tausve, former radio numerologist.

Number specialist is playing Fanchon & Marco vaude locally.

## RKO VAUDEVILLE INTACT 88

(Week Aug. 15) Chicago

## THE GENIAL ROTUND

## LARRY RICH

with

CHERI

"Miss Pert of Paris"

TOMA GENARO

South America's Tivert Dancer

TOMMY LONG

"The Elongated Express of Comedy"

AL HODGES

"Oklahoma's Ambassador"

ENGLANDONG

The Chinese Helen Stone

JOE BELL

"The Voice of the Heart"

GILBERT LAWRENCE

And His Snake Hips

And

RICH RHYTHM BAND

(Direction of Blondell &amp; Mack)

## RKO VAUDEVILLE INTACT 88

(Week Aug. 13) Palace, New York

## THE DARK CLOUD OF JOY

## BILL ROBINSON

IN

"HOT FROM HARLEM"

WITH

JOHN MASON

PUTNEY DANDRIDGE

MYRA JOHNSON

NAOMI PRICE

FERDIE LEWIS

JELI SMITH

and

"THE BROWN BUDDIES"

Chorus of Eighteen

(Direction of Marty Forkins)

## DeVITTO and DENNY

And DOT STEVENS

Wants Everybody to Watch

RYAN and NOBLETTE's Adv. Every

Week in This Department Every Week

in Big Burlesque

O. K. Show Business

## 'SCHOOL DAYS' AND MINSTREL AS F-M TABS

Los Angeles, Aug. 15.

Two money makers of oldtime legit will be revived by Fanchon & Marco as tabs for unit tours. First of these, Gus Edwards' 'School Days,' staged in New York, opens at the Paramount, New Haven, Aug. 26.

Coast production will be 'Georgia Minstrels,' headed by Arthur Hochwald, who, with Jim Russo, operated the burnt cork organization for many years. Company of 40 will be carried.

## 5 per cent. At NBC

(Continued from page 26)

ganization for broadcasting purposes.

If an act is sold to NBC by the RKO agents do business together the RKO agents are to receive a commission of 5% excepting in such cases where the NBC receives less than 10%.

Then and in that event the RKO representative will split whatever commission the NBC receives less than 10%.

7. The above commissions to RKO agents shall be paid them by the NBC regardless of whatever salary the artist may receive at any time, including graduating salaries on acts, whether said act be under guaranteed contract to NBC or booked by them.

8. RKO representatives will see Stratton on any matters pertaining to NBC.

That the RKO agents are limited to 5% commission on vaudeville bookings, with loss of franchise the penalty for taking more than that, while NBC is permitted to take whatever it can get, although operating under the same type franchise, has been a bone of contention all along. By the rules, the RKO agents are limited to 5% on radio bookings with NBC also, with this to be a split with the network's own agency. The clause implies that NBC's commission rate is 10% or less, but this is not true. Radio

artists have paid as high as 15% and 20% to the network for air engagements, and 10% for vaudeville dates.

If an act is sold to NBC by an RKO agent for the air, the RKO agent can't collect more than 5%. In contrast, NBC does not attempt to limit the commission taken from other acts' managers by independent agents. Indie agents take as much as 25%, which gives them a 20% edge over the RKO franchise holders on radio placements.

The agents-artist bureau agreement was suggested for the purpose of straightening out the tangled matters and numerous representation tiffs between the two. The RKO agents were represented at the meeting by Maurice H. Rose, Arthur Blondell and Harry Romm. NBC's reps were George Engles, William Murray, Chester Stratton and Ernest J. Cutting.

## REX WEBER'S SHOW SPOT

Rex Weber, who split with Joe Wilton recently after many years of vaudeville partnership, goes into J. P. McEvoy's 'Americans' musical as a single.

It's the first show for Weber. Irving Sherman placed him.

## MINSKY'S DROP SUIT

Oil Painting Slander of Burlesque Name Uncontested

That alleged Sidney Ross insult to the Minskys has to stand uncontested and unanswered. Estate of Billy Minsky has instructed the late producer's lawyer, Louis Randall, to drop the suit for \$50,000 damages brought against Ross, who has an art gallery.

Ross some time ago displayed in front of his studio in East 55th street, New York, a painting of three homely, ungainly and fat girls which he captioned 'Burlesque a la Minsky.'

Minsky took it as a personal reflection and went through the procedure of having Ross served with a complaint, in which the producer claimed he had been libelled to the extent of \$50,000.

## RKO DROPPING VAUDE, F-WC ENLARGING SHOWS

San Francisco, Aug. 15.

With vaude on at the local Golden Gate and Orpheum, Oakland (11), Fox West Coast is set to cash in on any stage following by bolstering its shows in the Bay district.

Currently, the deluxe Fox has Lilyan Tashman and Ken Murray added to the regular show and Walt Roemer concert, while Warfield has Chick Sale in for the week as his stimulator.

Augmented stage attractions will be continued for several weeks.

## KATZ BOWS OUT

George Katz will not be in on the New Gotham, Harlem stock burlesque, when it reopens Aug. 27. Financial reverses forced him to tie up the purse strings.

House will be operated by Sol Friedman, who was interested with Katz in the operation of the New Gotham last season. Charles Burns, formerly at the Irving Place, may manage.

## DAILEY BOOKING G. G.

San Francisco, Aug. 15.

Ken Dailey has transferred to Frisco from the Los Angeles RKO booking office.

He's booking RKO's only Coast house currently playing stage shows, the Golden Gate. Horace Heidt's band is on a run there, using acts to augment the show.

## FRISCO'S VAUDEVILLE LIGHT

Los Angeles, Aug. 15.

Bert Levy is back from Frisco where he installed the initial vaude show at the Capitol, which reopened last week. Policy will be combo of six acts and second run pictures.

Biz for the first week reported not so forte.

## RESORT'S COLORED UNIT

Long Branch, N. J., Aug. 15.

An all-colored show goes into the Ansbury Park Paramount, Aug. 13, with Adelaide Hall headlining.

Unit untitled contains six other acts, including Edie Deas and band.

## Mrs. Weston's New Partner

San Francisco, Aug. 15.

Ella Herbert Weston has teamed with Rolfe Cate in a vaude and club booking office.

Mrs. Weston recently split with Eddie Bentley.

## F. & M.'s 'Desert Song' Tab Can Gross \$400,000; 71 Weeks Set; May Reach 85

## WAXING STAGE UNITS TO AIR PLUG F&M TABS

Los Angeles, Aug. 15.

Fox West Coast is going heavy for radio transcriptions of stage units for exploitation. Master records already made of F&M 'Trene' tab, to be used locally by half a dozen air stations, and then sent out for advance and current plugs.

Stage show at the Carthy Circle was aired via KPAC for two days last week, at same time transcriptions being made for air use during 'Back Street' run.

Smaller radio stations are using transcriptions as sustaining feature to build weak spots programs.

Fanchon & Marco's 'Desert Song' is proving that company's top unit for income and may reach the record figure of \$400,000 for F. & M. Tab is being sold for \$4,500.

'Desert Song' is the musical turned down by Loew's in favor of Ziegfeld's 'Rio Rita.' The F. & M. tab already has 71 weeks spoken for. It may reach 85 weeks.

Loew's 'Rio Rita' is expected to finish to 26 weeks' playing time.

The \$4,500 charge for 'Desert Song' goes for all houses playing including the New York Paramount although accustomed to lay out at least twice as much and more for its own shows.

Public is asking for 30 weeks of 'Desert Song.' Fox-West Coast and RKO have asked for 18 weeks each; Warners, 5; Poli-Arthur chain, 5. Indie dates haven't been made known.

The tab cost F. & M. about \$30,000 to produce all around. What the unit's road costs are isn't figured. F. & M. now is preparing for further musical tabs and has around three already on the road or about to be, including 'Trene,' 'Follow Thru' and 'Wh-ops.' Latter is being directed by Eddie Cantor.

F. & M.'s success with the musical tabs may move the tab production idea forward again among the circuits, unless they have been discouraged by their previous expensive and dazzling fizzes.

F. & M.'s own nearest unit competitor to 'Desert Song' is the Ted Lewis unit now in its 17th week and having 34 weeks already spoken for. This one is looked to reach 50 weeks in the aggregate and may reach for \$300,000 in total gross. It is being retailed to theatres at \$8,250.

'Desert Song' is in its 17th week.

## RYAN and NOBLETTE

Warns Everybody Not to Miss

DE VITTO and DENNY

and DOT STEVENS

Adv. in This Department Every Week

O. K. Show Business

# ADA BROWN

## RETURN ENGAGEMENT

IN LESS THAN THREE MONTHS

## RKO PALACE, NEW YORK

(Week August 13)

## With Bill Robinson's Revue "HOT FROM HARLEM"

Direction—MARTY FORKINS

SETTING OUR OWN OLYMPIC RECORD FOR LAUGHS

## FANCHON and MARCO'S HOLLYWOOD COMEDIANS

SLAPSTICK REVUE

## BEN TURPIN—WALTER HIERS—"SNUB" POLLARD DOROTHEA and HELENE BLOSSOM—EL GARY

THE LITTLE BLONDE COMEDIENNES

GOLDEN VOICED TENOR

OPENED A COAST TO COAST HILARITY FLIGHT LOEW'S STATE, LOS ANGELES, AUG. 5th

Staged by LEROY PRINZ

Week AUG. 18th, PANTAGES, HOLLYWOOD

BILL RILEY, CO. MGR.

## MME. OLYMPIAS PRIZE WINNERS

INCOMPARABLE RUSSIAN WOLFHOUNDS and SOUTH AMERICAN GREYHOUNDS

AT PRESENT THE

OUTSTANDING ATTRACTION

## SID GRAUMAN'S PROLOGUE

A NIGHT AT THE OLYMPICS

GRAUMAN'S CHINESE THEATRE, HOLLYWOOD, CALIF.

## LONDON PAVILION

Fields, eventually succeeding in promoting her as one of the greatest woman singers in England. Hattoum revues in the provinces about 20 years, and also has staged a few productions in

(Continued on page 30)



seemingly. A week ago Lillian Roth had to fight accusers the same way.

Followed by the Russian Canine







## East

Libby Holman is out on \$25,000 bail on representation she is short-lived to become a mother. Held on a direct murder charge of her husband, S. Smith-Reynolds, of the tobacco family of that name.

George D. Phelan, charged with having stolen \$86,000 from J. S. Kline & Co., who employed him as a clerk, tells that most of the sum went to Broadway night clubs and speaks the last 11 years.

Walter Lowenfels, who some time ago charged that 'Of Thee I Sing' was plagiarized from his 'U. S. A. with Music', has brought suit for an accounting against George Jean Nathan, George S. Kaufman, Morrie Ryskind, George Gerahwin, Ira Gerahwin, Irving Berlin, A. A. Knoff and others. Tells Federal court they have made between \$750,000 and \$1,000,000 from the show.

Six ladies fined for nude bathing at 3 a.m. at Kings Point, L. I. The women were fined \$5 each and the fines were \$5 a head.

Walter Hampden to go out again 'Cyrano' starting in Westchester Oct. 1. Plans to close Broadway May 27. Will switch to 'Hamlet' and 'Caponaschi' for spring dates.

Authors' Fund loans up 25% and hard put to meet the demands for relief.

Charles Hunt, Shubert play reader, buys 'In 24 Hours', by William Baylis. Plans production in November.

Mrs. Juliet Barrett Rublee has gone to Mexico to witness the showing of her picture, 'Flame of Mexico'.

Cleve Brandel, one of the attractions at Hubert's museum, badly injured Tuesday night when a attendant became confused in the traffic and dropped him. Brandel has no hands and webbed feet and is dependent upon his caretaker. Latter was taking him home.

Paul Green, who wrote 'In Abraham's Bosom', now on advisory board of Repertory Playhouse Associates, little theatre movement.

Friends hear that Pauline Garon is coming home from Paris.

Peggy Fears' first production, 'Nona', goes into rehearsal today (17) with Lenore Ulric in the lead.

Bide Dudley has another play. This one is 'Love, War and Peace', tried by the Croton players, R. G. Lotha adaptation.

M. H. Tillitt in his 'Price of Prohibition' asserts that bootleggers have taken \$15,000,000,000 profits since prohibition.

Greta Garbo makes application in the federal court to change her name from Gustafson to her film designation.

Fake raiders went through the motions on the New York Belvedere roof last week, but when they suggested they could take \$250,000, spot cash, cops were called and the takers pinched. Belvedere is the continuation of the Villa d'Este, which took a rap.

Ben Steis made gen. mgr. for Brown & Henderson.

Post office rules that stickers for repeal of the 18th amendment must be affixed to the backs of envelopes but not on the address side. Content not held illegal.

Herman Shumlin to try out the Blackcomb comedy in Newark Sept. 5. Not yet cast.

Sam Warshawsky's play, 'Pagan Fury', to be tried out in Sharnon, Conn., Aug. 25.

Armon von Browary arrested before Magistrate Dodge in night court last week on charge of shooting at Stephen Jensen from the window of a boat club on City Island. Von Browary pleaded guilty, explaining that Jensen had annoyed him by practicing on his coronet. Further explained he used blank cartridges. Judge dismissed case.

June Shepard, dancer, removed to New York hospital from hotel last week suffering from blindness, due, she says, to cataracts in a Broadway speak. Felt ill after leaving the place, and vision failed when she got to her room.

Cowboys in Zack Miller's 'Wild West' used pop songs instead of cowboy laments in the show. Claiming right owners given \$500 each, to settle with \$100 attorneys' fees and costs of \$14.45 by Pittsburgh court.

Settled of William Reswick against Otto Kahn dropped. White, Manhattan. Settled out of court. A \$300,000

## 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.

claim compromised for less than \$5,000. Grew out of failure to bring over the Russian Ballet. Reswick still has suits pending against Theodore Dreiser and All-Russian Ballet, Inc.

Billy Watson announces revival of his 'Beer Trust' burlesque show. Plans to invade Broadway, and will play Sander.

Gluck Sander got the job of staging the dances for 'Vanities' when Metro gave Sammy Lee a contract.

Dunninger, the magician, went after a press stunt last week when he dared Wilhelmine Werner to produce a ghost which he could not see with her eyes. Produced artificial means. Seance was held in one of the upper floors of the Empire State building. Miss Werner failed to come through. Dunninger did a parlor trick and the party was over.

Ruth Chatterton and Charlotte Suss, latter German film star, arrived in New York last week from abroad.

Earl Carroll caught Frank Morgan in Grand Central station last week just as he was heading for Hollywood. Signed him for two years for unspecified plays and then Morgan hopped the train for his home cleaning house in the studio. Back next month.

Mrs. Harrie Merrill Seft has instituted divorce proceedings against her husband, Manuel, publicity man and playwright. They were married in 1925.

Court clerk in Winston-Salem announces that Libby Holman has failed to come through her transfer of estate of her late husband, who apparently died intestate. Law requires application within 30 days. None was made.

Fritz Lieber, Jr., son of the actor, and his Piddler player in his father's company, was indicted as lay reader in Christ Church, Middletown, N. J., last week.

Pucini Grand Opera Co., which has been giving performances in Bryant Park, hopeful of municipal office in New York next season.

Folies Bergere will use Castle theatre, Long Beach, N. Y., for its tryout.

Ed Wynn will continue his weekly radio broadcast. Tour will be limited to reaching distance from New York and he will come in each evening, but extra mate, on Fridays.

Mamaronock grocer obtains a judgment in White Plains, N. Y., against Ethel Barrymore for \$597 worth of groceries. Bill has been running since 1929.

Screencraft, initial, starts production of 'Hotel Variety' at the Fox N. Y. studio.

Jose Ruben, who helped adapt 'Cat and Fiddle', directed the show and played a part, will be out of the cast for two or three weeks to stage 'Finale' for the Berkshire Players, Stockbridge, Mass. Laurette Taylor will be the featured play there.

They don't throw pop bottles in Nicaragua. Recent close decision by the umpire in Granada via Managua gave the decision to the latter. Granada has taken an appeal to the Supreme Court.

Ward Green's first novel, 'Cora Potts', to be made into a drama.

John Colton is revamping the last act of his 'Salt of the Earth', which Peggy Fears is producing with Helen Menken.

Strong rumor that George Jessel will go to work for Ted Harris presently. Play is 'Salt of the Earth', by Bernard Schoenfeld.

Mary Hay said to be considering a Pacific divorce from David Bath, radio and theatrical man. Says they only love each other when apart. Former wife of Dick Barthelmess.

WINS (Hearst) radio station in New York to broadcast all nabe theatre bills at 4-5, classifying them by sections for the convenience of the tuner-inner. Not new.

Aerobic act of the Three Falcons crashed on Steel Pier, Atlantic City, Aug. 12. Irene Berger died a

few hours later and Mrs. Roxie La-Rosa is believed to be hurt. Her husband, Orville La-Rosa, was less seriously injured. Miss Berger left while doing a slide.

James E. Kenny and Joseph Levitt have formed a producing firm. Will be known as Kenast Producing Co. Plan four productions.

Vicki Baum's 'Life Goes On' due in at the Golden theatre early in November.

Mark Linder is trying to talk Sally O'Neill into heading his new musical farce, 'Triplets'.

Otto Harbach will slick up 'Dunbar' for Mrs. Joseph Leblang before it goes into production.

Fred Stone to bring 'Smiling Face' to Broadway. New songs have been added.

Local 98, Moving Picture Machine operators of Worcester, Mass., follow the New York lead on a smaller scale. Distributing flyers protesting the side of the strike against the Arthur theatres to the public. Main argument is that theatres have not paid local taxes to the city.

Callopes barred in Massena, N. Y. After the carnival they used to have. Takes too much money out of town these times.

Marjorie Whittington, former showgirl, arrested in Wrentham, Mass., Sat. (13), charged with stabbing Miss Gills, of New York, in the back with an icepick. Formal charge is intoxication and disorderly conduct. Road case to a summer cottage at Lake Arrow.

Gene Fowler back in town and working on the Billy Rose projected production of 'The Great Magoo' which he and Ben Hecht's uncle.

Al Shean, Max Broke's, acted, will go into 'Varnish', by George L. Spalding. Shean will angel as well.

James Cagney a possibility for 'The Great Magoo' if the matter of his WB contract can be compromised. Breached contract prevents stage as well as screen engagements.

Philip N. Faversham, son of William Faversham, to make his professional debut in 'Another Language' for the Chicago co.

Jack Dempsey may go actor-manager. Has a couple of scripts and the yen to act.

Otis Skinner reported to be considering 'The Nobel Prize', Scandinavian play as a star vehicle. Lawrence Langer owns the American rights and will make the venture. He can do someone to split the cost with him.

Jimmy Walker week-ending at A. Blumenthal's Washington hotel spread his host's name across the Saturday (13) afternoon page ones when he declined an interview and left it up to Blumenthal to address the press.

Isabel Kelly, dancer, awarded \$2,028 damages in Los Angeles last week for injuries received in auto accident.

Presentation of insufficient evidence in Los Angeles Superior Court brought dismissal of R. I. Biedson's and H. B. Bagley's \$5,000 suit against Ray Egan, dancer, and his wife, Marilyn Mills, and the Davis-Mills counter suit for \$10,000. Suits resulted from attempt to establish a motion picture colony at Presidio, Tex.

Jack Dempsey told Joe Levy, fight promoter, he will meet an unnamed opponent Labor Day at Tijuana.

C. William Kolb, Kolb and Dill, is asking on behalf of the team \$2,000 damages from the Gilmore Oil Co., San Francisco, on claim that defendant broke a radio contract.

William Savage, treasurer of Warner theatre at San Pedro, robbed of \$1500.

Realism in scene for Columbia's 'That's My Boy' cracks rib and knocks Richard Cromwell senseless.

Rudolf Friml, composer, has made settlement out of court in Los Angeles in the \$48,000 suit brought by

Emily L. Baruch, grandmother of Fritz's daughter, Marie Lucile, 30. Mrs. Baruch claimed she spent amount in rearing and educating the girl.

'Russell D. Plummer, saxophonist, filed cross suit in Los Angeles in divorce proceedings brought against him by Dorothy Day, actress.

By vote of \$60 to 52, residents of Lynwood (Los Angeles suburb) approved construction of dog racing track.

Joseph Finger, European legit producer, following staging of his 'Married Love' at the California, has called his Paris representative to discuss future home office will be in Los Angeles.

Claude Williams and Sam Clarke, racing slick, agreed to stand on contempt charge for failure to testify in gambling trial of Culver City, Cal., racing officials. Five days.

Mary Akin, wife of Edwin Carewe, is expecting October visit of stork at her home in Beverly Hills.

James J. Jeffries, former heavyweight boxing champion, to buy amusement center and dog racing track at Burbank, Cal. Phil Bodo, with Los Angeles and eastern money, also wants to build.

Prohibition repeal and bill sanctioned will go on November ballot in California.

Gordon Wiles, Hollywood producer, contributes \$100 to stickups in Frisco.

George Bancroft and Gov. Balser have told his honor in Los Angeles threatening state fish hatchery near Verdi, Nev.

Life of Fred W. Enderly, Los Angeles, saved when his daughter-in-law, formerly Pearl Eaton, stage, gave her blood for transfusion.

Los Angeles Municipal court ordered \$2,000 fine for \$400 fine signed in favor of Agua Caliente Co. for gambling debts. Also, \$112 interest and \$75 attorney fees. Kerry contended none illegal.

Dorothy Lee did not conduct wild party at Los Angeles' entrance to Paramount's hunt for a 'Panther Woman'. Three thousand entries in contest.

Los Angeles municipal court ruled Eddie Brandstater must stand trial on charge of stealing furnishings from Hollywood Montmartre cafe. Formerly managed it.

Fearing that in case of a blaze fire-eaters might be scratched, Los Angeles fire commission ordered barber shop near jewelry store outside Taylor's estate knocked down.

Robert Ewing Morrow, husband of Mary Elizabeth Swinnerton, daughter of artist James, suing for annulment of marriage.

Claiming that he is broke and that his wife's ranch didn't make enough to feed the fish, Noah Beery was discharged as an \$82 judgment debtor by Los Angeles municipal court.

Olive Anthony is suing in Los Angeles municipal court to collect \$377 from estate of Maurice De Mond, former president of Breakdown club, for alleged detective services.

Of the \$250,000 estate left by the late Ellen Scripps of the Scripps newspaper family, \$100,000 goes to Scripps college, Pomona, Calif.; \$150,000 to University of California; \$300,000 to Scripps Metabolic Institute, La Jolla, Calif.

Marilyn Miller returns to N. Y. Tuesday (15) for Sam Harris production, written by Herbert Fields and Cole Porter. First she may appear in revival of 'Sally'.

Ralph Spence, writer, defendant in \$156,000 breach of contract suit brought in Los Angeles by Jesse Wild, independent producer.

Acid used by Gladys Woodall, blues singer, in suicide attempt in Los Angeles.

Damages of \$10,800 agreed by Vernon E. Wiles from Harold Menjou, adopted son of actor, for injuries in

auto accident in Los Angeles. Second escapee for young Menjou, whose former companion was killed in more recent accident.

Marionette shows given by Monro Augur have puppets as likenesses of screen players.

Joe Schenck has made George Schilling his assistant and business manager of Caliente Jockey Club.

'Declaring collapse of First National bank of Beverly Hills had caused Taylor to federal means. Edward L. Hargrave, former president, and husband of Helen Ferguson, actress, has filed bankruptcy petition in U. S. District court, Los Angeles.

Inebriation given by Janet Maloney Taylor, to federal means. Asking divorce from Justice Lawrence Taylor. Granted in Los Angeles Superior Court.

Ralph Forbes granted divorce from Ruth Chatterton at Minden, Nev. Miss Chatterton married George Brent, actor, in east the next day.

## Mid-West

Disappearing Mike Potson, owner of Colosimo's Cafe, Chicago, surrendered to federal means. He wanted him following a raid that didn't produce him. He posted \$5,000 bond.

Culver Military Academy alumni marched to the Palace, Chicago, to see 'Tom Brown of Rugby' (U).

At the age of 90 Old Lil, an elephant in the Cincinnati Zoo, will become the first pensioned pachyderm. For 26 years she has been the bear carried Cincinnati kids for their big thrill ride.

Withholding alimony to regain the affections of an ex-wife is bad technique and a dubious alibi, said Judge Lindsay in Cook County Superior Court. He was asked to order Bill Glason, who owes Helen \$507. Only because he loved her so much had the vaude comic refused to pay her.

Peggy Murray, in a Roman race, fell when her horse stumbled and was taken to the Ringling hospital tent.

Virginia Vail-Popovich, the girl who shot Bill Jurig, the Cubs' shortstop and went into burlesque for one week to tell about it, was advised by Judge Starbuck to seek an injunction against her promoter-manager, Lucius Burnett. Latter had taken possession of 25 shares of an affectionate nature from Bill Jurig to Virginia and was contemplating issuing them in an asbestos brochure.

Bombay, 'the man from India', and 'Flonore' Lentini, both wire performers with the Ringling circus, were married in Chicago.

'Aida' with camels and elephants will be staged for one performance in Soldiers Field, Chicago. Same promoters will present 'Al Trovatore' in the outdoor stadium on another date.

A triple somersault which the publicity agent declared was performed only once a year because of its danger was done by Alfred Codomo of the Ringling show while in Chicago. With his wife, Lillian Letzler, lived Codomo didn't attempt the feat at any time. It's the same stunt that killed Ernie Ward in 1921.

Connie Selback and H. P. Spencer were nabbed in Chicago charged with operating a nude model racket. Using the woman to allay preliminary suspicions of the police, Spencer, police say, persuaded many of them to pose undraped for art photographs. The women were from France and Germany. He actually peddled them around town. It is alleged that Spencer's charges were posted against the pair.

German pictures exclusively was announced by the movie theatre, North avenue, Chicago.

## Olympic Handling Takes Farmer to Berlin Games

Los Angeles, Aug. 15.

Zack Farmer, executive in charge of organization, arrangements and handling of the Olympic Games, has been named by the Berlin Olympic committee to handle the next Olympiad there in 1936.

Foreigners liked the way Farmer ran things, especially in view of a prospective fight.



# **BULL TOSSER FRANKLIN AS GENTLEMAN FARMER**

Hollywood, Aug. 15. Sidney Franklin, Brooklyn bull tosser who made good in Spain but got Bronx cheer in Mexico, and who has been in Hollywood for the Olympic games, returns to Mexico next week to supervise stocking of his 100,000-acre ranch there.

Williamburg matador has decided to be gentleman farmer below the Rio Grande, preferring to be a large influence in a small community. Ranch is located in state of Durango.

As a bull fighter Franklin has cleaned up close to \$500,000 in last five years. He admits it's tough work, claiming that bull rings are now operated in same manner as American picture houses. Last fall in Mexico City he worked three shows daily. In other spots he plays three towns in same day, making jumps by plane.

Franklin, 27, figures he has three more bull years left, then he intends to get married. Then he feels he will live a peaceful life. Someone should tell him.

While here he visited bull pen for Sam Goldwyn's "Kid from Spain." In the picture, Franklin imported from Mexico. Franklin claims the bulls are on the square and look plenty tough. He claims it will be a real matador's job to get in the ring with them. He should tell Eddie Cantor, star of the piece.

# **Showmen Can't Figure Jersey Shore's Taste**

Long Branch, N. J., Aug. 15. Showmen operating along the Jersey shore insist that this section is one of the hardest in the country to figure. Everything contradicts itself around here.

To present the two biggest draws are a dance marathon on the Long Branch Recreation Pier, and the Kreiburg Passion play at Ocean Grove. That gives showmen a headache. Emboldened by success of the Long Branch marathon, the same promoters tried a dance derby at Keansburg, and so far the result has been a flop. But the paper Keansburg shapers up as an ideal town for the dance stuff as it caters to a class that ordinarily goes for that kind of entertainment, while Long Branch with its exclusive summer colonies would appear to be the last place for a derby.

And it's the same all down the line. In the spring Hagenbeck-Wallace circus played to a crowd of nearly 10,000 in one day at Long Branch. Last week Sells-Floto at Asbury Park did only fair business and when the report was crowded with vacationists.

Last winter a stock company at Asbury played all year to a profit, while vaude in the same town was jerked after six weeks. Now William Brady's stock at Red Bank is staggering and the stage presentations at the Paramount theatre, Asbury, are getting a swell play.

# **Over-the-Bar Prices Down**

Prices for drinks over New York bars have again dropped. Spot in the financial district are reported to be lowest, whiskey retailing at 25c. Other downtown places hold to four bits per highball, but the gin drinks are 35c. Quality of the stuff claimed to be the same as before.

Some midtown speakeas now offer rickies for a quarter, the answer to wage and salary cuts of the patrons. Still some of the better places up town hold to a buck a drink and generally there is entertainment. The other spots are charging 75c.

# **BIRTHS**

Mr. and Mrs. Bert Turgeon, daughter, in Denver. Father is booker for Publix in the Colorado district.

Mr. and Mrs. Paul Snell, son, Aug. 10, in Hollywood. Father is in Paramount studio publicity department.

Mr. and Mrs. Byron Farley, daughter, in Albany, N. Y. Father is manager of the Ritz theatre there.

Mr. and Mrs. Edward Nugent, daughter, Aug. 3, at Benedict hospital, Hollywood. Father is screen actor.

# **Club Rate**

Times Square tansorial parlors are down to offering deluxe service for less than Bowery barber college rates. One shop gives a haircut, shave, shoe shine and lets you hold the manicurist's hand—all for 40c.

# **PROFUSE APOLOGY**

Olympic Comm. Honors Muse After Alleged Color Discrimination

Los Angeles, Aug. 15. After allegedly drawing the color line on Clarence Muse, Olympic committee relented and invited the colored singer and actor to appear at an entertainment for the athletes.

Committee offered profuse apologies and gave Muse a personal letter to and from the Olympic village.

Previous week the committee was reported to have barred Muse from a program supplied by KXK, Hollywood radio station, because of his color.

# **FRIARS FOLLOW LAMBS IN CASH-ONLY EDICT**

Friars Club past week inaugurated a no-check rule in its card rooms and restaurant, with cash now the basis of exchange in all cases. Lambs Club preceded the Friars with that kind of a rule by about six months.

Friars' safe has been slowly clogging up with bouncing paper, and action was deemed unavoidable.

# **Didn't Want Publicity, But Got It Double**

Albany, N. Y., Aug. 15. Maxwell C. Fox, manager of Paramount theatre, Needham, Mass., and Olivia Thomas, stock player of Boston and member of the Berkshire Theatre Workshop, went all the way to Troy to get married last week, but not without publicity. But because Fox's remark displeased the city clerk, Philip A. Murphy, the secret was let out a few minutes after the ceremony was performed by Police Justice James P. Byron.

After issuing the license, Fox said to Murphy: "I don't want to get in the newspapers. If it does get in the news for you." Immediately afterwards, Murphy called in reporters and gave them the story.

# **Mrs. Davis' Alimony**

Mrs. Norton S. Davis, actress, was given a preliminary decree of divorce from George D. Davis, salesman.

She charged nonsupport and was given custody of her five-year-old daughter and \$30 a month.

# **MARRIAGES**

Florence M. Schmalhorst, secretary, daughter of the station WJLB, Pittsburgh, to James McFadden Hays, at Greensburg, Pa., August 8.

Lottie Lawson, WCAE, radio vocalist, to Peter Wely, saxophonist in WCAE staff orchestra, in Pittsburgh, Aug. 2.

Mary H. Tipple to Lee S. Eastman in New Rochelle, N. Y., Aug. 9. Bride is a radio singer.

Virginia Bruce to John Gilbert, Hollywood, Aug. 10. Wedding held in Gilbert's dressing room at the Metro studios.

Carole Carmen, screen actress, to Walter Johnson, insurance man, at Santa Monica, Calif., Aug. 14.

Margaret Gaffney Mel, non-pro, to Richard Kilroy, writer, in Beverly Hills, Cal., Aug. 14.

Nellie Kuhn, non-pro, to Douglas George, Warner Palace, Philadelphia, manager, August 4 in Philadelphia.

Sarah Kreindler, NBC violinist, to Normal Burt, sculptor, in San Francisco, Aug. 15.

Ruth Chatterton to George Brent, Harrison, N. Y., Aug. 15.

Irene Thirer to Zachary A. Freedman, New York, Aug. 12. Bride is film critic of the N. Y. "Views." Groom is a theatre manager.

Ruth Smith Opp, Ala., to Melvin Ballerino, assistant casting director at Paramount cost studios, in Los Angeles, Aug. 12.

Eleanor Kelly, non-pro, Pittsburgh, Pa., to Bob Fellows, assistant director for Tay Garnett, in Los Angeles.

# **SCRIBES, ANNOYED AT OLYMPICS, PAN EXECS.**

Los Angeles, Aug. 15. With Olympic games closing yesterday (Sunday), newspaper men who were roasted around by Olympic press department in distribution of press courtesies and through reported high handed methods of executives have begun to hit back at games officials.

Scribes refrained from knocking during first week, but during last four days stories went over the wires in which writers took pot shots at officials.

Execs have denied stories. Regarding games profits, if any, news-men claim the bigwigs have been blasting the fact that attendance at events was near capacity, which would indicate there should be a profit. Officials sidetrack this by saying it will be several weeks before they can complete an audit.

# **Swim Stadium, Fines**

Local morning papers burned last week at Olympic "camps" at the swimming stadium. Photographers for all papers were called in Friday afternoon (12), which they had not even with, the morning men told they could only use certain pictures taken as afternoon papers. Morning men stated that would be up to the officials.

Officials replied they would keep them in building until they agreed to instructions of the committee. L. A. "Times" photographer phoned Harry Carr, in charge of the games, for that paper, about predicament and later had city fire department called who released the men and morning crowd printed what they wanted.

During day there were several flat encounters with ushers and Olympic officials, by photographers and reporters at swimming stadium when they tried to restrict latter to positions around the pool.

# **Panic Hits Reno Games**

Reno, Aug. 15. Everyone in Reno wants taxes cut. Thirty candidates seeking six places in legislature from Reno and all shouting economy. Taxpayers' association pounding county officials to cut expenses and wages are being chopped right and left.

Reno has a long money chase and gamblers dealing in some joints for split in profits, if any. Drop in gambling license fees hits city treasury hard necessitating tapping of city funds for help in parks and other soft spots.

Hard winter expected by gamblers and many are planning to cover tables after Oct. 1, when new quarter begins and license due.

# **'Round the Square**

**Slot Machine Epidemic Over**  
Looks like the slot machine plague that descended upon New York like the seven-year locusts, is due for an exit. The cops have been ordered to put the bee on the pernicious devices which are taking nickels from kids and quarters from adult suckers.

Laid off, on the machines in some of the speakeas were out of sight or removed, from the premises. It appears that examination of a court decision by the city's corporation counsel showed that slot machines were not given a white-wash to the extent believed. It may be all right to use slugs in the machines but if actual coins are used, John Law can step in. It is reported that police instructions are to act whenever money is seen in the machines or taken from them.

Two types of machines have been noticed in Times Square, those most in evidence being controlled by a so-called syndicate. Latter has given franchises to the other and limits the number to be used. Syndicate charges protection for the opium machines, the dues being \$3 per week for nickel machines and \$10 weekly for those that gobble up two-bit pieces.

The things are now spotted in some theatre ticket offices. There were few tickets to sell the specs figure on getting the rent that way—also getting a kick-back on the salaries of clerks who cannot resist the urge to contribute.

# **Shoe Leather Santa Claus**

This is a sea of shoes which made Tom Wright, well known round-the-corner, head man with all the help at the swank speakeas and drinking restaurants, Wright, who's a promoter, took over the Ground-Gripper shoe factory and outfitted all the barkeeps, doormen, taxi starters, captains, headwaiters, chefs and the other help in the representative spots with free shoe leather.

The number of the charity has been okayed now by Wright, who doesn't mind admitting that he took this charitable course as a means to keep the price of his shoes up rather than dispose of broken laces to the bargain basements, which would have advertised the cut scales to the detriment of the brand. Hence, Wright decided it was cheaper to give the shoes away to worthies such as comfort him during his nocturnal and social rounds, with the result he walks into any of the joints and owns them.

The attention given Wright since his shoe-leather philanthropy has made him a figure of subdued mystery, as otherwise he's an unostentatious individual.

# **I'm Telling You'**

By Jack Osterman

# **Paris in G. V.**

Greenwich Village, where these things happen, has a new spot to point to. A lunch wagon down there has put out a dozen tables with fancy colored umbrellas a la Paris sidewalk cafe.

# **10% GROSS-TAX DRYS UP VERY WET MEXICALI**

Mexicali, Mexico City, Aug. 15. Mexicali, long one of the most liquid spots along the border, has gone bone-dry as the result of closure of all saloons and cabs as protest against new territorial tax of 10% on gross receipts. Proprietors contend they practically make them work for the government, which they no like. They will keep their pitches dark until impost is lifted.

# **No Biz Puts Stopper On Lasso's 'Nowhere' Cruises**

Los Angeles Aug. 15. Lasso's week-end cruises to nowhere, utilizing the obsolete "City of Los Angeles" for four days at sea, have been called off, due to poor trade. Cruises operated every few weeks during this summer, departed Friday afternoons and returned Monday mornings. Flat price of \$80 per person covered all expenses.

Last cruise drew only 128 pay customers, with steamship execs making no secret of the venture going in the red. Trip has included a day's stopover at Ensenada, with Mexican resort people figuring on a heavy pay for wheels and other devices.

On the farewell trip, with only three permanent guests at the new Ensenada hotel, operators threw a dinner party, inviting all aboard "Los Angeles." Excursionists complained of the service, but the food served was reported ok. Tables got a good play during the afternoon and night, but nothing to compare with customary weekend biz at Caliente.

# **WB Baseball Final**

Newark, Aug. 15. Next Monday (22) the Warner ball team of Jersey will play the champion WB team of New York for the H. M. Warner trophy. Both teams will be the guests of Jack Stein of the Embassy.

Game takes place at Orange.

# **OSTERMAN'S ACCEPTANCE SPEECH**

Okay, Variety. We are officially notified that we have been nominated as columnist for the coming winter and so we would like to officially accept.

Due to Hoover's audition on the air last Thursday, we couldn't broadcast our acceptance. Hoover did very well and in his speech used the word "sustain" several times, proving that even in his broadcast times were sustaining and not commercial.

Our platform remains the same as when we were first placed in Variety office, namely: A new typewriter ribbon, passes to theatres and a key to the front door addressed B.T.J.—Before Talmadge-Jessel.

# **A Gag Goes Wrong**

An eastern writer went to the Coast and failed to click. One of the more successful of his contemporaries was urged to cheer him up, dejected and try to cheer him up.

One day while passing the so-called fop's Beverly Hills home, the hit writer spied several people in the house through the large French windows. Also spotting a kid's tricycle wheel, he stopped his car, took off his trousers, got on the velopede, approached the door, rang the bell and rode in.

He remembered that Joe Jackson was his first smiling crack as he pedaled around the parlor. And not even a grin greeted his sally, the occupants of the room soberly watching his antics.

Disappointed at his reception the cheerer-up pointed, "Oh, when's the funeral?"

"Tomorrow at two," came the reply.

"The eastern writer's sister had died the previous night."

# **The Proper Question**

Buddy (I Love You California) DeSiva arrived in town to report the story of a night in Reubens. Seated with Lou Holtz they saw him first smiling crack as he pedaled around the parlor. And not even a grin greeted his sally, the occupants of the room soberly watching his antics.

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# **Low Brown's Routine**

Low Brown declares that, if he ever makes a million dollars, he'll settle down on a nice big farm and only come to Broadway "once a night."

# **A Book Worm**

Al Bosnager repeats the story of the actor he caught reading "The Life of Abraham Lincoln."

"Have you come to the part where Lincoln's assassinated?" asked.

"No," said the intellectual, "don't tell me."

# **We Wander Too**

The question has arisen in radio land as to why they call it "network" when everybody expects 10%.

# **Patriotic Relative**

Bill Demarest has an Uncle who is 100% American. Bill knows because Uncle hasn't worked for two years.

# **Needed, a Home**

With all this unemployment talk going on, it's going to be tough to explain Labor Day to the kiddies.

# **No Wonder**

One of the many who lost everything in the market last year said, "I'm looking 10 years younger," she said.

Sam replied, "I ought to, I'm back where I was 10 years ago."

# **Ostermania**

Most columnists have a great sense of humor. If it's not that, don't you hate those guys that hit you on the back on a hot day, and ask "Did you see the market?"... Best advertised product in N. Y. is the "Parkies" by Boswell Sisters can at least say, "We followed the President on the air."... For the past eight weeks the Lincoln has been in color and they're going to rename it "Loquax Lafayette"... There is no truth in the report that Kate Smith broadcasts from a barrel of sugar. ARE YOU HEADING?



## Broadway

Harpo Marx in town.  
Pam Sweeney out of show biz.  
John Lyttell is at the Homestead.  
Maurice Aiken back in Forest Hills.  
Harry Kay around after narrowly escaping pneumonia.  
Knights of Columbia hotel's phone number is, Columbus 1492.

Martha and Sally Caldwell at the F. H. Inn for the summer.  
Cynthia Foley spending the summer with the Fred Stenos.  
Buddies exercising on a Long Island driving range.

Reports are that Atlanta has melted 14 pounds from the Capone frame.  
Nedra Gollette, known in pictures as Nedra Norris, will return to Hollywood.

Jackie Farrell, sports writer, in the Jersey City hospital with stomach ulcers.  
Alan Attwater visiting Henry Dodge to discuss production of latter's new play.

Charlotte Susa, German film star, in and out in a couple of days en route to Metro on the Coast.  
Morris Green and Dave Casben back from London. Joe Cook due back in two weeks. Is in Paris.

Old Olsen's 16-cylinder car got tangled around a post on Queensboro bridge when only two days old.  
Al B. White's 10-year-old daughter suffered a broken leg last week when her bicycle collided with an auto.

Weighting but 60 pounds, Jimmy De Forest, noted conditioner of boxers, is desperately ill at Long Branch.

When the boys wanna get away from it all, there's a table in the kitchen at Dinty Moore's for 100% privacy.

Trip to Chhatnow rubberneck wagons are misleading with 'save 25¢' signs, heralding the word 'save' very small, suggesting

that that's a new low price for a trip which is normally \$1.  
Ben Buckner and Pete Doyle fed 250 crippled children and 250 newsmen at the Polo Grounds giving a box of chocolates to each.

James Durand's letters from the Coast drip with nostalgia for Broadway. Another B way fav son whose plenty homesick for the main drag is George M. Cohan.

Visiting Paramount film critics from out-of-town singled out two high-lights of the midtown section's life like all wanted to see. One was a speakeasy and the other a restaurant which, in the literary sector, have attained national repute.

## Paris

Martha Brown over.

Nadja in a taxi smash.

Michael Arlen in auto crash.

Incresio Coppous under.

Geraldine Farrar hereabouts.

Hal Sherman to the Riviera.

C. Hooper Trask back to Berlin.

Shan-ky talking to Sol Hurok.

Fulton Grant back from Aberdeen.

Joan Crawford doing the night clubs.

G. W. Pastel back for new picture.

Gilbert Miller in town for five hours.

Alexander Korda ordering film stories.

Lillian Harvey is expected back shortly.

Carlyle Blackwell back to the Riviera.

Morgan tot getting on the air in London.

Suzanne Lenglen doing some writing.

Gladys Cooper back for rehearsal.

Rita Welman to the south of Brittany.

Edie Martyn has her own offstage theatre now.

Peggy Albright may open another night club.

Slim Garner and Johnny opening a new bar.

Richard Barthelmess back from Scandinavia.

Ed. Massey can't find any more plays to see.

Gerard Poulette is now 'hand-some' man.

Harold Smith out of hospital with arm in sling.

Young Doug Fairbanks over near the Sorbonne.

Claire Luce up for the tennis, then back to Riviera.

Cliff Martin getting indignant about the tennis.

Reba MacCormick, daughter of singer is around.

Preston Sturges going south to continue his play.

That Chaplain picture must be finished by Oct.

Alla Nazimova having a swell time in Switzerland.

Romaine Miller will make interiors of film back in Paris.

Romey Brent in new Noel Coward show to Scotland.

One of Pearl White's horses copped a race last week.

Jean de Limur and Edna Wallace Hopper in the same hotel.

At the fashion openings waistlines were four inches lower.

It's tea at Fouquet's for Pauline Garon and Pearl Shepher.

Saint Granier, Earle Leslie and Mistinguett in a nudist picture.

Marguerite Sevier to go from ballet to film house presentations.

Jimmie Shields went back to Hollywood after five months here.

Blake Stork staying at the Lubera with other reprobates of left bank.

Alfred Maxwell has postponed her art exhibition for society beginners.

Katherine Brush says people misunderstood her 'Red Headed Woman'.

Lawrence Tibbett stayed three weeks longer in Paris than he intended.

Rene Bazin died. Had been elected to the Academie Francaise in 1908.

Syd Chaplin sneaked back to Cannes after absence of nine months.

American Montparnassians out in force at Avenue opening to see the Ploerets.

Albert Prejean getting divorced and first time any one knew he was married.

Ariette Marchal's stage hit compelling her to postpone her summer vacation.

Capt. Jefferson Davis Cohn still entertained although said to be bankrupt.

A revival of 'Mozart' with Yvonne Printemps headed for the Madeleine.

Rumors of divorce with Gaby coming back to George V. to take wife to country home.

## CINEMA

Jean Delmouir finding that picture biz here is no more definite than a blind date.  
Carl Goddiner got so ill returning on plane from here she passed out in London.

Nancy Gray Bobino to book her prototype. Dorothy Littlefield, of Philadelphia.

Midfield Morris has been in that apartment over the Tour d'Argent for six years.

When Pearl White is too tired after nightclubbing, she stays over at the George V.

Kathleen Key not too pleased at being dragged into Buster Keaton divorce proceedings.

French press adverse to report of Gains planning sexy impersonation of Joan of Arc.

Maurice Maeterlinck and his lawyer in row over the price he paid for a Riviera estate.

Voya Georges has reversed his star film in French.

Princess Redelf, American Indian beauty, fading out quickly when she left the Riviera.

At Joseph's, formerly one of the most expensive eateries, there is a small crowd of waiters.

Sparrow Robertson called off his American trip when he found he had no money.

Economy policy preventing local Picture Association from having a representative in America.

No end of Legion of Honor ribbons for the show and writing fraternities, and societies too.

Lucienne Radigue doesn't care as much for pictures as for her violin, although she's played two leads.

Marcelle Dieulafoy, wife of Marcelle Waleffe lighting it out to see who is the biggest authority on beauty.

Ruth Chatterton high-hatting local press who inform her that she wasn't that well known here.

Elvira de Araujo, daughter of former resident of San Salvador, is tramping over Europe and is picture type.

Duna Barnes telling fairy tales to a group of children in Paris, says he writes dramatic criticism in New York.

Rosale Dolly, Fanny Brice and Bee Lillie being daily entertained in south, along with Roger Davis and a few grand dukes.

Waiting list cradling dailies with fantastic yarn about Frank Jay Gould stealing Rosengarten's car and sending him to the Riviera.

The gambly girls out of the Ambassadors and to the Riviera. Ask Gamby what she thinks of her treatment at the Ambassadors.

The Paris crowd surprised at the gaiety of the south, but amazed that the south crowd is so fat that do all the entertaining and spending.

Independent company went to an American daily and requested him to write a critic to catch on to the sold films. Asked him to preview and when he declined sent him bill for \$5 for the treatment.

Long Beach is the throes of a Sunday dancing campaign.

Jack Kinnear is looking over prospects for 'Beer-Walker' fight.

Nacio Herb Brown to New York for rehearsals of 'Humpty Dumpty'.

Damon Runyon in town for 10 days and has visited studio yet.

Famous Stores, Inc. moved from Metropolitan lot to Associated Studios.

Bing Crosby and Nick Stuart will vacation together, fishing off Guadalupe.

Joe Green is glad the Olympic games are over. So is his boss, Wally.

Andy Devine engaged to Eileen Carroll, daughter of Carroll Nathan, Frisco ex-hib.

Plenty of peddlers with rag-doll animals covering vacant lots on busy streets.

Robert Kaloch is here from New York as special costume designer for Columbia.

Jean Harlow's photo, all inscribed, graces the Los Angeles marriage license bureau.

U's publicity office is being revamped by J. Edgar Johnson.

Eastern invaders talking about going home, now the Olympics are over and jobs scarce everywhere.

Following completion of Fox's Spanish 'Last Man on Earth', Raul

Roullan will fly home to Rio de Janeiro for a three weeks vacation.

Football kick in 'All-American' press campaign. Carl Laemmle, Jr., an on-ya-backed-pocket timepiece.

B.B.E. out of hospital after, an accident. His first visitor after the operation was a mortician.

Mel Shauer denies his coat hanger is crocheted. Says that one belongs in Louis Lighton's office across the hall.

Oil depots, service stations dealing in lubrication only, dotting the town. Underselling the gas emporiums.

Carlos Sazon, Paris theatre owner, returning to France after an Olympic victory. Sails on the Ile de France.

All the Barrymores, brothers, sisters, nephews, nieces and in-laws photographed at Metro last week.

Ben Bard tried golf last week for first time since his accident. He shot an 86, but can't have an accident given by B. R. Time.

Jack Warner is Al Jolson's fav after-dinner speaker. Called on his ex-boss five times at dinner recently given by B. R. Time.

Sam Marks tried to job Sid Skolsky on the 'birth' certificate gap at Caliente, but the columnist heard them out too, before and laughed.

Larry Nelms, manager, and Bill Scott, stage manager, who brought in Fanchon & Marco's 'Cherry Blossom' play, have taken out 'Follow Thru'.

New store show on upper Broadway is 'Wonders of the Sea' museum, near the Orpheum. No admission, but a contribution expected at the exit.

Eileen Percy, Block paper columnist, leaves here Saturday (13) for New York on the Hal Roach plane. She will be in the east for three weeks. During her absence several picture names to sub for her.

## Berlin

Alexander Korda here for negotiations.

Hans Muhlhofer, actor, died 53 years old.

Hans Rehmann, actor, tried to commit suicide. Failed.

Son of Gustav Meyrink, German author, 24 years old, committed suicide.

Scala, vaudeville, signed Georg Lorant, Berlin's best publicity manager.

Max Friedland in Berlin, busy with organization work at Universal.

Eric Charrel probably to get out his new revue not here, but in Vienna.

Gustaf Gründgens has a good chance to become intendant of the State theatre.

Felix Pitzner negotiating with Sydney R. Kent regarding German Fox production.

Flender Ruttman negotiating with Cines to direct one of their Flander pictures.

Henry S. Gunderloch, Metro organization man, engaged to marry Clara Ebner-Bellman.

Max W. Kimmich, author of Universal's 'Under False Flag', sold script, 'The Unvisible Front', to U.

Erwin Straus, of Oscar Straus, has written the music for three plays to be acted on Berlin stage.

Ufa has taken a lease for three months on an island in the Baltic Sea for its picture, 'F. P. 1 Does Not Answer'.

Mr. Leroy, assistant in the Commercial Attache's office of the U. S. Department of Commerce, resigned and started work with Columbia here.

Max Reinhardt left Salzburg for the Carpath mountains in a huff because the City of Salzburg intended to cut off electricity for his castle. Reinhardt had done so much for Salzburg and thought he should not be expected to pay for electric current.

Only 17 Gals Showed Up For Texas Beaut Pageant

Galveston, Aug. 15.

Lillie Elwood, of San Antonio, Galveston's personality girl, left Dallas Friday (12) on an airplane tour to New York, the prize for this year's beauty revue. Miss Elwood will appear at Little Rock, Memphis, Cleveland and Buffalo theatres, en route as the guest of American Airways.

Only 17 maidens took part in the depression pageant.

## London

Senator Murphy to broadcast.  
American invasion here in earnest.  
Coca-Cola plugged here as new beverage.

Mrs. John Tiller has a good word for French Mangan.

Ruth Draper playing return at the King's theatre, Hammermith.

Hank Sullivan writing the music for the Gloria Swanson talker.

Frank Langford, 'Over the Past' comes to the Alhambra.

Harold Conway, 'Daily Mail' theatrical gossipier, died for life.

Jack Harris throws a big party for his departure for America.

Gaumont British will pay 75 on its common stock, same as last year.

The Woodwards (Hank and Mule) opening London Pavilion end of August.

The Phoenix to stage a non-stop pantomime 'Cinderella' at Christmas.

Not generally known Jack Osterman is second cousin to Archie de Bear.

Carl Hyson out of Piccadilly cab, producing, replaced by Eddy Dolly.

Not one London production has a library deal on, which is unprecedented.

Edward Cooper, Douglas Byng's pianist, having his appendix removed.

Dave Apollon throws a party, with several vaudeville celebrity present.

Joe Cook to Berlin on receiving cable Ziegfeld revue indefinitely held up.

Booby Howes' invitation to his party reads, 'For the coming of middle age'.

Gracie Edwards, in auto accident, expected to cancel Cape Anglia booking.

Mrs. Jack Pearl, English herself, annoyed with 'those English coming to see her'.

John Murray Anderson back at the Savoy hotel, a sign business is on the upgrade.

Cyril Gardner over to direct the Gloria Swanson picture, replacing Rowland V. Lee.

Teddy Brown confesses his vaudeville combinations in the provinces not so profitable.

Sir Walter Gibbons wears smile witnessing the queues outside the Leicester Square.

Arthur Dent presented to their Royal Highnesses, the Duke and Duchess of York.

London Daily Mirror contest for most popular British film star won by Jack Richardson.

Dion Titherage adding material to the revival of 'Fantare', at the Alhambra, due Aug. 25.

John G. B. preparing song numbers for German version of Prince of Wales revue.

Paramount planning big drive of Francis and Helen English presentations at Hollywood.

Hermann Weir (Weir Brothers) had his white pinched off his wrist while leaving the Empire.

Johnnie Cope, from Hollywood to we! Caryl Gibbons, American leader of Savoy orchestra.

Dora Moughton off to America with her best English proteges, Eve Becke, Eana Peel and Oliver Wakefield.

Louise Brown, Dutch actor over here on holiday, says: 'Any time they starve in Holland they revive "Fountain of Youth".'

Charles Coburn, old-time comedian, celebrated his 80th birthday Aug. 4 singing over the radio his song, 'The Man Who Broke the Bank at Monte Carlo.'

## Loop

Gardner Wilson crashed 'Argosy'. George Sharpe was right again with 'Death Takes a Holiday'.

Lou Lipton calls Norman McDonald 'The Return'.

Associated Press took inventory of Chicago's legitimate condition.

Eddie Saunders' friends can't find him at Hawthorne. He's at the 110 window.

Morris Silvers is proud of the epic-and-pan new William Morris quarters.

Ted Lewis took his four-year-old picture to stage to dine on the Ringling lot.

Milo Bennett dug back 45 years for 'The Strangers of Paris' press for 'The Return'.

Those invincible Music Publishers defeated Ted Weems orchestra 15-9 at bascho. Return game with Charlie Agnew next.

'Variety' said Master 'Eugene played "Faster Than a Speeding Bullet" better than any other actor. It was 'William Tell'. An error, not sarcasm, as the boy-typhoid-phobist thought.

Jimmy's restaurant closed before feeding 20 girls in Great States 'Panther Woman' contest and gave back Tuesday and Machine Woods a problem. National Screen Service making the tests for Paramount.

## New York Theatres

**AMERICAN MADNESS**  
A Columbia Picture with WALTER HUSTON  
On the Screen  
**CONGORILLA**  
On the Stage  
BILL ROBINSON  
and His Rovers  
Other Acts  
Candace from 10 to 11 p.m.  
Admission, 50c  
(Students to 25c)  
Daily-Admission 50c  
Picture

**JOAN BLONDELL**  
in  
**"MAKE ME A STAR"**  
EXTRA ATTRACTION  
**"IGLOO"**

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**"MAKE ME A STAR"**  
EXTRA ATTRACTION  
**"IGLOO"**

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## 15 YEARS AGO

(From 'Variety' and 'Clipper')

Lee Ochs was collecting \$3 from each member of the M. P. Exhibitors league to fight the new music tax. ASCAP was fighting individual cases.

One of the big circuses was after Annette Kellerman for its main attraction for '18. Thrill acts had worn out.

Two of the shows just opened had cut-rate seats in Leblang's before the first curtain was raised.

Several actors given commissions at the Plattsburg training camp, including Irving O'Hay, Paul McAllister and C. Gardner Crane. Last two were captains. O'Hay, first looney.

Gentry dog and pony circus raided in Milwaukee. 'Feds' were after unregistered men and took 21 roustabouts. All but four were given but had registered but had lost their cards. Delayed moving the show.

Oscar Hammerstein was suing Manhattan Life Ins. Co. its attorney and the lessee of the Lexington Ave. opera house, charging they had conspired to defraud him of his equity in that house and the Victoria on foreclosure of a mortgage. He had been torn down to make room for Rialto.

Paramount was declining against the 'local monopoly' exhib, mostly meaning Stanley Mastbaum, who had Phila. sewed up. It was the refusal of these closed town managers to pay decent rentals which started Paramount in the exhibition end. Needed show windows in keys.

Charles Frohman, Inc. stopped the rehearsal of 'Marionettes', which Clara Kimball Young was making into a picture. Claimed the stage and screen rights for U. S. Miss Young's manager bought the rights from Edgar Selwyn, rep. of the French Authors and Composers. Miss Young switched to 'Magda'.

## 50 YEARS AGO

(From 'Clipper')

Fred Wilson, who was manager of one of Leavitt's minstrel co., claimed to have been the first to introduce clog dancing into minstrelsy.

Sells Bros. show was advertising for acts to play a winter season through the south. Would extend the season to the end of December.

W. W. Cole's circus advertised a wedding on the back of an elephant in St. Paul Aug. 25.

Sleeper of the circus train of the Barrett show caught fire at Warren-ton, Va. Train was near the lot, and the fire panicked the audience. No one hurt.

Electric lights were tried for stage work at the Varieties, Paris, but objected to in that it made the defects of the stage too palpable to the eye.

Col. Ruth Goshen, giant on the Nathan show, playing Atlantic City, got pined. Spread a fellow showman, who had married Goshen's divorced wife, all over the landscape. Held for trial.

'Clipper' took nearly a column to describe the changes in the New York Grand Opera House. The gallery benches had been re-covered with Brussels carpet. No individual seats, but long benches, and for hit shows they had to sit close. Was still one of New York's best. Managed by Henry E. Abbey. One boy was held in reserve for Jay Gould.

Renovations at Niblo's garden included the first hint of the now prevalent atmospheric theatre. Done was cut away to expose the rafters, through which could be seen the sky and a moon. Moon was lighted with small gas jets.

## Inside Stuff—Pictures

An example of lack of teamwork between the studio and theatre departments of a major producer-exhibitor made many a face in the organization blush when the facts were revealed.

Studio arranged for a tie-up in behalf of the theatre department with a standard clock manufacturer. Clock firm was guaranteed a prominent close-up in a film for one of its instruments, the trade mark to be as conspicuous as possible. But no word of the tie-up was made known to the theatre department until the house managers were notified by the clock firm that they would receive an expensive ticker for giveaway purposes during the particular picture's showing.

Theatre heads ordered the managers to refrain from participating on the ground that the studio had no authority to arrange for a theatre tie-up without the operating dept.'s knowledge or sanction. But the clock maker had a contract with the studio and insisted on the stunt going through.

After a couple of weeks of battling the theatre department finally agreed to a compromise under which the theatres would co-operate with the clock company's local dealer. It wasn't the original agreement, but the clock firm accepted under the circumstances and everybody seemed satisfied.

When the picture was completed the clock factory sent a representative to the preview to see that the clock got the break promised by the studio. The clock close-up was in, all right, but the clock used was of a different make.

Further investigation revealed that the studio had forgotten to notify the picture's director of the tie-up.

A rap is taken at the attorneys for Fox West Coast in the opinion handed down by Judge Phillips of the Federal Court of Appeals in Denver which dissolved the injunction against the Kansas attorney general forbidding him to enforce the Sabbath Labor Law against theatres of the circuit.

Text of the decision was made public by Ronald Boynton, assistant attorney general of Kansas. It points out that as the Supreme Court of Kansas has upheld the law as applying to theatres, and as the U. S. Supreme Court has upheld the powers of state to enact such legislation, that the point in the case was "Sunday Movies" and not the operation of drug stores, filling stations, etc., in spite of the labor law as cited by West Coast attorneys.

It is now against all law to operate Sunday theatres in Kansas, and Boynton announces that all country attorneys will be given notice to enforce the labor law against all F. W. C. properties after Sept. 1.

Charles S. Hand, secretary to Mayor James J. Walker and old friend of Winfield Sheehan, will handle the publicity for Speaker John N. Garner, Democratic nominee for vice-president.

Hand for years was star correspondent at Albany for the New York 'World' and as such, was credited with being closer to Al Smith than any other reporter. He left the 'World' to go with Hearst's New York 'American'. After serving as legislative correspondent for the latter a year or two, he was appointed city editor.

Hand held the 'American's' city editorship until Jimmy Walker asked him to become his secretary.

Hand served in this position until Mayor Walker appointed him a member of the Sanitary Commission at \$22,000 a year. Hand resigned from the commission several months ago, after a dispute with Dr. William Schroeder, Jr., the chairman. He then was appointed to handle the pre-convention publicity for Al Smith in the latter's attempt to win renomination for President on the Democratic ticket.

Hand served on the 'World' with Winnie Sheehan, and has been the Fox executive's guest on the Coast several times.

Contrary to previous reports, any commission which RKO may receive from Western Union, for telegrams sent via that wire company, applies only to non-company business. The commission is a regular arrangement by W. U. with firms and others who maintain W. U. call boxes and rate cards in their establishments for transient purposes.

In the case of RKO it's what is known as a Class 10-A rating by Western Union whereby RKO, as a circuit, becomes an agent of the telegraph company by establishing wire boxes back stage in the circuit's houses. It's mainly for the use of the talent, as these call boxes are placed in RKO's dressing spots only.

RKO's commission for this, or what is really a reduction, is a 10% kickback at the end of the month by W. U. on all messages accruing from these call boxes.

Matter of timing laffs in pictures is still a big problem judging by the Marx Bros. picture, 'Horse Feathers'. It's again a topic of discussion along Broadway over the manner in which laughs run into each other.

Anybody knowing the show-wise Marxes would appreciate that after preview on the Coast must have been held with the express view to the laugh timing, but it's the old story—you can't tell how an audience will differ from another. Lots that evidently wasn't counted on went for howls at the Rialto, smothering the following dialog.

Al Lewis, who buys plots for Fox, lived a drama all his own when making a hop from Skowhegan, Me., to Rutland, Vt., by car where his 16-year-old son, Arthur, is now convalescing from an emergency appendicitis operation.

Driving in a blinding rain over the White Mountains, Johnny Hyman, playwright, motored Lewis for 3 a. m. to the following noon.

During the ride, where the youth was summering until stricken, finally reached Lewis by phoning New York and from thence to Skowhegan in a dramatic series of emergency calls. No operation without permission from one of the parents. Lewis, when finally reaching his boy, and with the youngster just coming out of the ether was greeted with, 'Well, pop, I had to take a cut, too.' Lad is recovering.

It might be an idea for chain heads to tell their department heads that it would effect quite a saving if they'd stop spending real money for advertising trailers which are not read.

Present fashion seems to be to throw money on the travelers instead of the screen, and with the heavy folds of drapery it's impossible to read them. In such case it's a waste of money and opportunity.

Display ads for 'Devil and the Deep' (Par) in Minneapolis barely mentioned presence of Tallulah Bankhead in the cast. They play up Gary Cooper.

Other newspaper ads and the State theatre trailer place Miss Bankhead's name after that of Charles Laughton and Cary Grant and in smaller type. Cooper is announced as the picture's star.

Tobis did not at any time repudiate the Paris talker patent pact, according to Warner Brothers which is a big holder of Tobis stock. The warning sent out to American producers was designed to remind a few of the makers that they had failed to keep up with their royalties, states WB.

Regina Creswell, film critic of the New York 'American', now definitely commits herself to her opinion on each picture in a box at the head of the review.

Paramount has road show hunches on 'Sign of the Cross' and 'Farewell to Arms'.

Decision reserved, however, until completion of both pictures.

## Inside Stuff—Vaude

Tragic death of Lou Jacobson, RKO really expert in 'Frisco, is explained by Jacobson, an ardent amateur photographer, keeping his cyanide of potassium solution in a gin bottle for developing purposes. He was also not much of a drinker, explaining his unfamiliarity with the odor, else he might have learned that the drink of pseudo-gin he was pouring for himself and two cops was not an intoxicant, but the poisonous cyanide.

Hank Goldenberg, RKO city manager, escaped a similar tragic end by refusing to join them for the drink as he had to dash away—and catch an act.

Jacobson was a familiar coast figure to show people. He was something of the white Mayor of Chinatown, being well liked by the Oriental merchants and on familiar terms with the Chinese exchange manager of the telephone company and also at the sundry joss-houses, Chinese theatres, etc., which constituted a personally-conducted tour whenever Jacobson took theatrical visitors through the Chinese quarter. He also was a great promoter for the merchants, who, while they cut their margins of profit for Jacobson's friends, welcomed them as unlooked for patronage.

Double contracts that set for the records a lower salary than an act really receiving, are being issued again in the RKO booking office. They hadn't been heard of since George Godfrey's previous regime and up to now.

As an example, an act whose regular salary is \$625 was last week issued a contract calling for \$500. A separate contract for \$125 accompanied the \$500 slip to make up the difference. Although the act is getting \$625, the set salary becomes \$500 and that sum goes into the booking office records. The \$125 is paid as a sort of bonus to the act for accepting the lower figure.

When Godfrey placed the double contract system in use three years ago it didn't fool anybody.

It's now okay for Richey Craig, Jr., to use over the footlights or radium any of the gags contained in a script he once sold to the team of Jack and Ruth Hayes. At the suggestion of Richey Meagher, to whom the case had been assigned for hearing, the Hayes duo dropped their breach of contract suit against the comic, in which they asked damages of \$1,000.

Craig claimed that he started borrowing from the script the team bought from him when they failed to come through with the time payments agreed upon. Refusing, after listening to both versions, made no gesture toward settling the issue of who owns the script, but opined that neither side had anything to gain by fighting in the courts.

Much comment in the booking field resulted from Loew's radical addition of about \$7,000 in stage salaries to the holdover show at the Capitol, New York, this week. With the picture and the rest of the stage show staying for a second week, Morton Downey and Ben Bernie's band at \$4,000 and \$5,500, respectively, replaced Abe Lyman's band and Lillian Roth as the headliners.

Cancellation of all local Chamber of Commerce memberships held by KAO theatres is being considered. Saving this way to the houses in actual cash outlay may mean \$5,000 annually to KAO. The average membership cost to a KAO theatre is figured at \$80 with around 100 houses holding such memberships. Angle for cancellation besides economy being that theatres have received little return for their membership costs.

James Barton complained about Eddie Garr's imitation of him (Barton) at the Palace, New York, last week, despite that imitation was duly credited. Garr had to drop it in the middle of the week.

Garr picked the drunk bit for the Barton take-off. It's quite long, and Barton's contention was that Garr wasn't only doing an imitation, but using a big part of the Barton act.

A reduction of \$15,000 in the ground rent of the Palace, New York, is being sought by RKO. Annual rental amounts to around \$60,000.

Compromise offer tendered RKO is a deferment of \$10,000, but this apparently has been rejected with negotiations still in force.

Seeking a San Francisco newspaper tieup in furtherance of the RKO-NBC talent hunt, those in charge were given a personal turnaround by W. R. Hearst for his local 'Examiner'.

Other three dailies are now being approached.

## Inside Stuff—Radio

One of radio's most prolific continually writers is George Phillip Gubbins who has written and sold 1,500 scripts during the past three years. Gubbins did the work in his spare time, his regular job being studio manager of WGDS, Chicago. His continuities have been used in broadcast cases over more than 100 stations in the U. S., Canada and Hawaii.

Gubbins sold all of the scripts more than once and many of them to from 40 to 60 different stations (each, of course, outside the listening area of the others). He disposed of over 400 continuities to KGBB, Honolulu, transacting the entire business by mail.

Announcer picked by an outside producing firm for a program was objected to by NBC on the grounds that the lad had been not so long ago fired from the network staff.

NBC execs argued that there were enough staff spiliers available without having to bring in this lad. Indie producer retorted that either the freelance announcer stayed or the commercial went out along with him. Network execs came out of a heavy conference with the decision it would be okay for the outside announcer to fill the spot.

An inter-office mystery developed between NBC's New York and NBC's Chicago headquarters. Fisher Bros., whose little grocer in Cleveland, signed Alice Joy for 13 weeks over WTAM. What agitated the two offices was who negotiated the deal.

'We thought you did,' New York wired Chicago. 'We thought it was you,' wired back New York. Finally it developed that a salesman attached to New York had made the deal while on a vacation trip.

Still plenty of squawks at the song restrictions on NBC which limits one song being played more than twice in one evening. That prevents an important late hour commercial giving a tune a valuable plug because some band earlier in the evening played a chorus of it in a medley, and thus killed an important ballad later on.

Coast stations are yelping over the way vaude players on the air hog the mike whenever spotted in the ether reviews.

On a recent program two vaude names were given two minutes apiece. One didn't get away from the mike for 10 minutes, and the other lingered 12.

A radio official, not on the take, who has spotted a number of prominent producers with commercials for heavy wages, received a present from one of them who sent three shirts and a pair of slippers. The gesture made the recipient plenty sore; he had to pay \$21 duty.

# Scrap Book Fades After 9 Days, Equity Says 'Folies Bergere' Is Final

'Scrap Book,' about which there was a difference of opinion as to whether it was a revue or a vaudeville performance, came to an abrupt finish at the Ambassador last Tuesday (9) night. There was no performance the next afternoon, the audience being dismissed.

Report was that some of the cast or acts had walked out previously, but it seems musician trouble over wages prevented the curtain from going up. Show played nine days. 'Equity at first ruled 'Scrap Book' was a revue and ordered the cast to hand in two weeks' notice. Subsequently, the Council rescinded the order and rated the performance as vaudeville. There were two performances daily and Sunday with the night scale at \$1. top. Equity interest was aroused because 14 performances weekly was in excess of the eight show limit weekly for legit and of equal importance, the fact that Sundays were included.

'Business the first (and only) Sunday was reported distinctly disappointing, with something under \$250 in the house at night, according to estimates.

## Show Sealed Down

Chamberlain Brown, the legit clearing agent who sealed the show, stated there were 75 persons in the cast, calling for a total salary of \$4,100, largest additional item being the orchestra, which cost \$1,500 weekly. He explained that the show was too heavy for a theatre of moderate capacity, especially with a scale of 60 cents afternoons and a dollar at night. Brown averred that more than half the cast had been paid in full and there was only \$1375 still due when the show suddenly stopped.

'Scrap Book' is to be reorganized on a smaller scale and sent to Boston—a vaudeville show along revue lines. Brown claims he has a guarantee against loss in that stand from a legit house which is not included in the booking group of the new United Booking Office (Erlander-Shubert combination).

'Folies Bergere' which will soon relight the Shubert theatre, will similarly play 14 performances weekly. Equity has decided to keep hands off of that revue or vaudeville show, too, admitting that it entered the picture too late. Finding the actors in this show have run of the play contracts, it was deemed inadvisable to attempt interference, but that the union will not countenance similar set-up, fearing violation of the eight per cent and no Sunday rules for New York.

There are 'names' in the 'Folies,' but the players say they do not care how many shows they play—they want the work. Show is to be presented by Max Rudnik, heretofore known as stock burlesque operator at the Eltinge. It is set for the Sam Harris theatre. Previously it was due at the Liberty, with negotiations also for the Hollywood.

Place opens at the Casino theatre, Long Beach, Aug. 19 and is due at the Harris on Aug. 29.

## Frisco's Coop Group

San Francisco, Aug. 15. Another co-op joint venture is scheduled to get under way early in September when the Actors' Club plans to open at the Community Playhouse. Ronald Teffer is heading the group.

In company are Earl Lee, Helen Audiffred, Dorothy Vaughn, Ralph Bell, Patay Lee, Russell Cushing, Claire Sinclair, and Will Abraham.

## 'Cynara's' N. W. Dates

Seattle, Aug. 15. Philip Merivale in 'Cynara' is booked to open for legit season in Seattle, Aug. 24-27. Portland dates, Aug. 22-23. Return east to be via Vancouver, B. C., Calgary, Saskatoon, Regina and Winnipeg, playing dates in all of these Canadian towns.

## New 'Parade' People

Elsa Ersi and Earle Oxford were the first principals in 'Laugh Parade' when the Ed Wynne musical opened on the road Sept. 5 in Boston. They replace Jeanne Aubert and Lawrence Gray of the original cast.

## Shuberts Lose Star

Ted Healy is out of the Shubert 'Folies Show.' Sophie Tucker, also mentioned as in the revue, now is out of the running for it. Show is the warmed over 'Hey Nonny Nonny' and was to have been a 'Greenwich Village Folies'.

Healy was all set to go in and rehearsed for some time. He walked out when deciding the terms of his contract with the Shuberts were unsatisfactory.

Undecided whether Shuberts will go through with the piece or drop it.

## 'Ballyhoo' Staying Out For Further Fixing

'Ballyhoo' of 1932, the season's first major musical which opened in Atlantic City last week after a delayed start, is moving over in the resort this week, following from the Apollo to the Garden pier theatre. The Gensler-Anthony-Patterson-Connolly revue is slated to open on Broadway at the 44th Street week of Aug. 22.

It was intended to play Newark, instead, but the Schlessingers refused to relight either of their theatres there because there were no immediate further bookings.

The revue runs to flat pieces and could not be completely hung in the pier house which is not equipped with the necessary number of lines. Further out of town performances were decided on for the switching of routines and insertion of new skits.

Two cast changes are included in the fixing up process. Guy Shy goes in place of Bob Hope and James Melton succeeds Dan Stewart. Eddie Preble left for A.C. over the weekend on a rewrite assignment.

## Except Sunday

Topeka, Aug. 15. Topeka is not a Sunday show town. This is the decision of Col. R. J. Mack, manager of the McCreary stock company now exhibiting under canvas at the fair grounds and packing them in at 5, 10 and 15—except Sunday.

The Sabbath matinee will be moved to Wednesday. Col. Mack thinks he has as much business there as he can do as he is now doing with two shows on Sunday. Total business for the best Sunday for the past eight weeks was \$775.

## Sweet Stops Tour

Chicago, Aug. 15. Finding the road for tented repertory, this summer, George Sweet, impresario of one of the larger canvas touring troupes, has cancelled the balance of his tour. Instead he has pitched his tent. Sweet's crew will attempt to run out the remaining four or five weeks there at 60c with two changes of bill weekly.

Experiment started yesterday (14).

## Play for Jessel

George Jessel is talking with Ted Harris about a play 'Salt of the Earth' for this summer, rewritten with the idea of starring Jessel. Probable date is sometime in January.

## MORGAN LEAD FOR 'GIRL'

Frank Morgan will handle the male lead in Earl Carroll's production of 'It's a Girl.' That's the London farce that's been turned into a musical for Carroll and produced for the Manhattan theatre, New York.

Morgan is in Hollywood for RKO for one picture but will come back late in September to join rehearsals.

## EDNA HIBBARD HURT

Chicago, Aug. 15. Lester Bryant and his wife, Edna Hibbard are simply vacationing in Chicago, Bryant declares. This denies reports he would produce a Chicago play featuring Miss Hibbard.

Actress has been aboard the past two weeks following an automobile accident near Chicago when driving here from New York. She is now able to walk around.

## HIGHWAY STOCK

Showman Trias Theatre on Auto Route 10 Miles From K. C.

Kansas City, Aug. 15. Louis Charaksky, who for a number of years managed the Pantages, is giving open-air stock a trial on highway 80, about 10 miles west of this city, and drawing considerable automobile traffic.

The company is headed by Harry Cheshire and Helen Meyers. Ten and 25 cents is the scale.

## FOUR BEER FINALES AND AN ARGUMENT

Atlantic City, Aug. 15.

There is a 'We Want Beer' first act finale in 'Ballyhoo' of 1932, the season's first revue, which opened here at the Apollo last week. It provided the basis of a hot argument between Lewis Gensler, composer, and one of the producers of 'Ballyhoo' and Billy Rose in the lobby. Rose claimed it was his idea. After the fireworks were all over those in the know informed both Gensler and Rose that the beer finale punch is also planned for the new Schwab and DeSilva musical, 'Bumpy Dumpty,' and George White has a similar idea for his 'Society'.

Reported Ruth Etting may enter 'Ballyhoo,' with Gus Shy replacing Bob Hope.

## C. S. Heilig III

Seattle, Aug. 15.

C. S. Heilig, veteran showman, who for years operated Heilig theatres in Portland, Tacoma and Seattle, has returned to Tacoma. He had a stroke some time ago but now seems improving.

## Inside Stuff—Legit

Benny Stein has gone with Lew Brown and Ray Henderson as general manager, Marc Lachmann on publicity, in connection with 'Forward March' their musical which Seymour Fair is staging.

Brown & Henderson are committed to new faces and have a chorus of 10 girls who are perhaps the most familiar faces in America but who've never been on stage or screen. They're the advertising poster poseses such as the girls for Chesterfield, Lucky Strike, Camel and other popular cigarette brands.

Only name of any prominence in show business in 'Forward March' is George Dewey Washington, colored singer. Otherwise all are fresh faces. Johnny Downes of Hal Roach comedies is called by Brown a 'George M. Cohan when George was younger.'

Show goes in rehearsal in two weeks.

Refusal of San Francisco crafts to make concessions, in line with lower salaries of stock actors, has blocked deals by stock managers for the reopening of the Alcazar, until recently the northern California stronghold of Henry Duff. Since Duff's withdrawal 'Frisco' for the first time in years, has been without stock.

Prospective tenants have been discouraged by inexistence of musicians for a minimum number of pit men and demands of stage hands for eight men for one set shows, and 10 men for two set productions. Another obstacle is latter craft's rule on maximum hours for performance, with resultant heavy overtime when plays go beyond limit.

Inquiry is said to have revealed that wages demanded by crafts in most instances run 100% higher than cost of cast for an ordinary production.

It cost Joe Cook \$50,000 to appear in London this summer in the ill-fated 'Fanfare' which was hailed in the British provinces only to run against a hostile first night audience in London. Show was presented by John Murray Anderson with London backers. It was withdrawn after a few weeks.

Cook was slated for a picture and his guarantee was to have been 50 G's. The film was 'Million Dollar Legs' with Jack Oakie and W. C. Fields. Latter was engaged in Cook's place. Picture is a burlesque on the Olympic games.

Cook's salary in 'Fanfare' was \$2,100 a week. Understood he used most of that in entertaining. Some of the actors were not paid off for the final London week. Among them Dave Chasen.

Walter Lowenfels, suing everybody connected with 'Of Thee I Sing' on a plagiarism charge, is well known in the Paris-American literary colony. He's the son of a middle western butter and egg merchant (not a gag) and has been living in Paris for some years writing poetry. Two books of his poems have been published.

He wrote a play, 'America: With Music,' some years back. It was published anonymously in Paris by the Contact Press. George Antheil wrote some music for it. It's this play, claims Lowenfels, that was plagiarized in 'Sing.'

An illustration of the emphasis being laid on entertainment and Little Theatre training at children's summer camps is seen at the swanky French's camp at Ticonderoga (N. Y.), where a show is presented, in a specially built theatre, once a week, under the direction of William Hayden Rorke, director of drama. One actors, played by the youngsters, are a mixture of cast and crew.

The French camps employ Claire Wilson, concert pianist of New York, as camp musician.

Walter Connolly, character actor, now in Hollywood for his first picture, screen adaptation of 'The Bitter Tea of General Yen,' will return East shortly and join the Berkshire Playhouse, Stockbridge, Mass. for latter's production of Molnar's 'The Good Fairy,' playing the same role he did in New York last season opposite Helen Hayes.

With Hal Skelly going into Lawrence Weber's play, 'Manhattan Medley,' he's given up any idea of reviving 'Burlesque.'

Skelly was going to produce the revival himself and had picked the cast when the Weber play showed up. 'Manhattan Medley' was written by Lawrence Hazard and goes into the Longacre, New York, Sept. 28.

# Greek Evans 'Theatre in the Woods' New Music Center for Connecticut

## Unions' Stock Repeats

Canton, Ct., Aug. 15.

Plans are under way for an indefinite season of dramatic stock, at the old Grand opera house here, opening the week following Labor Day.

The engagement will be sponsored as last season by the union stage hands and musicians on a co-operative basis. Edith Ambler Players ran six months at the Grand last winter to excellent business under the same set up.

## UBO's Maiden Booking

### Block Is Play, For Chi

'The World Between' has been added to Chicago's early season bookings, the premiere at the Selwyn there being slated for Sept. 18. Show is the first new production to be handled by the recently formed United Booking Office.

The attraction is the initial managerial try of Fritz Block, formerly dramatic editor of the Chicago 'American.' Chaz Chase, the comic who is associated with Block in the presentation, is said to be the show's backer.

## Guild's 'Earth' Dated

Theatre Guild's first production of the new season—the Owen Davis dramatization of 'Good Earth'—opens in Philadelphia about Sept. 13, coming to the Guild theatre, New York, two weeks later.

Earl Larimore is the lead.

Norwalk, Conn., Aug. 15.

'Theatre in the Woods,' a picturesque open air theatre seating 8,000, has been developed here in six weeks' time. Construction on the edge of an oak woods with well equipped 125 ft. stage, the theatre has been developed without basking in the sun, the ticket sale to finance its progress.

Greek Evans, veteran operetta baritone, is the general director of the company which has been organized as the Norwalk Civic Opera Co. In the spring with Humphrey Douless, young Connecticut newspaper man, he put on a series of operas in a local theatre to help the unemployed.

Performances clicked so well that they demanded more. Evans and Douless thought up the open-air idea and looked for a suitable site. About July 1 they were about to give up the idea when Evans happened out into the yard of his home on the outskirts of this town, looked down a hill and saw a natural amphitheatre, flanked by trees and brush coming to the countryside.

That afternoon the town's unemployed were at work on the job. Ground was cleared and the large stage structure of native stone. An elaborate lighting system was installed with spotlights placed in the trees. A circle of trees formed the background of the stage. Floodlights illuminate the audience while sets are changed.

## 2,500 At Premiere

With only three weeks to prepare the theatre, to blast rock, remove trees, excavate and fill in, the theatre was opened July 10, with a performance of DeKoven's 'Robin Hood' before an audience of 2,500.

Word of the theatre has spread far and the audience increased to 3,200 when 'The Vagabond King' was presented Saturday night (13). Evans, sang the role of Francis Villon with his wife, Henrietta Wakefield, mezzo-soprano of the Metropolitan Opera, taking the role of Lugette.

Arthur Miller, formerly of the Metropolitan, Forrest Hut, Sudworth, Frazer, Mabel Miller Downs, Camilla Crume, Oscar Seashall and Horace McMahon, drawn chiefly from the nearby colonies of professionals, form the resident company.

There is a chorus of 75 trained singers and a ballet.

The next production will be given Sept. 28, when the repertoire is planned for next season.

## MORRIS GREEN, \$272,650 IN DEBT, FILES BKPTCY

Ticket agencies are listed as among the biggest creditors of Morris Green, legit producer, who filed a voluntary petition in bankruptcy in the Federal Court yesterday (15). 'He just returned from a tour of the amount of \$23,113 is listed as owing to ticket agents. This amount is a debt of the Gre-Gan Corp, in which Green partnered with Lewis E. Gensler and which he states he might be held liable for. They produced 'The Gang's All Here,' a costly flop of last season.

Other debts of the Gre-Gan Corp, listed by Green, include \$1,089 owed to Donald Ogden Stewart; \$449 due Russell Crouse, and \$7,609 owed to Earl Lee and Paul J. Brown.

Green lists no assets; liabilities total \$272,650. Among his creditors are the Shuberts, \$50,000; Brooks Costumes, \$36,628; Erlander-Shubert Productions, Inc., \$24,000; T. B. McDonald Construction Co., \$15,756; J. P. Warburg, \$10,000; Jed Harris, \$2,500; Cleon Throckmorton, \$1,000; George Swerich and Sidney Blackmer, \$450.

Green has been producing in legit for more than 10 years. He was partnered with A. L. Jones for several of these.

## RELIGHTING LEGITS

Newark, Aug. 15.

A week from today (22) the Shubert theatre reopens with the 'Folies Bergere' and has bookings for the next few weeks. The Broad will reopen with 'Nine Day Wonder' Sept. 5.

The Orpheum (colored) relights Sept. 3. House has been dark most of the year.



# Tiomkin-Rasch Stadium Concert May Be Start of an American Ballet

By ABEL GREEN

The three concerts featuring the compositions of Dimitri Tiomkin, Russian composer, the choreography of Albertina Rasch (Madame Tiomkin), and an established figure in the American show world, and the dancing by the Rasch ballet, were witnessed by a gross attendance of some 45,000 people last week, split up over three nights at the Lewisohn Stadium in New York. This may become an historical musical event in that it possibly marks the cradling of a native American ballet, long the ambition of the Viennese Miss Rasch and her Russian composer-husband, Tiomkin.

Equally significant at these three recitals, patroned by Dr. Hugo Riesenfeld, who conducted the Philharmonic-Symphony orchestra, were the compositions of Tiomkin, a composer by birth, but who thoroughly absorbed all the elements of modernistic symphonic-synopsis which have distinguished Ravel and Gershwin. This is evidenced in Tiomkin's 'Cakewalk', a Russian tempo of 'Fiesta' and that corks 'Negro Chant', which Ferde Grofe scored.

The artistic and family mating of the Tiomkin and Rasch talents might be capiously termed unfortunate only in that it prompted an alternation of highlights. It subjugated the music a bit in favor of the terpsichorean aspect, but no time could it be said that the tute ensemble wasn't satisfactory entertainment for mass appeal.

S. R. O. at \$1

From the show angle, it's little wonder that the Lewisohn Stadium witnessed SRO. For once, the top music-lovers at the endowed amphitheatre of the C.C.N.Y. received something away from the straight symphonics with the masses and William Varrault, conductor, and Albert Coates (Hans Lange, assistant conductor) have been presenting these summer nights.

Dr. Riesenfeld handled the Philharmonic-Symphony orchestra and the performance of the intricate Tiomkin compositions which were scored by Grofe, Deems Taylor and Maurice de Pach.

In sequence, Mozart's overture from the 'Marriage of Figaro' and a divertissement interlude introducing Mollie Peck and the Rasch ensemble, led off.

The highly colorful 'Fiesta', Tiomkin's first composition, introduced Dorissa Nelova (nee Doris Nelson when she headed the Rasch ensemble in 'Face the Music'), in the 'tarantella'. Miss Nelova (or Nelova) is an actress, dancer, and a one of the choreographer's prize pupils, who stopped everything twice. Florence Nelson and Helen Carson were prime sub-supporters, and Rosita Ornela, a no mean distinction with some sort of a scholarship, likewise scintillated.

The other portion of the Spanish air fresco featured Betty Elmer at the head of the ensemble in the 'gigantes'. The fandango finale, 'Marguerite Elisele, Rose Gale, Ruth Fischer, Margaret Durand, Lisa Gulgon, Jeanette Witly, Vida McLean, Marie McLaughlin and ensemble in highly effective manner.

Combination of the Tiomkin-Rasch talents from the start thus evidenced that Madame Albertina is essentially a consummate show woman. She was sacrificing naught for the ultimate general entertainment, leaving the more serious aspects of musical recitals to the austere batons of Hoogstraaten and Coates. These parameters were to be strictly for painless musical lovers.

Frances Wise and Rose Tyrrell were dynamite with Tiomkin's clever 'Cakewalk', a waltz followed by his 'Negro Chant', featuring Eva Jessy's mixed Negro choir and the entire Rasch ensemble.

Satirical Ballet

The second half was highlighted by Tiomkin's 'Schroaz Humoresque', a fitting setting for the view of the Steinway hall ballerina who thus kidded the entire school of ballet dancing in deft yet not too Minsky manner. Audience got it pronto, however, although it was no mean bread. Mollie Peck, Virginia Allen, Beatrice Lauri, Martha Whitbert, Lillian Moore, Mildred Schne-

## Old Worcester Reopening

Worcester, Mass., Aug. 15.

Joseph E. Shea, Amusement Company of New York City has reacquired the old Worcester theatre, legit, and the house, believed closed forever, will reopen in the fall. The Shea interests owned the theatre before it was taken over by the Spencer Savings bank, first mortgage holder. Eugene F. Shea, manager for many years, is expected to take charge again.

Since the closing of the playhouse the Plymouth, indie vaude-film house, last season began an experiment of presenting legit shows for one night. It is proposed to continue this legit policy again next season, although the reopening of the old Worcester may have some effect on the plans.

## SCIENTISTS WOULD USE THEATRE FOR WORSHIP

Chicago, Aug. 15.

That report about the Christian Science church seeking a downtown theatre to be remodeled for their use as a church appears to have foundation. Scientists opened negotiations with the Shuberts for the Princess, Shubert-owned, but from report shied away at the Shubert method of business negotiation.

Now a deal is on with the Illinois Institute of Technology, Illinois in just off Michigan Boulevard and deemed an ideal location for a church. Orchestra Hall and the Studebaker around the corner are used for church services by different sects.

Importance of their Wednesday night testimonial services makes the Christian Scientists anxious to take full-time possession instead of simply renting for Sunday use.

Der, Elsie Kain, Ina Korsch and Fiff Hennique, officiated.

The first 1932 today number, with the ensemble headed by Dorissa Nelova, in Olympic shorts, finale.

Second portion was introduced by Tiomkin's 'Prelude' and 'Valse Romantique' wherein participated Virginia Allen, Inga Anderson, Janet Carver, Virginia Davies, Peggy Dell, Iris DeLuce, Margaret Durand, Marguerite Elisele, Ruth Fischer, Lisa Gulgon, Martha Hankel, Valerie Huff, Vida McLean, Marie McLaughlin, Naida Pahl, Mollie Peck, Josephine Roberts, Mary Wilkinson, Frances Wise, Virginia Bethel, Mary Brooks, Helene Carson, Betty Elmer, Vera Froelich, Gertrude Gerard, Gertrude Hogan, Dorothy Koester, Dorothy Lane, Florence Nelson, Georgianna Orr, Rosita Ortega, Jeanne Phillips, Jean Schwarz, Rose Tyrrell, Mora Yordkin, Eleanor Waters, Jeannette Witly, Molly Wood and Dorissa Nelova.

The all-Tiomkin second half was split by the march from 'L'Amour de Trois Oranges' by Prokofiev (another of the advanced composers) with Inga Anderson, Janet Carver, Peggy Dell, Ruth Fischer, Gertrude Gerard, Billy Partridge, Jean Schwarz and Frances Wise strutting.

A Bit of Minsky

That even the Lewisohn Stadium addicts go for a little Minsky was evidenced in one number when a brassiere unhooked. Like a strip routine, they saved for an encore. Aside from these bawdy reportorial observations, no disputing the mass appeal of the Rasch-Tiomkin-Riesenfeld program which, probably under name patronage and sponsorship, and a foreign label, could go out at \$5 and \$10 and get some money. But it's to the credit of the \$5c and \$1 trade at the CCNY stadium that they go for it straight.

Program was further tribute to Madame Rasch who, while allowed \$1,500 for the concert from the Lewisohn donors, expended twice as much adding to the view. Presentation revealed this itself.

As a show business element, this entertainment under proper hook-up has every element for mass appeal, and a fair, cordial go tour. It's strictly a concert platform divertissement, best attuned to large capacity auditoriums.

## No Tax for Press

Dramatic critics and sports writers reporting premiere events are not personally paying the Federal admissions tax nor are the publications. This tax is being assumed by the managements.

Tickets are sent the papers the same as heretofore, but press agents have a problem in the distribution of first-night show ducats. Where there is one show opens on the same evening, some tickets sent the dailies are never used. This season the dramatic editors will be queried so that tax need not be paid on unused tickets. The attractions will bear the burden. The percentage is higher for the show than for the house, the tax payment being split that way.

## CARROLL'S ALIEN ACTS TO PAY EQUITY PLENTY

Earl Carroll's importation of alien acts, mostly British, will come under Equity regulations on foreign professionals. There are said to be 60 aliens engaged abroad for the new 'Vanities.' All such players will be required to pay \$50 initiation fee and dues of \$15 yearly. In addition they must pay Equity 5% of each week's salary, minimum to be \$10 weekly.

There are two troupes of English dancing girls who must join Chorus Equity, initiation being \$15 and the dues \$12 a year. Chorists are not required to pay a percentage of their salaries. Matter of chorus salaries of the English girls may come up for consideration by Chorus Equity which sets a minimum of \$30 for New York and \$35 on tour. The same minimum would apply to the visitors. In England chorus girls average five pounds, or about \$18 a week.

## Dot Stone Pa's Lead

Fred Stone's chief support in 'Finesse' faced by his sister Dorothy who replaced her sister Paula when the show went into rehearsal Monday. 'Finesse' was on tour last season, without Broadway booking. It is due to open next month in New York. Paula Stone is due to appear in another Shubert musical later in the season.

## PLAY PEDDLING JAUNT

Hollywood, Aug. 15. Charles Williams and Walter Wagner left here for New York Saturday (13) with two plays they hope to land for Broadway production. Fair will make the trip on a motorcycle.

# Rose Holds Out for 75-25 Terms On B'way, Ignores UBO Road Route

## Coast Musical Is Again Postponed; Non-Equity

Los Angeles, Aug. 15. 'Hang Up Your Hat' musical scheduled for the Music Box for today (15), will not get under way until Wednesday.

This makes the third postponement of the opening date. Cast is non-Equity, but stage hands and musicians are union.

## Cagney Ogles Stage

James Cagney is looking for a legit play, intending to make a Broadway appearance if possible. He's been talking to Gertrude Heburn and Lawrence Langner about the lead in 'Chrysalis' which that pair are preparing for the Martin Beck Sept. 15. Understood they couldn't get together, with negotiations not completely closed, however.

## LADD SUES FOR HURTS

Los Angeles, Aug. 15. For injuries incurred in an auto accident here on April 19, Schuyler Ladd, legit actor, is suing F. R. Galbreath, legit actor, for a fair trial. Listed among his injuries are concussion of the brain, seven fractured ribs and twisted vertebrae.

# Shuberts Frame Own Staging Unit While Lee Dominates as Receiver

## Jane Cowl-Guild

Jane Cowl will probably join the Theatre Guild.

Both parties have been talking things over and are reported satisfied with terms.

## 'SING' MOVES IN START OF NEW SEASON SHIFTS

'Of Thee I Sing' will move from the Music Box to Chanin's 46th Street Oct. 3. The house switch will be accompanied by a reduced ticket scale. First planned to use a \$3.30 top when moving to larger quarters, but the demand continues so strong at the present \$5.50 top, that the front section of the Chanin house will probably be \$3.85. 'Here Today' is slated for the Music Box. 'Sing' was to have moved into the Imperial, but that house is now booked to get 'Flying Colors', new Max Gordon revue which was set for the Shubert. The Imperial is one of the largest receivers group which is in litigation, the receivers refusing to pay interest and taxes over the summer. Sam H. Stone holds the first mortgage.

Stone at first reflected the receivers' plan to operate the Imperial and 46th Street, refunding to the mortgagee the interest and taxes from a pending profit. Last week he advised the receivers they could book the Imperial provided a new show was supplied. Shubert is due to house 'Smiling Faces', the Fred Stone show, next month.

The Chicago company of 'Of Thee I Sing' goes into rehearsal this week. It will open in Cleveland and play Detroit before the Loop date which starts early in October at Cohan's Grand.

Three leads to be featured as in the original cast are Mary Taylor, Oscar Shaw and Donald Mack. Chief support will have Cecil Lane, Roberta Robinson, Paul Everton and Francis Pierlot.

## SUING LYONS & LYONS

Lyons & Lyons, the agents who were allegedly advanced \$1,500 for the music rights to 'Loves of Casanova', which the Shuberts are producing, are being sued for that amount by Miller Music, song publishers. L&L in defense avers that only \$50 was advanced, and that it didn't receive the \$1,500 alleged in the complaint.

# Rose Holds Out for 75-25 Terms On B'way, Ignores UBO Road Route

'Billy Rose's Revue,' as he calls his new show, opens Sept. 26 at the Metropolitan Opera House, Philadelphia, and then comes into either Erlanger's New Amsterdam or Globe, the choice of which is dependent on terms. Rose is holding out for 75-25 split instead of 70-30. His argument with the UBO, legit booking office, is that he wants a percentage choice or straight rental at 1932 standards, and that he doesn't care anything about those out-of-town theatres as he's had his experience in playing big auditoriums and taking more money out of each town in fewer days by picking the right kind of town halls, Masonic temples, auditoriums, etc., instead of theatres.

Can Pick Own Spots Rose, as with 'Crazy Quilt,' contends there is lots of real money 'south of Washington and west of the Mississippi,' and that he can tour his shows in those towns which are hungry for road fare, and do very well with it.

Rose's Revue, which he hopes to make an annual affair under that title, now holds Smith and Dale, Joe Jackson, Loomis Twine, Jack Wainwright, Barlett, Newberry, Hindu Wassau, Clyde Hager, with likelihood that Hal LeRoy and Eleanor Powell will also be closed.

The Shuberts individually and apart from the Theatre Corporation which is in receivership, are reported planning the formation of a new producing corporation to be known as Lee-and-J.-J. Shubert, Limited.

While the receivership estate has the first call on their services, it is understood they are within their rights in producing shows, but receivers have the first call to take over all such attractions in whole or part, or not to participate at all. Out of \$300,000 to be raised by receivers, it has been estimated that \$175,000 would actually be devoted to productions for the receivership. By that means the receivers are hopeful of making a better showing than the receivership first nine months of the receivership.

Although there are two co-receivers, the situation in the Shubert office places Lee Shubert virtually in sole charge. Irving Trust Company was appointed by the court as the other receiver, and it appointed an alert employee as its representative in the Shubert office. But the bank has withdrawn the original appointee (Charles Fick) who after eight months absorbed a substantial working knowledge of the business and its possibilities. The bank has no representative known nothing of show business.

## The Ruling Veils

Lee Shubert has complete say as to the receivership shows and he apparently will decide which attractions will be in the corporation and those which will be owned by Lee and J. J. Shubert.

Understood the new Shubert organization, which will not issue stock to the public, came about because of the number of theatres thrown back on their heels by the receivers and the necessity of producing for those houses. The brothers are reported through with really activities. They will attempt to get rid of some properties and want no addition.

Recent activities on the part of the Shuberts indicate they are in urgent search for attractions of other managers. They have concentrated on the newer producers, but have not stopped at making offers.

One instance reported is of one of the Shuberts saying that among the United Artists' alliance with Equity and that he could not guarantee the salary bond. To disprove this the indie house owner telephoned Equity and repeated the Shubert's statement. The answer was that his personal guarantee was entirely satisfactory. As far as Equity is concerned the Shubert receivership remains a problem because the receivership is active in the managerial association whose agreement with Equity guarantees salaries.

Authority of the Majestic, Maesque and Royal theatres to let, the Royale to John Golden was confirmed in another decision handed down by Supreme Court Justice Valentine. Shuberts had asked for a reargument on their proposition for the house, and the court repeated the previous ruling that the receivers would be better off in accepting the Golden lease for 21 months. Royale is a theatre thrown back to the mortgagee by the Shubert receivers and is itself in receivership.

Court opined when the case first came up before him that the 'absence of an existing alliance would seem to lend weight in favor of the Golden deal, and that the latter producer impressed it as being of 'superior responsibility.'

## Vaude Houses for Legit

The Erlanger-Shubert booking pool, the United Artists office, designed to eliminate opposition, is being out of town, is not yet functioning, although formally announced and open for business. The delay comes because in Chicago and Philadelphia, it is expected the situation will be cleared during September and as indicated previously the new season can hardly get going properly.

The U.B.O. has 16 attractions as a starter for out of town bookings. That is more than both the Shuberts and Erlanger booking agency could handle in the same time, but even with the number of theatres considerably reduced the (Continued on page 39)



## New Plays by Gorki, Bulgakov Set for Moscow's Legit Season

Moscow, July 31.  
Plays by Maxim Gorki and Michael Bulgakov, are among the most promising items on the preliminary lists scheduled for the next season.

Gorki's play is his first since the revolution. In the interim, he has blossomed into a sort of grand model of Soviet literature. The play is called 'Igor Bulchev' and will be staged by the Vakhtangoff theatre. The whole country will soon celebrate the anniversary of 40 years of Gorki's literary activities. The production will be timed to coincide with the event.

From common report the Gorki thing is not so hot. It runs into infinite detail and infinite talkativeness. Its setting is pre-revolutionary, but he promises to follow with further dramas tracing the career of the hero into and beyond the revolutionary period.

Bulgakov's offering is certain to be more interesting. So far his record for first-rate plays has been unbroken and he has survived more censorship blows than any other writer here. The new play will be 'Mollere', based on the life of the French dramatist. The theme, it is said, revolves around the Jesuits' attacks on Mollere and perhaps holds a hidden parallel with the Bolsheviks' attacks on Bulgakov. Stankovskiy's art there will make the presentation. Another Bulgakov offering, production delayed from the past season, will be his dramatization of Gogol's 'Dead Souls'.

### Second Theatre

Second Moscow Art theatre will present 'Heaven and Earth', written by the brothers Tor and dealing with the 'proletarian conquest of the heights of science', as the announcement puts it. Vakhtangoff theatre, which attracted attention will be its unique and mischievous 'Hamlet', will produce the first dramatic effort of a successful novelist, L. Slavin, to be called 'Foreign College', and to revolve around the French occupation of southern Russia in 1919.

Tairov's Kamerny theatre promises another of those plays contrasting capitalist depression and alienation with the success of the 'We Conquer Whom?' and written by P. Marshak. A distinctly Soviet novelty is on the program of the Studio of the Malty theatre, in 'World Champion', a physical culture play. Author is A. Romm.

Central figures in 'Army of Peace', scheduled at Zavadsky theatre and written by Uri Nikulin, will be foreign engineers working in the theatre of Revolution. 'Snow', by N. Pogodin at the Trade Union theatre.

A revival of many old operettas is indicated, in line with an apparent policy to give the public lighter theatrical fare.

## AMATEUR REVUES IDEA IN BIG BRITISH CHAIN

London, Aug. 6.  
George Black, general manager, and Val Parnell, booking manager of the General Theatres Corporation, of which the Palladium is the principal house, have been quietly working on a scheme for not only digging up new talent, but providing programs for their provincial houses where the ordinary variety bills have not been especially successful.

Some weeks ago they sent out printed forms to amateur artists asking them to fill in details as to what they could do. As a result they start immediately at Birmingham with an all-amateur bill made The local talent arranged in the form of a revue. The prize for making good is to be a local engagement, followed by booking at the Palladium and Holborn Empire in London.

## Too Much Theatre

Budapest, Aug. 2.  
While all producers weep that 11 theatres are too many for this burg, Otto Torday opens a twelfth, holding 600, to be dubbed after the district where it is located, Jozsefváros theatre.

Labriola Varletto, largest scale vaude house ever seen here, to open on Aug. 15 as another added starter.

## SINGER DOUBLING DAILY, LONDON TO DEAUVILLE

Paris, Aug. 16.  
Daily air commuting permits Seversky, Russian singer and entertainer and a former army pilot, to appear daily both in Deauville, France, and in London, England.

Seversky leaves London after lunch and lands in Saint Englebert near Deauville at 4:30 p.m. He appears at the Casino for the matinee and gets back to appear in London in the evening.

Fills his own plane and claims fresh air benefits his voice. In America, doubling between shows in New York and Boston would be about the equivalent in distance.

## Finif Hospitality

Mexico City, Aug. 11.  
All foreigners who would give Ciudad Juarez, over the River from El Paso, Tex., the double-o-o are required to prove to the Mexican immigration officials that they have at least \$5 in cash with them. If they haven't, they must return to the U. S. A. forthwith. Immigration officers at the border are to block entrance of indigent foreigners. Five-dollar show down rule applies to all strangers seeking entrance to the town.

## BUDAPEST THRIFT

Budapest, Aug. 15.  
Nandor Alapi, new lessee of Kamara theatre, is that miracle, the only man who could ever make a road company pay in this country. His policy is, board, lodging, and a minimum of pocket money for his company.

Saved enough to lease important stage in the capital and brings his road company here on same business basis.

## Ottawa Parley

(Continued from page 11)  
aspices of the Canadian Government before a crowd of 2,500 invited guests comprising Empire delegates, observers, trade representatives, newspapermen and others. This was largely considered in the light of a Conference entertainment feature of which there have been many and as another occasion for the wearing the dress suit with decorations.

### Decisions Far Off

The Conference is scheduled to close somewhere around Aug. 20 and the situation has been getting hot since the beginning of the week. But the anticipation of the press gang has been somewhat dulled by the announcement the Conference will appoint Empire members on a more or less permanent basis for the working out of details on important questions. Final results may, therefore, not be known for months. Some of the subjects under consideration are: The Empire Marketing Board, London, has come in for considerable discussion within the parley proper and, with it, has come references to the industrial and educational films which are released by the Board in British Dominions. The stamp of approval has been placed on these films but they have nothing to do with film quota questions and very little to do with theatres.

It begins to look very much as if the British film question is pretty well shot before the Conference ever opened by reason of the flood of resolutions in opposition to compulsory film buying of any sort from the various British film organizations of Canada. These showed plainly that the independents of Canada were patriotic enough but not in agreement with any suggestion of British film quota in the Northern half of the North American Continent. The situation has remained in this position of status quo since the start of the Conference conversations.

## Chevalier Tour Is Set, No Stands in France

Paris, Aug. 15.  
Maurice Chevalier, who had first announced that he would appear nowhere in Europe during his vacation, has reconsidered and will make a tour of the principal Continental cities, though not in France. Tour will be arranged by Raquel Meller's brother-in-law, who is also her personal manager. Instead of the Lartigue agency, with whom Chevalier has so far been doing business.

Star is now at his Riviera villa with his wife, Yvonne Vallée, whom he is nevertheless suing for divorce. Couple are apparently intent on giving out publicity that they remain the best of friends.

## TOM WALLS ENDS OLD THEATRE PARTNERSHIP

London, Aug. 15.  
The next Aldwych farce will be entitled 'Fifty-Fifty', an adaptation by H. F. Malby from a French piece by Louis Verneuil and Georges Beret. Most important news in this connection is that Tom Walls, who sustained a serious accident, being thrown from a horse some time ago, will retire from his years of stage partnership with Ralph Lynn, and be succeeded by Maurice Harvey. Walls will retain his interest in the venture and divide his time between directing and acting in pictures and training his race horses. Walls' home, April the Fifth, won this year's Derby.

## Lauder's Brother-in-Law, Vallance, Dies Suddenly

London, Aug. 15.  
Tom Vallance, Sir Harry Lauder's brother-in-law and personal rep, died suddenly in Blackpool, Saturday (13). Doctors called it heart failure.

Vallance was 57 and well known in show business on both sides of the Atlantic.

## MORSE'S ADAPTATIONS

N. Brewster Morse will adapt originals for Freuler in Hollywood. Freuler firm is known as 'Big 4'. Indie. Contract closed by Harry N. Morse, already on his way to the Coast, has also authored a play held for production by Edison and Burton.

## GERALDINE ULMAR DIES

London, Aug. 15.  
Geraldine Ulmar, died here Saturday (13).  
Famous prima donna was 70 years old.

## Fox — G-B

(Continued from page 11)  
now to official views. There had been repeated reports that Fox might move for an out on that deal as it did with reference to British Gaumont. But recent developments point to Fox retaining its interest in Hoyt's seeking in time to work out a solution of the Australian problem.

Changed attitude is one outcome of Sid Kent's recent trip abroad. New Fox angle is that all that is needed to iron out its foreign problems is closer contact with more reasonable outlook of the foreign interests with which Fox is associated in properties abroad.

Representatives of both sides may soon confer on this side aiming to iron out present difficulties.

Kent goes abroad again in November and it may be that further negotiations looking toward a settlement may then be effected.

## GUILDERS' VISIT

Moscow, July 29.  
Theatre Guilders Helen Wesley and Philip Moeller spent several busy days in Leningrad and Moscow. Took in some theatres in both places.

## London Show World

London, Aug. 6.  
Stanley S. Neal, formerly president of Theatre Advertising and Service, has just opened the Gainsboro Advertising Service, Ltd., here in conjunction with Barney Jacobson, a well-known agent, and have already allied themselves with the White Star Line Co.

Chaplin's 'Find' Poised  
Charlie Chaplin cabled Ruth Poulton (his English film discovery) Max Chaplin to send word of instructions regarding her trip to Hollywood, end of August. Meanwhile Ernst Lubitch has been looking the girl over during his stay in London.

'Miracle' to Tour  
Archie Parnell and Alfred Zeitlin

## DECLINE EXTENSION FOR DORA MAUGHAN

London, Aug. 15.  
Dora Maughan will not wait out her period of grief until the end of the month but sails for the U. S. Saturday (20).  
Pavilion management tried to get permission for her to sing some songs to appear at their theatre for two weeks until the end of the month but when the Home Office declined any further labor permits, she decided to take the first possible boat.

## Sound Licenses

(Continued from page 2)

regardless of the outcome of the present litigation; reports that the Stanley suit in Delaware is an offshoot of the Warner-Western arbitration proceedings as the insured and are 'arbitration' arbitration proceedings are not shelved and will continue this fall. They are strictly a personal matter between WB and Western. While the Stanley action is one of vital interest to the entire industry. The concurrence of exhibitor opinion gathered by the Warners shows strong opposition to the U. S. W. 30. The same time surprising ignorance on the part of many theatre owners as to the far-reaching significance and endless cost of sound now legal 'y' the terms of the document. Warner is not negotiating any patent pool, through alliances with William Fox and Tri-Ergon, Tobis Klangfilm, DeForest, or others now in various phases of litigation, to battle the American electricians. Compulsory and excessive service charges are only a part of the allegations in the Delaware anti-trust suits. Warner is attempting to reproduce laws by claiming that its films sew up the equipment field and prohibit competition.

In connection with the service charges, WB maintains it has statistics to prove that ERPI yearly averages five times more in its collections from exhibitors than cost of the service. Warner's charges and with WB apparatus, as a means for compiling a national cost chart. Warners estimate that Western yearly collects \$3,400,000 from theatres in service charges. Warners claim that the services rendered, with its costs, even to railroad fares and incidentals, do not exceed \$1,800,000. Warners anticipate quick action in the least. Though Western had had its time to answer the suit extended to Sept. 1, indications are that the trial will not be held until November. Nevertheless, WB is considering making immediate application for an injunction restraining the electric firm, at least continuing the service charges.

On the issues involved in the arbitration proceedings Warners claims that the ERPI method of charging \$500 per reel royalty has reduced the WB participation to a fraction of that which they claim was agreed upon. This agreement it is averred by WB, was to have been set so that royalties would amount to not less than 8% of the gross revenue derived from each license. Of this percentage Warners claims it was entitled to three-eighths.

While the royalties as enforced by Western, the electric is fixing the evaluation for the average feature at around \$50,000, while WB contends that in normal times the same reels between \$25,000 and \$100,000. Warners figures, were the proceedings to end this year with a ruling in its favor, that the company could collect from Western approximately \$15,000,000.

have bought the touring rights of 'The Miracle' and started casting. 'The Miracle' is being staged early in the fall, and will stay in one theatre in each town. Only original in the cast will be Lady Diana Manners.

Contrary Pony  
Andree Sarron and her pony, imported from France, opened at the Victoria Theatre, London, recently and was paid off after a show. Pony would not do any of its tricks. The show was a comedy of fact that it was on an all-women bill.

'Era' Owners  
One of the Oster Brothers' head-aches, 'The Era', which has become known as the press sheet for Gaumont-British, now has the price paid is said to have been in the neighborhood of \$100,000.

More Cochran Memoirs  
Hutchinsons are publishing this autumn a further volume on Charles Cochran, memoirs under the title 'A Almost Forgotten'.  
The showman is also writing another book, 'The Food for Thought', being musings on the subject of food and drink.

Seven-Hour Screen Set  
Metro-Goldwyn gave Anny Ahern, the German star of 'The Dubarry' at His Majesty's, a seven-hour screen set.

### Sells Two Plays

Phillip Leavelle, 25-year-old actor, whose stage name is Philip Brandon, has had two plays accepted for production within 48 hours. Marie Leavelle, his sister, is now starring in a new production at the Haymarket. Aug. 25, the second Wyndham's with Leslie Banks in early September.

'Cavalcade' Run Leader  
Although the 'last weeks' of 'Cavalcade' have been announced since June, the play is continuing indefinitely. With the withdrawal of 'Waitress from Vienna' from the Alhambra, 'Cavalcade' at Drury Lane becomes the longest run in London.

Just an Interruption  
When the notice went up for 'Pleasure Cruise' at the Apollo, due to heavy rain, the show was postponed for a week at Golden's Green Hippodrome. The weather cooled, business improved, and the show returns to the Apollo.

Ideal Fit Chief  
Among other things brought to the Palladium by General Theatres, when George Black took over the general management, was the fact that Green as musical director, at that time an unknown quantity. Americans are high in praise of Green's ability to lead a band and thoroughness with which he conducts rehearsals.

When America this weekend on the Bremen for a holiday to visit his brother, and returns on the Columbus Aug. 21.

Palladium Entries  
Senator Murphy is back at the Palladium with a political satire on political speakers was greeted with waves of laughter.

William Sully and Genevieve Houston started their theatricals with vocal solo by Miss Houghton before Sully made an entrance. The last bit was a song about the theatre.

Another newcomer at the Palladium is Darlene Wilders, a youth-ful beauty, backed up by the permanent troupe of house performers.

Miller's First Aug. 16  
Gilbert Miller's first production this season opened Aug. 15 at the Theatre Royal, Drury Lane, and Gerald du Maurier in the leading roles.

Play, as already announced, is 'Behold We Live', by John van Druten. Title is biblical quotation.

No Luck  
Polly Walker ranks as the unluckiest American star ever imported to London. Her last show, J. L. Sachs to star in 'Flo Ziegfeld's Smiles', which did not materialize, due to lack of bankroll, she opened with 'Edward Lear's Love Lady', which flopped, although Polly received fine notices.

Was in Julian Wylie's 'Out of the Bottle', a part totally unsuited for her, which she was more or less forced into taking. Now she has left the show to venture into English films, although she turned down a five-year film contract in Hollywood to come to London.

## Heat Dents London

London, Aug. 15.  
An exceptionally hot London heat wave here last week utterly destroyed chances of all shows, cinemas included.  
Gorgeous week-end didn't help any.

# 'Sing' and 'Boat' Climb to \$25,000 And \$28,000; 10 Shows Rehearse

First show of the new season, coming in three weeks ahead of the traditional Labor Day starting date, arrives tonight, when the veteran W. A. Brady presents "Domino" at the Playhouse. That's unique in itself, since most of the regular producers are holding back, while the majority of the new shows are in younger managerial hands.

Most promising indication for legit in months is the number of shows in rehearsal, there being 10 actually in preparation, with more to follow next week. That is the best since last winter. Three of these, however, are for the road, seven being due on Broadway within a month along with others which look to the tryout spots for polishing.

Optimism that the new season will look upward has been expressed in some show quarters. While better show conditions are greatly dependent on the quality of the productions, betterment in the stock market is a fact at this time and encouraging reports from various industrial concerns should have a favorable reaction on theatre business in general.

Broadway's present legions of young in business last week, Strongest is still "Of Thee I Sing," which climbed \$3,000 during August. Last two weeks the show's gross was around \$25,000. Revival of "Show Boat" is getting top gross, however, at \$28,000. "The Sign of the Cross," which closed at the Bijou last week, and one show in this city, Broadway, is still in the top plays remains at seven. Next week "Ballyhoo of 1932" is due into the 44th Street, and a colored drama "The Sultan," with a big cast, is slated for the Forrest.

**Estimates for Last Week**  
"Another Language," Booth (17th week), (C-705-\$2,000). Second week of new opens in Chicago next month; Broadway engagement expected to last until holidays; about \$10,000; very good comedy and comedy.  
"Bridal Wise," Cort (12th week), (C-1,043-\$3,300). No new booking for night as yet, but comedy continues into October; between \$3,000 and \$4,000; co-operative.

"Cat and Fiddle," 44th Street (45th week), (C-1,400-\$3,300). Due to next month when opera will have approximated a year's run; \$10,000 and more; play with cast on percentage.  
"Domino," Playhouse (1st week), (C-453). Presented by William A. Brady; adapted from French of Marcel Achard by Grace George; opens tonight (Tues.).

"Of Thee I Sing," Music Box (34th week), (M-1,000-\$5,500). Has been climbing since first of month and last week went to \$25,000 in heat of Saturday afternoon prize winner sold out.  
"Pygmalion," Bijou. Withdrawn last Saturday; played less than two weeks.

**Other Attractions**  
"Show Boat," Casino; revival getting top money on Broadway; \$28,000 and due to last into October.  
"That's Gratitude," Waldorf; revival, existing on cast.  
"Scrap Book," Ambassadors; stopped suddenly middle of last week.

## 'Pygmalion' Folds; Cast Salaries in Arrears

"Pygmalion," independent, stopped at the Casino, Brooklyn, when the cast owed one and three-eighths weeks salary. A bond filed with Equity ensures payment.

Show was written and backed by Dr. Carl Hensler, of Brooklyn, who gave it to Alan Morrell his intended son-in-law. Morrell is now worrying whether any other wedding presents will turn out to liabilities.

## GRIBBLE EAST TO STAGE

Henry Wagstaff Gribble, in Hollywood for Paramount as producer, is coming east the end of August, his contract expiring at that time. He wants to become a legit producer.

Gribble owns the rights to "Beyond the Night," by Saxton King, which he wants to stage and produce.

## TENT CO. INDOORS

Ottumwa, Ia., Aug. 15. Hazel McOwen plays, test aggregation entering its fourth week here to good audiences, will go underfoot in the fall at the New Grand.

A. P. Owens, manager, signed the troupe as a September opener for the house.

## 'Fiddle' \$18,000 Frisco 'Cynara' Rave, \$11,000

San Francisco, Aug. 15. "Cat and Fiddle" and "Cynara" are sharing the town's good business between them, former at Curran and latter at the Geary.

In its second week "Cat and Fiddle" is plugging away at its continued near-capacity figure of \$18,000 and goes on for couple weeks more. Helen Gahagan and Olga Bacallano well known and liked here.

"Cynara" in its first week got rave notices and has had good sales, around \$11,000.  
Since "Cynara" has no present plans for Alcazar, several locals are looking for an angel to sponsor a stock company, but nothing definite. Columbia also dark.

## Metro's Stand

(Continued from page 11)

Using Italian version production, but the studio feels the language isn't worth the trouble involved, especially in view of the fact that German and French are unsalable out. Spanish has been considered hopeless here for a year.

## German Dubbing Deal

Despite Loew's assertion, it is considered probable that Metro will be dubbing abroad in the near future. Metro has for many months been tentatively talking to several French producers about studio space. Last week Metro concluded a contract with Deutsche Lichtspiel Syndikat for that company to distribute three Metro German dubbed talkers. Indication is that this is the forerunner of a bigger deal. In Berlin it is considered practically set that D.L.S. will do Metro's German dubbing in the future.

Loew says the deal means nothing more than is stated and that Metro is not interested in commissioning a foreign film company to dub its product abroad. He admits, however, that when he makes his next European visit, in late September, he may change his mind.

From sources outside of Mr. Loew, but close to inside circles, it is learned that Metro has agreed to a standstill and coast policy on foreign pending Loew's next trip. That trip is a round-the-world affair starting from the Coast and continuing by way of Asia, China, South Africa, and New Zealand before hitting Europe. Metro execs are understood now attempting to convince Loew he ought to go the other way round and get to Europe as quickly as possible to iron out the company's difficulties there first.

## Shuberts

(Continued from page 37)

combined office should have at least 20 shows to operate with. Five of Chicago's theatres are to be used, with fewer in Boston and Philly. Additional houses in the Loop are expected to be booked from time to time. Cohan's Grand is of that type. While not mentioned in the first line-up, it is slated to get the Chicago company of "Of Thee I Sing."

Additional theatres for legit shows were announced available last week. Under nine A.C.O. houses in scattered territory were named. All the stands are broken time, mostly calling for bookings of less than a week. Legit has been shut out of most of these spots for years except for occasional auditorium bookings. It was the loss of such stands that figured in the disappearance of the road; small stands remaining being so far apart that the cost of the jumps killed off the shows.

Booking of the RKO houses was given to Victor Leighton and George Lettier, independent operators and bookers. This time will be in conjunction with G.B.O. The vaudeville theatres now open for shows are: Proctor's, Albany; Palace, Trenton; Keith's, Toledo; Palace, Ft. Wayne; State, Dayton; Fairview, Madison; Orpheum, Champagne; Majestic, Ft. Worth. In none of these towns is there a house included in the new U.B.O. circuit.

## Shows in Rehearsal

"Of Thee I Sing" (Chicago) (Sam H. Harris), Music Box.  
"Vanity" (1932) (Earl Carroll), Manhattan.  
"Another Language" (Chicago) (Arthur Beckhard), Booth.  
"Here Today" (Sam H. Harris), Royale.  
"Laugh Parade" (Ed Wynn), Imperial.  
"Flying Colors" (Mark Gordon), National.  
"Smiling Faces" (Shuberts), Harris.  
"Best Years" (Shuberts), Ritz.  
"Shining Show" (Shuberts), Shubert.  
"Nine Day Wonder" (Herman Shumlin), Times Square.

## L. A.'s TWO FARE ONLY MILDLY AT \$12,650

Los Angeles, Aug. 15. Only two legit shows held over for second week of Olympics, "Reunion in Vienna" and "In the Best of Families." Both got fair returns in their class.

"Reunion" pulled \$9,400. Support came mostly from the visitors. Hollywood and L.A. having contributed to the first two weeks. "In the Best of Families" did slightly better than \$9,000. Selling at \$150 top, this one attracted a wire paid for two of which helped out on the week.

## Estimates for Last Week

"Reunion in Vienna," Belasco (3rd week), (C-1,160-\$12,650). A new comedy and small production nut has this one showing a slight profit at \$2,350 on the week.

"Families in Vienna," Belasco (3rd week), (C-1,103-\$2,500). No rave, but profitable at \$9,400 for third stanza. Advance for this week shows considerable drop with the Olympics over.

## Free Gate for Munic Has Exhibits Fretting

Pasadena, Aug. 15. Complaints by citizens because new \$10,000 civic auditorium, seating 5,000, has been dark most of time since May opening, have prompted management to offer a free show weekly.

Program of pick-up talent draws considerable interest. Result is an unrecurrent of dissatisfaction among theatre men, who contend the gratis entertainment is making inroads on their business.

## Future Plays

"Lovers, Happy Lovers" will be Brook Pemberton's first try. Drama by Lewis Galanterie and John Mosler, once taken by Gilbert Miller but released.

"The Comic Artist" by Susan Gaspell, who wrote "Allison's Love," to be put into work by Arthur J. Beckhard. It has been in the works for three years with two summer tryouts. Now figured to be ripe for Broadway.

"Square Heads," melodrama of the Pennsylvania Dutch, to be tried out by Selwyn and Shepherd Traube.

"The Absent Father," farce comedy by Francis De Witt, being readied by James Kenny, formerly of the Forrest theatre. Due in October.

"The Chiseler," melodrama, by Mack Hillard producing. By Henry Russell and Hal K. Kellering. "Varnish," by George L. Spaulding, will go into production soon with Al Shean heading the cast. Shean and Spaulding are backing the show.

"The Story," Viennese farce by Hans Kottow, given a liberal adaptation by Frederic and Fanny Hatton. Al Woods has it in production. Second time out over here.

"Triplets," farce by Mark Linder, goes into rehearsal soon. Had a trial in summer stock.  
"Lavender Lady," the tentative title of a musical play, the collaborative work of Sigmund Romberg and Otto Harbach. Due for rehearsal next month.

# See Shuberts Aiming at Cheap Chi Control During Big Fair

## E.E. Horton on Play Hunt After Finishing 'Finder'

Following completion of his current picture, "Honest Finder," at Paramount, Edward Everett Horton goes east. He hopes to pick up six plays in New York and London for production here this fall.

Horton will spend several weeks vacationing at Lake George, N. Y., and then after a brief Broadway stop will go to London. He will be away until October.

## Out-of-Town Review BALLYHOO OF 1932

Atlantic City, Aug. 10. A lively revue, exhibiting the verve of the present moment. Suggests that bathos and bathos of the world today, but never lets the idea interfere with a good dance number or any other thing. The comedy at the Apollo here after two postponements resulting from delays in the arrival of several acts.  
Levy Gendler provides the tuneful but reminiscent music; Bobby Connolly, the spirited and novel dances; Nession Gendler provides the fun, adorned Zilch and Burp sketches from his Ballyhoo gang, and Russell Patterson, the lavishly staged scenes and fast-paced costumes. All four are listed as producers. A good show. Not original enough to be a great one.

The piece contains one of the most spectacular bits of staging seen on the music show platform here in years. It marks the first act finale. Willie Howard, accompanied by a mixed Negro chorus, sings, "Ballyhoo," a modernized minstrel, while members of the cast with various blurs rot depression, the curtain falling on the music show platform drawing a loaded brewery wagon on a movable treadmill, gallop toward the audience.

Another item that registered was "The Hollywood Training Camp," in which Jeanne Aubert as Margie, "The Girl in the Window," is training for her new picture in the style similar to the cauliflower professional. She does "shadow" motions, takes on several sparring partners while the spectators gathered about the ring cheer for her. Still another sharp touch is Howard as the pampered two-gun killer whose confession is rejected until he shoots down one of the court guards. Howard tempting his cow to give milk for a prospective buyer of his pet. The famous "laughing too, so does a saucy number in a subway coach with bathroom fixtures."

The dance numbers staged by Connolly provide the better moments. One, in Rembrandt lighting, illustrates the act title, "Have You Do You Do It?", and another is the tuneful "Tiddle Me Tins," also sung by the star. The act is headed by Albert and Sunny O'Dea, tapping out their own specialty as the chorus becomes a human roulette wheel. Miss Gendler, the actress with remarkable agility. Bob Hope and Vera Marshe participate in one of the show's "shadow" with an old-fashioned wedding.

Hope, Eugene Howard, Lulu McConnell, Ted Hart and Grace Kay. White turnish additional specialties. Weintraub.

## FOREIGN REVIEW

## LA LOUISE

One act play by Jean Jacques Bernard, produced by George Bernard Shaw at the Avenue, Paris, July 20. Cast: Georges Atherton, L. Larive, L. Salou, Georges Atherton, Yv. Renaud.

A wartime sketch. No war in it but the big La Louise is the village's fast one who romances all men sent to billet at her house. She is too big to love, his wife and be true to her is sent to billet with her, his friends considering as a joke, to lead him astray. When Louise starts her routine, talking to her about his wife and true love in such a way that she realizes what it means, to the extent of leaving her bed to the worn out soldier and sleeping solo on the floor.

A quite risqué story, no dirt. Nicely produced and acted, especially by Pitouff.

Though a mere curtain raiser, it is the real big La Louise. It is followed by "Fait Divers" ("Common Story"), the French adaptation of "The Charbonnier" by Leo, of a Dutch play in three acts. M. Gobius. Adversely commented. Mazt.

Chicago, Aug. 15. Lee Shubert has been in and out of Chicago the past three weeks. Understanding is he is seeking to acquire three legit houses independent of any booking combine.

Behind the Shuberts' interest in Chicago is said to be the 1933 World's Fair. That is doped as sure fire for legs and, accordingly, what the Shuberts want is to tie up choice sites at a cheap rental for the upcoming season, with a view to commanding the situation during the 150-day period of the Fair.

With a third party as their partner Lee and J. J. have gone as far as figuring on getting seven loop houses and closing four of them until the Fair, it is said.

Meanwhile, owing to their fiscal troubles the Shuberts to carry out any of their theories or hunches must pile up the cash in advance as local bondholders are strictly Masonian.

Unpaid taxes, unpaid rent, broken leases, have made Chicago landlords skeptical toward any and all managers.

## Engagements

Katherine Alexander, "Best Years," Ann Andrews, "Dinner at Eight," William Lynn, Clyde Filmore, "Humpty Dumpty."

Eleonore Hayden, Ernest Glendinning, Lou Sorin, Henry O'Neill, Hans Hansen, William Foran, "Exit the Queen" (complete).

Louella Gar, "Gay Divorcee." Jack and Kay Spangler, "Folies Bergeres."

Oscar Shaw, "Of Thee I Sing" (road).

Rosalie Wincott, May McCabe, Emma Huntington, Ed Convey, Bernard George, Kirk Brown, William Willard, "Triplets."

William Hayden, Aubrey Beattie, Howard St. John, G. Lester Paul, "Varnish." Philip N. Faversham, "Another Language" (road).

## Barnstormers' Closing

Provincetown, Mass., Aug. 15. The old Barnstormers' theatre, where much of the pioneering of Provincetown's Little Theatre movement took place, will be demolished next week. It was built by Frank Shay and Cleon Throckmorton. Eugene O'Neill's early plays were seen in the historic little playhouse and Raymond Moore, owner of the Cape Playhouse and Cape Cinema, once was its impresario.

The final attraction is a new play, "Have We a Tomorrow?" by William Dorsey Blake.

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## Winchell and Yawitz

The reasons for A. J. Kobler's insistence that Paul Yawitz ghost-write Walter Winchell's column, without blinding Winchell to the fact, is somewhat of a mystery around the N. Y. "Mirror" office. Such episodes as Kobler refusing to pay the salary of the secretary for Winchell, the latter defraying that on his own, is part of the "poison" existing between them, hence the scribble at Kobler's refusal to extend to Yawitz the price the latter italicized by line similar to last winter when Winchell's illness took him to California for a rest following a breakdown.

Kobler liked Yawitz's work so much that he gave him his own half-column of topical and epigrammatical observation under the "Little Red Book" caption. It is regarded around the "Mirror" office that Kobler is grooming Yawitz.

On the other hand, although the "Mirror" had asked for concessions of syndicate rights during Winchell's first absence, with resumption when the original columnist returns suddenly, none was had last winter, hence Yawitz's substitution seemed to satisfy.

On the strength of this, the "Mirror" started syndicalizing Yawitz's Sunday column. It is expected that to those parties which have Sunday editions, Winchell has no Sunday column; as his contract is a six-day agreement.

During Winchell's present absence his secretary, Ruth Cambridge, is handling his mail, saving gags, confidential gossip, etc., with the "Little Red Book" written by Yawitz. Winchell is said to have urged Kobler to give Yawitz a by-line during his leave of absence, although there is a contractual provision to the contrary.

Winchell is on a motor trip. His contract with the "Mirror" with options runs 3 1/2 years.

## French Authors Move Up

Indications point to some of the French scribblers taking a top position on American best seller lists this fall for the first time in the past few years. French titles of books of French origin are now being groomed to that end, and may usurp the almost steady leadership here of American and British works. Most promising of the newcomers are Frenchmen, and two books certain to contend with the leaders, are "Night Flight" by Antoine de Saint-Exupéry, and Jean Schlumberger's "Le Tour du monde en quatre-vingt jours" by Jules Verne. The two by the Book-of-the-Month Club gives them a strong start, and "Night Flight" also has the Femina Prize of France to recommend it. "Le Tour du monde" is being translated while "Night Flight" is being translated in England by carrying off the Northcliffe Prize.

"Night Flight" is issued over here by the Century, while Dodd, Mead & Co. is handling "Le Tour du monde" by the two publishing houses has been entered into, to put both books over.

Simon and Schuster is also boosting French scribblers, and has announced that Ernest Dimnet whose "What We Live By" is already among the first 10 in national and best-selling lists.

Dark horse to be entered soon by Covid-Friede is Georges Sims, known in his native France as "The French Edgar Wallace." Sims, not yet 30, is supposed to have turned out some 200 mystery novels already, and Covid-Friede will issue translations of his books here at the rate of at least one a month.

Appleton's contribution to the advance French literature in the book field is Andre Maurois' "The Family Circle." Maurois is one of the most distinguished of contemporary French writers. Farrar & Rinehart has taken up the book now, this French author also coping well here.

Other translations from the French on various lists should benefit as they trend to the French marketizes this fall.

## N. Y. Tab's Crossfire

Both New York a. m. tabs, the only tabloid in the city, are now running by-line stories by Lewis E. Lawes, Sing Sing warden. The "News" is serializing Lawes' 20,000 years in Sing Sing, and the "Mirror," to make its Lawes' series, "Life and Death in Sing Sing," look very official, is reproducing the warden's signature in facsimile as the by-line.

When the "News" sent its scribe, Grace Robinson, abroad to accompany Garbo to Sweden for a daily wireless story (in the "News"), she gagged it by giving a hokum by-line to "Ole Olsson," able seaman, who wrote about the great Garbo in comedy vein. Miss Robinson's daily

wireless were by prearranged code, foreseeing the Swedish address influence with her native seamen in not transmitting messages to a newspaper in straight English.

The "News" took on Nancy Randolph for its society gossip, so the daily wireless was being done last week, signing Charlotte Milburn for a similar column.

## Toughest News Job

Toughest assignment continues to be for corresponding for English papers, due to the libel laws there. One scribe working for Reuters said that a certain notorious character was wanted by the police. As no warrant was out for the character, the scribe should have said the police were anxious to question him. Diff in phraseology cost Reuters \$50,000 and chisel went around to the scribe later and thanked him for the plug. By then the scribe had been fired.

Dunn has been told that the guy who followed in on this spot wired Reuters that a General had committed suicide in Monte Carlo. The Gen. hadn't really done anything more exciting than take a nap on the beach. So, the current scribble is gnawing. Murders list he hears whether the Gen. is going to sue or laugh it off.

## Juvenile Mass Appeal

George T. Delacorte, Jr., who heads the Dell mag group, and John Martin, writer and publisher of children's books, have joined forces to get out a new bi-monthly for juveniles.

Arrangement calls for Martin to edit, make up and print the mag, with Dell as distributor. Issue will go on chain store counters exclusively, like a number of other Dell publications.

His children's mag, "John Martin's Book," which Martin has been publishing for some years, in no wise affected by the arrangement. "John Martin's Book" has a limited and class circulation. The new mag also aimed for youngsters up to 12, is intended for mass appeal. It will be known as "Children's Magazine." The children's mag, which Richard Mansion will edit, is called "Answers," and will carry all sorts of contests for cash prizes. First issue in October.

## Caresse Crosby in N. Y.

Caresse Crosby, who heads the Black Sun Press of Paris, which gets out limited editions in English of various world stars, arrived in New York this week to secure the foreign publication rights to various works for her new publishing company, Crosby, Constantine Editions. Crosby, who already has Dorothy Parker, Ernest Hemingway and William Faulkner on her list, wants to increase it by a number of famous scribblers. Her stay here will be for a few weeks.

## Denver's Bi-Monthly

"Western Progress" will be published in Denver twice a month by Willard E. Hawkins, founder of "Author and Journalist," and James Emmett Fuller, formerly a Casper, Wyo., newspaperman.

Fuller has been a hot act as a stimulus to financial and business reconstruction in the mountain states. Fiction, poetry, and special articles by western writers will be featured. Fuller will be editor.

## Paris Personals

Personal appearance of authors in bookstores, where they initiate sales for customers purchasing them, has finally hit Paris to enhance book sales over there.

Number of stores, both in Paris and abroad, is now being set up to take over 100 authors, including the well known, have gladly co-operated.

## Prolific Lait

End of the year may show Jack Lait as the most prolific scribbler for the term, also the most versatile.

Editor of King Features, Lait, in addition, has turned out three newspaper serials this year, four originals for the screen, a weekly short story, a weekly Broadway column, and a number of radio features. There's also some other miscellaneous matter.

What's more important, Lait sells 'em.

## As 'Sketches' Opposition

John H. Hade and William P. Plowfield, who recently went out of "The Reader and American Sketch," are getting out a rival mag called "The Westchester Sketch."

Plowfield is the directing head of the new publication with Hade as editor. It's a monthly.

## Hollywood's Reading

(Consensus of demand in July was Satyr, "The Hunt and the War," Pat Hunt and Stanley Ross.)

Fiction  
"The Fountain," Charles Morgan.

"State Fair," Phil Stone.  
"Magnolia Street," Louis Golding.

"Modern Hero," Louis Bromfield.  
"Obscure Destinies," Willa Cather.

"Keeper of the Keys," Earl Derr Biggers.

General  
"I Cover the Waterfront," Max Miller.

"40,000 Years in Sing Sing," L. E. Lawes.

"Wild Talents," Charles Fort.  
"Of This I Sing," Kaufman, Ryskind & Gershwyn.

"Only Yesterday," Frederick Lewis Allen.

"Way of a Woman," Richard Boleslawsky.

P-M Papers Merge  
The New Bedford, Mass., "Standard" and "Times," both afternoon papers, have been merged. The papers had been engaged in a sharp struggle, but the Times, finally edged ahead of the "Standard" in circulation and advertising.

"Way of a Woman" by W. J. Dunn, of Fall River, former owner of theatres in that city, Dunn published his paper for eight years. Prior to his taking it over the "Standard" had always had dominated the field. Last year the "Standard" underwent a general reorganization of both business and news staffs. Dunn, who had been managing editor and Harold D. Jacobs managing editor. They continue in these positions under the merger. Cooper Gaw remains as editor. B. H. Anthony, as publisher, and George A. Hough, managing editor, and George A. Hough, Jr., formerly operated the "Standard," but now are out.

James T. Dunn, who has been editor of the "Times" will be associate editor of the "Standard-Times." Joseph P. Dunn, "Times" business manager, will be a business executive.

The "Daily Mercury" also is published by the Standard Company, while there is a Sunday edition of the "Standard-Times."

## Heart-to-Heart

Horace Coon endeavors to fill what he regards as a long felt want by supplying adolescent youth with the information every father should give his son, but generally leaves him to find out for himself through sometimes costly experience.

His "Country for Men," published by Amour Press, is a sometimes tactless but generally accurate treatise on love with such chapter headings as "How to Select a Lady," "The Selection of a Mistress," "How to Keep a Girl," "How to Get Married," and "Tactful advice on marriage, life and divorce. Ostensibly the book is to be accepted as satire, but it packs a lot of good advice for the liberal minded under the guise of humor.

Drop Lindlar's Name  
With the exodus of Victor Lindlar from "Modern Living" (mag), name goes out of the publication's operating organization, title.

The parent body, formerly called Lindlar's Magazine, Inc., will now be known as Modern Living, Inc.

Upon its inception about three years ago, publication was entitled "Lindlar's Magazine," but after a few issues became "Modern Living." Albert Pollock, in with Lindlar at the start, is now in sole control.

Rechester Shakeup  
In shakeup of Rochester, N. Y., Journal-American staff, Arch Merril becomes city editor. Succeeds John Murphy, now assistant Sunday editor. Bill Lang becomes asst. city editor. Fred Kessler writes and Ralph Williams dramatics.

W. G. Broadbrosks back as production manager coincident with the return of Edwin Huber as publisher.

Best Seller Lists  
Despite the concerted action of most of the New York newspaper literary section in dropping lists of best selling books garnered from book shops and publishers as not indicative of the real status of published matter, the United Press is now issuing a list of recent reports of best sellers from regional sections.

The U.P. best seller report is being used by the New York "Sun," first of the dailies to forego these

lists, indicating this feature may be restored by the other dailies.

Dropping of the best seller lists from the other dailies prompted the "Sun" to extend its best seller service by listing not only the New York best seller reports, but also regional ones throughout the country. It was the apparent success of which led the U.P. to take on the feature.

## Juleps and Toddlers

Glenn Allen, who hails from the South though he now covers race tracks, has been named "The Tribune" is the author of "Old Manos" (Appleton). It fairly reeks of toddy and juleps.

Ward Manos and his pal, Judge Warmley, are the political leaders of the South Carolina county. In between drinks they meet and defeat an opposition clique with the aid of Elizabeth Ann, who becomes the secretary of their improvised political headquarters.

Told something in the manner of Irving Cobb's "Judge Priest," the book is in no sense a copy and holds its own as a yarn, but seems to be a slow pace. It is more nearly literature than the bulk of the present day reading.

Detroit "Mirror" Suspended  
The Detroit "Mirror" suspended publication there Aug. 6. Owned by the Chicago Tribune, "Mirror" was a tabloid taken over from Macfadden's "Liberty" magazine to Macfadden.

Frank Carson was the "Mirror" managing editor. "Tribune" has had the paper for a year and has Macfadden having started the daily July 1, 1932.

None of the staff except the execs knew of the suspension until seeing the editorial announcement in the edition of the final paper. The editorial was clipped from one of the copies and posted on the city room bulletin board.

The employees were mostly from out of town and imported to Detroit by the publisher. They received one week's salary and most of that went for a fare back home.

## Poor, Color

Lowell Thomas piles on the local color too thickly in "This Side of the Rainbow" (Doubleday), in which he purports to give the views of Dan Edwards, one of the outstanding men in the World War.

After the introductory chapter the rest of the book is supposed to be by Dan Edwards. But "Bravo my wifery," "Functure my mess kit and similar ejaculations indicate a striving for effect that injures the authenticity of the narrative. But it would take more than that to spoil some of the gorgeous adventures. Book may catch on in spite of its amateurish preparation.

Paris Literati Gyo  
Some unscrupulous publishers in Paris besides the regular issue at 60c a copy of their novels, on the advance of the narrative, put out extra copies with a different cover which sell in the colonies at top prices and on which the authors get nothing, and thus nothing since the book is nothing at all.

Story came out when a bookseller found in Algiers the same books he just put on sale in Paris at 60c each for 10 francs.

This has nothing to do with publishers selling regular issues at bargain prices to get rid of unsold stocks.

New Race Track Try  
William Armstrong, who publishes various sports publications, has formed a subsidiary called National Track Publications to get out a new race track and general sports periodical.

Not decided as yet whether the new venture is a weekly or a daily nor has the title definitely been selected, although it may be called "National Turf."

A. P.'s S.A. Film News  
A.P. is now supplying a morning and evening motion picture column once a week for its South American members.

Material is gathered in Hollywood by Robin Coon and Hubert Keaven, then sent to New York for translation into Spanish and Portuguese.

Mackenzie's Weekly  
Compton Mackenzie, English playwright and novelist, also edits "The Gramophone and Vox," a London weekly of records and radio criticism.

Mackenzie is the brother of Fay Compton, who is a well-known father of a well-known actor and his aunt was Leah Batten, of "Lady Macbeth" fame.

## Membership Drive

National Writers Club, now two years old, has formed regional chapters and undertaking an extensive campaign for additional members. First efforts will be directed towards increasing the membership of the Metropolitan Chapter, the New York area, after which the campaign will be extended.

In the effort to increase the membership, aimed principally at tyro scribblers who have not yet or just about to print, the initiation fee will be waived.

Among other features the club has inaugurated a registry bureau where non-copyright material may be protected. Otherwise, the usual benefits and conveniences of various other writers' organizations springing up lately. National Writers Club is headed by Melvin Ryder with Richard A. Stevens as secretary.

Small Town Sunday Comics  
Latest project to tie up advertising with newspaper comic supplements engineered by J. J. McMillan, an advertising man, who will attempt to do for the small-town Sunday newspapers what Hearst's "Puck" and others are doing in the big cities.

McMillan will publish a six-page comic supplement to be called "Chuckles." It will be supplied free of charge to Sunday newspapers in towns of 25,000 or less to wrap around their Sunday editions.

National advertising will be contacted for by McMillan's organization. "Chuckles" will be shared to share in the revenues. Small town papers are being lined up, with the first "Chuckles" to appear as soon as distribution and advertising is arranged.

Different Lawyer  
Departing from current usage, Max Trell makes his "Lawyer Man" (Doubleday) a character who faces disbarment because his ethics causes him to stick to a shifty actress in her breach of promise case until she joins hands with the defendant in a charge of attempted blackmail.

Trell knows his law and his New York and he has turned out a convincing and fluently told story of a likeable character.

Sports Magazine  
"Amateur Sports," five cent magazine, is on the newsstands, edited by Noel Holm, a sports enthusiast, N. Y., and printed at Menasha, N. Y.

Despite its title, gives some space to professional athletes. Magazine is described as "the sports-making," being issued by the Amateur Sports Federation.

Charles Frank Blocker Coe has a new track in Bronxville.

Marius Charles Underwood has gone to Provincetown.

Russel Crook back from Iceland to this heat.

Hugh Walpole's Ferries will soon rival John Galsworthy's "Forsytes."

Raymond Chandler, now a prolific novelist, the "Daily News" has on its staff, has placed another one with Alfred H. King.

Oliver LaFarge in Colorado.

Mary Austin has written her autobiography.

Julian Green, who is American, writes all his books in French.

Alan McNab goes to Farrar & Rinehart.

Arnold writes that novel he'll illustrate it, too.

The Peter Freuchen beard scares everybody but publishers.

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# NBC'S 4 HEADACHE SPOTS

## Radio Artists No Like NBC's Desire to Bill All Talent Direct

NBC Artists Service is trying to find ways and means of enforcing its rule that all talent appearing on commercial programs be billed adroitly through the network. Acts booked through outside agencies continue to object to the idea, contending that their business affairs with the commercials is none of the chain's concern.

Network argument for the rule is that the only way they can have jurisdiction over these outside booked acts while they're around the studios is by paying them off by network check. Otherwise the mike artists go on doing as they please in attending rehearsals or schedule or in the technical production of their programs. Without this authority the network is unable to enforce certain studio regulations and suggestions of its staff producers and technicians, which, it says, would make for the improvement of the indie talents' broadcast.

### Via Young's Case

Billing of the advertiser for talent would entail hardly any extra work and would simplify things all around, says the artists bureau. It would be merely a matter of adding a few figures to the bill sent the account for station time and line charges.


Argument in point came up not so long ago in the case of Victor Young, when the maestro was on NBC for Hines Honey and Almond Cream. Young at the time was under an exclusive management contract to the CBS Artists Service. NBC billed the client for the time, while Columbia billed the advertiser direct for the Young combo's salary. NBC's booking office insisted that it do the billing for the time, while Columbia billed the advertiser direct for the Young combo's salary. NBC's booking office insisted that it do the billing for the time, while Columbia billed the advertiser direct for the Young combo's salary.

Outside acts and their reps tout the NBC billing proposal as something they have no need of. They decry the rule as a wedge that would send the network a line on the agencies paid every performer on an NBC program.

## Allice Joy's A.M. Frolics Ousts Vaudeville Dates

Allice Joy has called off all vaude appearances while on her 13-week contract with Fisher Brothers grocery chain over WTAM, Cleveland. Ether schedule calls for six morning shows a week.

Before taking on the local station assignment the warbler completed 13 weeks on RKO.



**John P. Medbury**  
Master Without Ceremony  
on the J. B. Donnell Chase Revue  
on the J. B. Donnell Chase Revue  
on the J. B. Donnell Chase Revue  
on the J. B. Donnell Chase Revue

**RAYMOND PAIGE**  
Musical Director KJL, Los Angeles  
GUEST CONDUCTOR  
HOLLYWOOD BOVY, EMBERY  
July 25th  
Directing Gerahvia's American in Paris and the Bachelor Ballet

**HAL BECKETT**  
ORGANIST  
Fox, Brooklyn, New York  
INDEFINITELY

### FREE AGENT

Victor Young's Exclusive Contract With CBS Off

Exclusive management contract with Victor Young held by the CBS Artists' Service has been torn up. Release of the contract, which had until Dec. 31 to go, was obtained by the Roosevelt-Mills office.

Under the arrangement now prevailing either Columbia or NBC has the authority to sell the band leader to commercials.

## GHOST AUDITION HAS WB TEUP FOR CBS

One of the most mysterious, yet public, auditions was staged last week on a coast-to-coast CBS network, with a deal for 39 and probably 52 weeks for the commercial sponsor virtually set. It means a talent outlay of \$7,500 to \$10,000 weekly, plus an \$800,000 annual budget for the time and broadcasting facilities, computed for 52 weeks. If only the 39 guaranteed weeks are exercised, that's 25% less.

Program was 'ghosted' deliberately late last Wednesday (10) afternoon from WABC, New York, with star talent at the Warner western studio included. The 'ghosting' deliberately mentioned General Motors as the sponsor, but while it will be some automotive account, G. M. does not function through Blackett, Sample & Hummert, the Chicago agency which is financing this elaborate broadcast. Campbell-Ewald is G. M.'s agency; with Barker, Durstine & Osborne handling the institutional stuff for G. M. and some agency in Ohio in charge of Frigidare.

Howard Blackett's gave the impression it was G. M. as part of its 'ghost' scheme so as not to be an agent for other advertising or talent agencies who usually step in when such a new account is in the works.

### Talent Lineup

Deal comes for final decision this (Tuesday) morning, and possibly was reached last night (Monday). Everybody who was on the broadcast will be retained, if matter is closed, including Jack Osterman as m.c., Gus Van, Alleen Stanley, Lillian Roth, Aunt Jeannine, Abe Lyman's orchestra for the hot specialties, and Gene Roedelich, who does cartoon synchronization work, for the smoother accompaniments. Al Bousberg is to write the special material. It's a once weekly program.

On top of these names, a pickup from the Warner studio, at Burbank, Cal., will feature WB stars, the student according to the affiliation in exchange for a plug for the current releases, a different picture being named each week.

Those in the trade were skeptical of the elaborate audition as being G.M. knowing of Paul Whiteman's contract with G.M. for NBC. General Motors is also said to be anxious to conserve on its radio exploitation and will rotate Whiteman for Buick, Pontiac, Oldsmobile, etc., using Alleen Stanley and Scrapy Lambert who hold unexpired contracts for association with G.M. in association with the Whiteman orchestra.

### NBC HOLDS TOM AND DUD

San Francisco, Aug. 15. Tom and Dud, harmony team, remain on NBC's payroll here. Duo came to NBC several months ago when the chain took over KPO.

## CBS OUSTS NBC IN SALT LAKE

**KSL Acquisition Freezes Out NBC—Chain's Other Problems in Cincy, Detroit and Dallas—Important Special Consideration and Full Card Rates for Strategic Broadcast Centrals**

KSL IS CBS' 92D

Latest move in the CBS' plan of making secure its position in strategic broadcast spots, by either effecting special time-buying deals or rendering financial aid to the outlets concerned, has put the network in affiliate control of the 5,000-watt KSL, Salt Lake City. This station's quitting of NBC to join Columbia Sept. 1 will leave NBC chain in the dilemma of being tossed out of the territory unless it ties to the 1,000-watt, KDYL, abandoned by CBS in the switch.

Alliance of KSL with Columbia came as an embarrassing surprise to NBC. Latter network was not only unprepared for the jump but apparently was of the impression that a recent conference had

(Continued on page 47)

## RADIO COPYING AND COPPING

Chicago, Aug. 15. Charges of duplication, imitation, copying and downright plagiarism while admittedly valid bring forth the explanation in Chicago radio circles that, despite skepticism, it's often a genuine coincidence.

Example was NBC with a quartet on the O'cedar program naming the boys the Melodians, unconscious that WLS had a quartet of the same name. As it happened WLS Melodians later joined NBC giving the network two acts of the same name. They changed the O'cedar group to the Songfellows but meanwhile the commercials continues to use the title.

Quartets appear hard to name. Legal department of NBC was actually commissioned to provide a tag for one quartet which had been successfully the Grenadiers Fire-side Singers, Hudson Singers and Silverstone Quartet. Legal department went into a trance and gave birth to the Commodores. That wasn't so original either as its been used in show business proper. Silverstone title used for a time developed to be a Sears-Roebuck trade name.

WJLQ professed innocence when calling its program 'Garden Melodist' program on the air for some time. There seemed to be a rather deadly parallel both of name and content between Al and Pete's original 'Try and Stump Us' novelty and the later version introduced over WJLQ by Brooks and Ross and called 'Stump Us'.

Amos 'n' Andy replied sarcastically that an idea might also occur to them when Wilbur and Ezra accused them of borrowing an adopted baby pathos angle. Such charges of lifting are aimed with sufficient frequency against the radio headliners to make most of them sensitive and reticent. It's like two acrobats arguing who was the first to eat raspberry pie upside down.

Admittedly the hardest thing to protect is a central idea for a dial skit. Such themes, when meritorious, command a heavy premium. Especially when adaptable for advertisers with household goods to sell.

## Small Local Stations Cheat Chain Programs with Their Own Ad Spiels

### GAGSTER AIR CREDITS

Bousberg First Writer to Get Verbal Billing Bouquets

For the first time, apart from name authors like Conan Dolye, Edgar Wallace et al, whose stories have been dramatized for the air, a continuity writer has received other billing.

Al Bousberg is one of the Lucky Strike gagsters who was given an aerial bouquet by Walter O'Keefe on last Saturday's broadcast for his special material.

## PALS BUT KOLB RESTS ON HIS CONTRACT

San Francisco, Aug. 15. Unable to settle as he had hoped, Clarence Kolb has brought suit against Gilmore Oil Co. for \$22,000, asking that amount to cover a 32-week balance on Kolb and Dill's radio contract.

Team was cancelled last month and its comedy serial, 'The Dinglebenders' taken off NBC when Kolb failed to show for a performance. Claiming this was violation of contract the oil concern jerked the pair. Recently Gilmore returned the Gilmore Circus, hour feature, to the western network.

Kolb and Earl Gilmore, prez of the gas company, have been pals and hunting mates for many years. Gilmore had been invited to accompany Kolb on the hunting trip that kept him away from the mike on the night that led to cancellation.

## TEXACO RENEWS WYNN TILL OCT. 25 ANYWAY

Ed Wynn is set to continue with the Texaco session at least up to Oct. 25. Comic opens 'The Laugh Parade' tour to Boston, Sept. 5, and under the arrangement with his ether bankroller Wynn will eliminate the musical's Tuesday night performance. He will be on hand in New York for the weekly broadcast.

At the suggestion of the NBC press department and with the approval of the Texaco checkbook Wynn will on each of these trips bring in with him as guests the radio editors from the dailies in the legit spots. From getting in conveniently for the mike snap won't come up until after the show plays Pittsburgh, Oct. 5. Next playdate makes the show to Cincinnati, and after that Chicago.

Picking up the star by remote control doesn't appeal to the sponsor, since the latter is determined to retain Gurnee McNamee in the role of straight to Wynn's patter, or drop the program altogether. Texaco on the other hand doesn't ally the idea of shouldering the salaries that McNamee would have to forego on other likely commercial programs while traveling around with 'Laugh Parade.' Announcer is now booked up with two network spasmis and is slated for two more by Sept. 15.

Another important objection to the remote control thing, which would have the Don Voorhees band broadcasting from this end, is the loss of the plug derived from the public attendance of the Texaco affair at NBC's Times Square studios Tuesday nights.

### Vancouver Joining CBS

Los Angeles, Aug. 15. CKWV, Vancouver, joins CBS chain Sept. 15. It will be first station for Columbia in western Canada.

Baltimore, Aug. 15. Increase in the number of program checking bureaus throughout the country is evidence that the advertisers are beginning to notice that many of their chain programs are not getting the full time on the local stations, but often portions are lacking both at the beginning and end of the sessions. This chop is due to the overly long minutes and announcements on the local stations from home-town commercials.

Both chains allow their affiliated stations enough time for 30 words between periods for their minute commercials. But word comes that many chain-affiliated stations in the south and southeast are running more than the allotted 30 words so that the advertisers are yelling that the important part of the program, for them, the spiel and plug, is being sliced as the local stations come in late and cut out early in order to make sure they have enough time for their own minute commercials.

These provincial stations are bawling so grimly for biz that they can't pass up the \$5, \$10 and \$15 they're getting for these plugs, and are often willing to stretch the allotted wordage to 40, 50 and 60 words. The stations figure that the advertisers in New York and Chicago will never know the difference, while the local advertiser is sitting there with his ear glued to the loudspeaker.

## DISK COMMERCIALS NOW OKE WITH NBC ON COAST

San Francisco, Aug. 15. Reversing a previous stand against electric transcription, NBC is now accepting discs on commercial programs. KFO tonight (15) broadcasts the first of seven 15-minute platters, running nightly until Aug. 24 for Philco. This despite multitudinous network proclamations that such transcription was prohibited. It titled 'Philo's Frolics', disc will plug a word-building contest, part of a national exploitation campaign placed by Botsford, Constatine & Gardner ad agency.

### Radio Spots Lucas Band

Hollywood, Aug. 15. Clyde Lucas orchestra has been engaged by Radio studio as staff combination for weekly Radio-NBC program. The orchestra will be on hand. Outfit will be used on all programs, except in cases where music originating with Max Steiner's studio combination is used, when latter band will be spotted.

**Baby Rose**  
... Marie  
The Biggest Smallest Attraction on Radio and Stage  
Headlining—Kase City, Aug. 16  
Dir.: WEBER-SIMON

PHILIP'S DENTAL MAGNESA  
WABC—Tues., Thurs., Sat., 6:15 P.M.  
**FRANCES LANGFORD**  
MANHATTAN MELODIES  
WON—Wednesday, 10 P. M.  
Atop Empire State Bldg.

JOHN  
**SHEVLIN**  
(TENOR)  
After 18 weeks on WOR, am taking a vacation. To resume my activities on the air Labor Day. Permanent address: 100 Amsterdam Ave., New York



# HOLLYWOOD ON THE AIR (11)

With Richard Arlen, John Darrow, Walter Huston, Constance Cummings, Amelia Earhart, Singing, Skit, Orchestra Sustaining

First of the series in which picture companies outside of Radio took advantage of the M. H. Aylesworth invitation to use the network to plug their products, this one must have failed to register effectively and impressively with the mass of listeners. The most interesting turned in last Friday night. Not that the retinue of picture names and the added attraction of Earhart were wanting. What they were assigned or volunteered to do was one from the individual angle, but as an other production it was a frowsy, loosely strung, draggy affair.

Program evidenced all the earmarks of something towed on as it came in place, by piece through the studio doors, without previous rehearsal or idea of what was going to happen once it got started. If the impression that Earhart and the show had been actually put through some sort of a rehearsal, the result was no credit to the studio producing staff responsible. "Whole thing seemed to move along hesitatingly. Of pacing and building up of interest, nothing. Haphazard routine sort of conveyed an air of unauthenticity. All of which would have been on the edge of the purpose of these broadcasts. Last Friday night's example gives rise to the question as to whether the network and its productions intended for plugging any good unless the programs are what the word means, a production and shapely according the usual run of first-class sustaining or commercial programs turned out by the chains.

Half-hour session was split between Universal and Columbia pictures, with Universal leading in the first half to plug its football epic, "All American," still in production. Richard Arlen, starring, introduced a few words to me, in turn, Patrick Carleton, who introduced the star, Johnny Kane of Alabama, "Red" Chris Cagle, the Army breeze, and Edna Mayers of Stanford. Arlen announced a couple of gridiron names working in the picture who apparently got mixed right off for the misleading title. Anyway, after one of these bigger moments of eternity, Arlen begged off for the missing picture, telling what a great picture "All American" is bound to be. The Whiden combo, which took over the interlude that led up to the entry of the Columbia Pictures factory. That, predominating, absorbed not much over five minutes of the 30-minute stretch, using it for the enactment of a scene from "American Madness." Players included Walter Huston and Constance Cummings, featured in the film.

After another number by the Whiden combo which sounded exactly wireless, came out of the loudspeaker on this side of the continent, came the real treat, of the show, Amelia Earhart, who, in a bit of a flying took the occasion to direct a stinging blast at the hypocrisy prevailing in the country among those who sit in judgment on amateur athletics. But, strange to say, it took somebody entirely unconnected with the subject to come to lift a picture business broadcast out of innocuous desuetude. Miss Earhart, incidentally, who was given a chance of her taking an offer in pictures. *Odeco.*

# SAM AND JOE

Sustaining  
WRVA, Richmond

Daily 15-minute comedy serial, dealing with a couple of old-time fars and aimed at the farmer's heart, particularly the southern farmer.

Story deals with the mixups of these two 80-year-old geezers, and is now involved in telling the tale of a threatened divorce suit from one "wider lady," while one of the a.k.'s is really hankering to hitch with a second wife, a down-home comedy and fits in with the hill-billy music that's worked for the running of the show.

Entire setup of the serial and idea is mighty similar to another a.k. who so popular in the south as the terland transmitter, WLS. The WLS pair are also trying to get married and get into jams with the women.

Script is nicely written for comedy, being unuseful stuff which should cotton reflect to the small town listeners draped around this transmitter's area. Characters, especially the principal, are well taken, though that a.k. falsetto is sometimes too shrill.

It's a delightful interest to note in the nicknames of the two principals that the south hasn't yet forgotten the old-time fars. One old body is called "Rebel" and the other who himself is labeled "Yank." That last is rather surprising, since most southerners are prone to believe that there's no such word as "Yank," that the proper word is "Yankee."

# WINS HEADLINERS

With Bob Merwin, Harry Tighe, Jerry Moore, Mary Day, Lucille Brels, Dorothy Lewis, Singing, Talk, Sustaining

Two-hour work for a half-hour stretch on each occasion this Hearst outfit trots out a flock of "guest" stars. In particular, Bob Merwin describes himself as an m. c. No one could object to the billing if the letters of the program, contained his hint to just announcing the warblers' names and the titles they were to sing. But the boy insists upon filling the role of a high-pressure comic. His introductions are invariably windy and filled with wisecracks and gags that are as funny as a dead mule. And to make it still more boreome, he breaks into the proceedings with lengthy cross-dresses, dragging in Jerry Moore to read down the feeding and of the script.

Perhaps his ineptitude is beginning to show in one of the recent Headliner programs Tighe remarked toward the end, "Well, folks, I haven't anything else to say. I don't know what to do. I have nothing to say. If he did he wouldn't be a radio master of ceremonies. Only a radio master of ceremonies. He could mention himself as a first-rate ex-

Monotony of the Tighe chatter on last Wednesday night's (10) event was relieved by a couple of nicely introduced by Bob Merwin. Jerry Moore, some emotional monning by Lucille Brels, a straight melody of the ballad "Gone with the Wind," and a brace of pining ditties, in the distant manner of Ruth Etting, who sang "Daddy Leek." Every guest comporting him or herself acceptably before the electric eye and worthy of another hearing. One likely objection is that Tighe spouts the results with his forced wisecrack comments on the work of the warbler who has just finished.

Against Tighe on a neighboring week, the results of the hearing were Colonel Stoopnagle and Budd. Which at least allowed for relief by a quick twist of the "Odeco."

# CONCERT IN RHYTHM AND TED

Sustaining Transcontinental  
NBC, San Francisco

This is one of the recently inaugurated series of sustaining programs run by NBC from Frisco clear to Manhattan, arriving there at 1 a.m., which is pretty late to mean much to the local audience.

Five hours a week are split between local dance bands and studio orchestras. The latter being halved between "Concert in Rhythm," with Mergoth Wilson batonning, and the Hotel St. Francis dance, directed by Ted Fio-Rito.

Wilson is new at NBC, having recently come to the network from KPRC. He will be making his equally meritorious in concert or pop stuff. His arrangements are of the "Week point" was the chasing of an unannounced girl who lacked color in a pop tune. "Mergoth" is a high-toned music and of the calibre that should draw listeners back again.

From Fio-Rito's music, too, arrangements are excellent. Maestro evidently strove to shy away from the usual dance tunes containing a few "hot" numbers, and to use a thousand and one bands throughout the country. Each number is either a new tune, a very recent one, or one of Fio-Rito's own tunes, such as "For Lily May." Most of the high-toned music handled singing assignments capably.

Ed Goodwin and Jerry Kilgore split the announcing laurels for the two half hours. *Book.*

# LEGAL CLINIC OF THE AIR

With Judge Edward Casey Sustaining

WMAC, Chicago  
Very interesting sustaining program for adults is conducted by Judge Edward Casey, who, with speaking voice is cultured and pleasant as his manner is erudite. There are all too few programs of this sort on the radio, and very often what few there are lose their effect by the bad speaking of the principal. *Land.*

Very much of the moment is Judge Casey's discussions of concrete instances of liability in cases while bills are being checked. But with the bank closing in the interim. Who owes the money—debtor or creditor?—is a question which has gone bloozy, so numerous incidents of this type have developed. There are all too few programs of this sort on the radio, and very often what few there are lose their effect by the bad speaking of the principal. *Land.*

# Hershfield's Serial

Script authored by Harry Hershfield, cartoonist, goes on a sustaining show on WLS every week from this Thursday (28). It's titled "Meyer the Buyer." Ted Bergman, of the "Joe Palooka" show, will play the name role in the Hershfield weekly serial.

# GEORGE RECTOR

Food Talks  
Commercial  
WVJ, New York City

One-time restaurateur, who dipped into the writing game on Bugs Baer's wings, has taken a liking to the broadcasting waters, and is experiencing no difficulty in keeping aloft. For some time a food writer in the kitchen, he now appears to be as much at home before the mike as in the kitchen. He found himself with the aplomb of a veteran actor. His other "personality" one of the most different of the air, ending on the air during dead a. m. hours.

While Rector's advertised (newspaper) contribution is recipe talks and "food tours" of his own and countries, he also engages in verbal battles with Judge Gordon, second featured speaker, and sometimes announces guest artists. Rector handles one assignment just as well as the other, aided by splendidly prepared though apparently casual conversation.

His recipes and reminiscences of various cities, restaurants, and dishes, here and abroad, are interesting and, to women, instructive. Food chatter does sound effeminate coming from lips of a man like Rector. Rather speaks in a high-pitched, rather hoarse tone, enunciating precisely. Only in voice does Rector lack professional smoothness, yet it is not because of the food. The new broadcasters are as successful in transmitting to listeners the suggestions of their food, and of their personality as is Rector. Or of a widely traveled gentleman who has not become blasé. *Jece.*

# MRS. J. S. REILLY'S COMMON SENSE

Talk, Orchestra  
Commercial  
WVJ, New York City

Point of wisdom here is an authority on the bringing up of children. Keeps repeating over and over, "Newspapers are not to be read, now, having raised seven of them, and that's been her main topic of conversation for 13 years." Kara says, "New time line goes on this one and Mrs. Reilly for retailing the information."

Scenes of the M. Reilly palaver a studio five-piece orchestra pours into the mike exactly what she has to say. The new classics, taking enough time for each number to allow for the precious flow of wisdom to sink in and the picture to come up for a little ozone. When caught (12) the authority on bringing them up waxed hot, and for what she called the stupidity and imposition of baby contests and parades, taking the parents to task for their lack of consideration of the tot's welfare at these events. Topic she announced for the next occasion was "Conversion of the children."

Voice registers mellowly and has enough personality behind it to give it authority. The radio is a natural curiosity. Commercial plug is suavely put over, with the copy stopped short and stressed with the mixing of the syrup with milk when the protein content of the baby proves too much for the father. Seasons hit the other in the early a. m. *Odeco.*

# Behind the Keys

(Continued from page 17)  
exploitation campaign for Edward Burke, Democratic congressional nominee from Nebraska.

Watske theatre, Watske, Ill., in this community, has only one theatre in this community. Reopens Labor Day. First time in years no theatre operating here.

B. H. Gelson has purchased Iowa theatre from Mrs. J. J. Gelson and Grand theatre from Bert Graham.

Dixie theatre, one of the Martin string, has closed indefinitely.

Worcester, Mass. H. A. Naylor, manager of Warner's theatre, succeeded by Albert Nathan of New York.

Los Angeles. Colorado, Pasadena, Indle, dark (12) one week. Repairs and alterations.

Clinton, Ia. Strand reopens this week as first run.

Des Moines, Ia. Theatre is under construction at Red Oak, Ia. Will be called the Grand, replacing former theatre destroyed by fire.

Des Moines, Ia. Graham has purchased the Iowa theatre, Knoxville, Ia., from Mrs. H. L. Bridgeman and the Grand theatre from Bert Graham. Plans to manage both houses.

# POLITICAL SPIELS UP COAST AIR REVENUE

Los Angeles, Aug. 15.  
Political air spilling is saving coast stations from taking a terrific slump. Most of the business comes from this direction, however, is local, with candidates in municipal primary the end of the month doing most of the "containing." In July showed heavy decline, with this month so far showing a 15% increase over last, due to the political time.

# Chi Fair

(Continued from page 1)

most any office-worker can get a kick out of a herculean bull that no mere farmhand could ever get.

Anyhow, there it is at North avenue and River road, the Cook County Fair, all fenced in, pennants waving, fancy flowers by the gate just transplanted from the nursery. The whole thing brand-new, unpainted, partially unorganized. Not very much agriculture, but a great deal of the Rubin & Cherry carnival. Very little scientific farming but a great many scientifically-controlled gambling devices. And thousands of big city-hicks going for everything. Business was excellent when visited.

In combination it makes quite a big fair. Rubin & Cherry carnival, with 10 rides and 13 shows, is one of the best. Other attractions are Rubin-Cherry outfit is currently in Auburn, N. Y. What the depression has done to the carnies is best told by the 70c top.

Nothing over 10c. Absolutely nothing over a dime and most of the shows are glad to get a jitney. Rides, as usual, getting the best play, with most of the side tents winning a pretty unaltered share. As a whole was doing okay. Especially for a Monday.

Bagat of miscellany outside the Rubin-Cherry nucleus is mostly staged as their prize big game, and prizes looked not quite up to Woolworth standards. Best bet, and most popular, was a cellophane-covered basket of fruit. A group of college boys with eagle eyes were sending an increasingly peevish Negro lad down into the big bucket with pneumonia-giving frequency. As for the accuracy with baseballs drew the greatest crowd and proved the most impressive pitching contest with "professional" amateur divisions was in progress.

Horses at 25-50c. Horse show at 25-50c. was the main attraction and drew an audience of several thousand to the track. Hunters, jumpers, harness, trick and comedy horses were displayed with much classy horse-flesh around. Barnes & Carruthers booked the free acts, which included a few circus acts. Possibly the most awe-provoking: the Flying Millers, Curtis' Taxi, Haas Brothers, Cliff Gregg, human cannon ball and several others. Other attractions included a flower show and choral contest. Flower show was a bedraggled and wilted pagant of potted geraniums.

Various shows were assigned different days. WBO's efforts to steam up public interest was miserably unsuccessful and clumped on the same day. Without a great deal of publicity the fair was drawing extremely well. It ran day and date throughout with the Grand Opening of the Barmen & Barmen Circuit. Clinging to different part of the city. Fair also cut into Riverview and White City, Chi's two amusement parks.

However, promoters figure that ultimately the promoters will have either a dog track or a half-mile pony orbit on the grounds as a permanent or semi-permanent profit factory. County fair running 10 days is not figured enough in itself to warrant the expenditures already made.

Unfortunately the Cook County Fair will be entitled to state aid similar to that given other county fairs. Exact sum is not known but reported around \$50,000.

Harvey Marburger orchestra completing a 10-week engagement, at Roseland ballroom, New York, re-engaged for the balance of season until Sept. 25. Includes a drum, trumpet, added to the orchestra.

# MUSIC VS. RADIO MARKING TIME

License fee squabble between Tin Pan Alley and the National Association of Broadcasters remains in a state of impasse. American Society of Composers, Authors and Publishers has adopted a policy of marking time, figuring that the most prudent way of handling the situation is to wait until the period of reprieve allowed the broadcasters ends Sept. 1 before making any drastic move.

Several members on the ASCAP administrative board have been urging that letters be sent out to every station in the country this week advising them of the current contract's expiration date and warning them against the broadcasting of music controlled by the society after Sept. 1, and the penalties involved. Other directors have vetoed the suggestion on the grounds it was unconstructive.

Communication to this effect, it was pointed out, had gone out to the broadcasters last June, with the info taking into account the original expiration date of the current contract which was July 1. At the request of the negotiators for the station operators, the society subsequently extended the old contract to Sept. 1, and the new contract will be available for the parties concerned to arrive at a settlement. It was natural to assume, the objectors to the new letter idea maintained, that the station was aware of the fact that the extension was merely a modification of the June notice and that the old license became invalid Sept. 1.

ASCAP generally take an optimistic attitude toward the situation. They feel that the broadcasters allied with the national association will make an attempt to resume negotiations, and for that reason the society is hesitant about starting out to make separate agreements with individual stations. The society feels that the ASCAP has received applications for license renewals from several stations not in the NAB ranks. But nothing will likely be done in this matter until toward the end of the month.

Resumption of negotiations with the NAB will be approached by the Society on an entirely revised basis. ASCAP now insists that it will only talk to the broadcasters' association on the following terms. It will either be a five-year contract, with 2% on the first year, 3% on the second for 1933, 4% for 1934 and 5% for 1935 and the two years thereafter, or a one-year contract calling for a flat 5% and with no option on the question of renewals. The society is willing to cut the sustaining fee down to a nominal figure, but if the broadcasters choose the one year term the sustaining figure stands as is.

# WMAS Sets Staff

Providence, Aug. 15.  
David Halperin, continuity writer, has been engaged as program director of the new Station WMAS at Springfield, Mass.

William Foss is manager of the station, which probably will be ready for trial broadcasts in about a week.

# Warbling Edibles

LaChoy Food Products has picked Billy Hughes, warbler, to entertain the housewives between blur readings when the account goes on Columbia Sept. 13. Schedule will continue on a quarter-hour basis Tuesday and Thursday morning.

Commercial is starting off with a 10-station link for a minimum of 13 weeks.

# RADIO MAN SUES L. A.

Los Angeles, Aug. 15.  
V. G. Freitag, local radio station operator, is suing City of Los Angeles for \$10,700 damages, alleged to have been done to a lot that he owns.

Says that Department of Public Works, without permission or authority, dumped a large quantity of dirt on the property.

# Jane Froman's Extra 52

Identical topsoil has been renewed with NBC for another 52 weeks effective Aug. 21.

Current program made up of Jane Froman, studio orchestra and a quartet of vocalists. American history is being retained.



# JULY MUSIC BIZ SHOWED SIGNS OF LIFE

Sales both on sheet music and wax platters snapped out of the doldrums the last week in July. Up to then the seasonal slump had carved out for itself a new low all around.

Recording companies reported at the end of the second July stanza that the outlook was more encouraging than it's ever been in the past two years. Orders from all over the country took a substantial spurt the next two weeks of the current month.

In the sheet field for July, with the first three weeks rated as falling into the lowest ebb in the history of the business, Berlin's 'Lullaby of the Leaves' retained first place. Strong impetus from June sold it here, although Witmark's 'Shanty in Old Shantytown' toward the end of July shot into high favor and came close to noosing it out of the lofty perch. Famous 'My Silent Love' slipped from deuce to third niche, while DeSivya's 'Hummin' to Myself' remained in the slot below. 'Paradise' (Follet) started slipping badly in mid-July. It wound up the stretch in fifth place. No change either way for Berlin's 'In My Hideaway'. Enchanted behind the blue ribbon six were Felix's 'Night Love Was Born', nicely on the upgrade; 'Masquerade', Robin's 'Lazy Day' and the same firm's 'Holding My Honey's Hand', and 'With Summer Coming On'. Reported making strong headway and a canny hold for August six is 'It Was So Beautiful' (DeSivya). Among the mechanicals two long playing platters led the Columbia flat. Jack Hyton-Arthur Lally combination topped the Brunswick sheet of leaders, while Gus Arnheim with 'You're Blame' was Victor's main attraction for July.

## Chi Looks Up

Chicago, Aug. 15. Any change in the Chicago situation during July was simply a change in the running order of the mags. Victor's list shows a remarkable pre-eminence for two weeks. Ted Black and Gus Arnheim. Might explain the Arnheim prominence as obtaining its impetus from the coast bandman being at the Delta all summer.

Columbia is led by Art Kassel, practically a native son, playing his own number, 'Hell's Bells', which is exclusive with that company. Usual seasonal pickup is expected this month, but July was another washout.

## Coast Better

Los Angeles, Aug. 15. Sheet music biz brightened a bit over last month, with favorite tunes remaining about the same. In addition to the top six, 'Hold My Hand' was just nosed out of the list by 'Three On A Match', the other new comer. Record sales also better than they have been for some time. Brunswick top seller.

## WOODS TO WORK ABROAD

Harry Woods, American song-writer, settled with Jimmy Campbell of Campbell-Conolly, English music publishers, for London on the Bremen Aug. 12 to collaborate abroad with both Campbell and Reg Connolly on new song material.

This is the first instance of an English firm paying an American tunesmith's expenses, advance and royalty to import him to England for such collaboration.

## HAL KEMP

And HIS ORCHESTRA whose melodies come to you from the Trianon Station WGN Chicago and City Station WOL New York are sure to include these in the time of the year: 'THE VILLAGE OF THE OLD', 'I'LL NEVER BE THE SAME', 'IF YOU WERE MY MINE', 'LOVE ME TONIGHT', 'HOLDING MY HONEY'S HAND', 'GOODNIGHT MY LOVE'.

**ROBBINS MUSIC CORPORATION**  
1519 NEW YORK

## DEAR GEORGE OLSEN

That Gordon and the great song, 'Listen to the Angel Band' which you recently introduced, is selling like a hot pie of honey and we'll have to pull the cork. CHARLES MILLER  
100 West 45th Street, New York

# JULY MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING JULY 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'	'A Shanty in Old Shantytown'	'A Shanty in Old Shantytown'
No. 2—SONG	'A Shanty in Old Shantytown'	'Goodbye'	'Lullaby of the Leaves'
No. 3—SONG	'My Silent Love'	'Lullaby of the Leaves'	'Paradise'
No. 4—SONG	'Humming to Myself'	'My Silent Love'	'Silent Love'
No. 5—SONG	'Paradise'	'So Ashamed'	'Auf Wiedersehen'
No. 6—SONG	'In My Hideaway'	'Is I in Love'	'Three On A Match'

## 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	'You're Blame' (Jack Hyton's Orch.)	'St. Louis Blues' 'Sweet Sue' (Mills Brothers)	'Sweet Georgia Brown' 'Let's Try Again' (Bing Crosby)
BRUNSWICK—No. 2	'Reaper Man' 'You Got to Ho-Do-Ho' (Cab Calloway's Orch.)	'You're Blame' 'Hold My Hand' (Jack Hyton-Arthur Lally Orch.)	'Chinatown' (Mills Brothers)
BRUNSWICK—No. 3	'Cabin in the Cotton' 'Summer Coming On' (Blind Crosby)	'My Silent Love' (Isham Jones Orch.)	'California Medley' (Red Nichols Orch.)
BRUNSWICK—No. 4	'Shank of Axlaby' 'Blue Ramble' (Duke Ellington's Orch.)	'In the Palm of Your Hand' (Benny Kruger Orch.)	'Moon Over Dixie' (Duke Ellington Orch.)
BRUNSWICK—No. 5	'Please Handle with Care' (Isham Jones Orch.)	'I Heard' 'How Am I Doing?' (Mills Brothers)	'Lazy Day' (Casa Loma Orch.)
BRUNSWICK—No. 6	'Sweet Sue' 'St. Louis Blues' (Mills Brothers)	'The Sheikh' 'Blue Ramble' (Duke Ellington Orch.)	'Happy-Go-Lucky You' (Bing Crosby-Isham Jones Orch.)
COLUMBIA—No. 1	'Love's Old Sweet Song' 'Long Long Ago' (Rondollers and Piano Fala)	'Hell's Bells' (Art Kassel Orch.)	'Old Shanty Town' (Ted Lewis Orch.)
COLUMBIA—No. 2	'Banking on the Weather' 'Great Big Bunch of You' (Joe Moss Orch.)	'Shanty in Old Shantytown' (Ted Lewis Orch.)	'My Silent Love' (Roger Wolfe Kahn)
COLUMBIA—No. 3	'Hummin' to Myself' 'Cabin in the Cotton' (Ben Selvin Orch.)	'Lazy Day' (Roger Wolfe Kahn Orch.)	'Is I in Love' (Ben Selvin Orch.)
COLUMBIA—No. 4	'You're Blame' 'Night Love Was Born' (Eddie Duchin Orch.)	'Now You've Got Me Worried' (Eddie Duchin Orch.)	'Date With an Angel' (Debroy Somers Orch.)
COLUMBIA—No. 5	'Get the South in My Soul' (Harlan Lattimore Orch.)	'When Love Was Born' (Ruth Etting)	'Cabin in the Cotton' (Log Cabin Four)
COLUMBIA—No. 6	'Good-Bye Blues' 'This Time It's Love' (Art Jarrett)	'10-Minute Medley' (Kate Smith-Ted Lewis)	'Mona Lisa' 'There I Go Dreaming' (Roger Wolfe Kahn)
VICTOR—No. 1	'You're Blame' (Gus Arnheim Orch.)	'In a Shanty in Shantytown' (Ted Black Orch.)	'Hold My Hand' (London Mayfair Orch.)
VICTOR—No. 2	'My Silent Love' (Ruby Newman Orch.)	'You're Blame' (Gus Arnheim Orch.)	'Lights of Paris' (London Mayfair Orch.)
VICTOR—No. 3	'Masquerade' 'Banking on the Weather' (Russ Columbo)	'Masquerade' 'Banking on the Weather' (Ted Black Orch.)	'Jazz Nocturne' (Victor Concert Orch.)
VICTOR—No. 4	'Voice in the Old Village Choir' (Paul Whiteman)	'In the Palm of Your Hand' (Gus Arnheim Orch.)	'All of a Sudden' (Lew Conrad Orch.)
VICTOR—No. 5	'In a Shanty in Old Shantytown' 'Rain, Rain, Go Away' (Ted Black Orch.)	'Holding My Honey's Hand' (Waring Orch.)	'With Summer Coming On' (Fred Waring Orch.)
VICTOR—No. 6	'Just Another Dream of You' 'Living in Dreams' (Russ Columbo)	'Hold My Hand' (Ray Noble Orch.)	'Lazy Day' (Jack Denny Orch.)

## DOMINO CLUB ON RADIO FOR COAST COMMERCIAL

San Francisco, Aug. 15. Union Oil Co. will sponsor the Domino Club, Hollywood femme motion picture group headed by Lucille Webster (Mrs. Jimmy) Gleason, in a series of broadcasts over the orange network of NBC, emanating from KEF, Los Angeles, Sept. 4 the starting date. Programs will succeed the Hollywood Bowl series, also sponsored by Union Oil, which finish Aug. 27.

## Bernie 100% NBC

Chicago, Aug. 15. College Inn in the Hotel Sherman will be wired by NBC upon the return of Ben Bernie whose commercializing will be disseminated by NBC. This will shut out WBBM from three years.

## FOX AT FOX

Hollywood, Aug. 15. Sam Fox, Chicago music publisher, is in an advisory capacity at Fox studios in the music department.

## Death and Hurts Stop Slim Martin

Santa Monica, Calif., Aug. 15. Due to death of William Fugli, saxophonist, Aug. 6, and serious injury to two other players, Slim Martin's band closed Tuesday (9) at Grand Hotel here. Injured bandmen are Eddie Stockbridge, guitar, and Ross Ducat, trombone. Ted Dahl's orchestra from KFVB replaced Martin is reorganizing.

George Gershwin's song book issues next month under Simon & Schuster imprint at \$5, illustrated in color by Alajalov, and including reproductions of 15 songs.

## That Road to Ensenada Finally Under Way

Mexico City, Aug. 15. Another plan for American tourists has been made by the Lower California government in signing contract for investment of around \$2,000,000 in constructing an asphalt road between Tia Juana and Ensenada. Government figures road will induce Americans to visit territory. Plans to later build a road that will link Mexicali with Sonora.

## STOOPNAGLE-BUDD OFF P. & G; GO SUSTAINING

Colonel Stoppnagle and Budd continue the Ivory Soap season on Columbia Aug. 28. Leaves Procter & Gamble, manufacturer of the brand, with a single program for both networks. Commercial had seven going on NBC and CBS the early part of the current year.

Wind-up date will give the comic team just 26 weeks under the P & G banner. Commercial may take the Mills road, other radio act remaining on its payroll, off the Chipso plug and substitute the Ivory Soap ballroom.

Stoppnagle and Budd will continue as a sustaining feature for Columbia immediately following the expiration of the soap contract.

## Tarzan of Apes' Serial For Sept. 5 Air Release

Los Angeles, Aug. 15. A radio 'Tarzan of the Apes' will go onto records in serial form, with Edgar Rice Burroughs, the author, splitting on the profits in return for use of the title. Fred Dolquist is handling the story, and recording for the J. S. Refining company. Serial will be air released Sept. 5, over a number of stations.

## 35 INDIE STATIONS TO AIR FICTION SERIES

American Fiction League has made arrangements with about 35 indie radio stations in the east, including WINS, New York, for a once-weekly broadcast of stories written by members of the organization. A. F. L. is writing the story continuity and serving it free to stations interested for the publicity value to its members.

Fiction League is composed entirely of pulp mag writers. Street & Smith and several of the other big pulp publishers have given it permission to reproduce on the air any stories desired. Group picks only stories already published, and has assigned Alan Echols to write the continuity. When the broadcast is from New York, the authors themselves appear in the broadcast. Idea of the organization is that eventually there may be some monetary return from such broadcasts to help sustain the club. But even if not, it is figured that such broadcasts are good build-uppers for the various writers involved.

## 70 Out of 1,000

The Hague, Aug. 5. Latest census of licensed radio-receiving sets shows that Holland possesses 231,926 receivers; 256,444 fans get their radio music, etc., via wired wireless, so total of fans set at 536,000 on population of 7,000,000. That means that over 70 per 1,000 inhabitants listen in on own set.

## KGB NOW 1,000 WATTER

San Diego, Aug. 15. KGB, Don Lee station, has increased its wattage from 500 to 1,000. Power boost is to give CBS an equal break with local NBC station, KPFD.

## 'Paboka' Didn't Sell Enough Puffed Rice for Heinz, So Series Off Air

Columbia is trying to get a 60-day option from Ham Fisk, creator of the 'Joe Paboka' strip, so that it can peddle the other version to some other commercial.

After the act had been on the network 20 weeks, Heinz suddenly took advantage of a cancellation clause in its contract and called all bets off with tonight's (16) broadcast. Reason given was that, although the sketch drew a large percentage of listeners, it evidently didn't attract the type of listener that would be interested in buying puffed rice. At least that's the story told by the Heinz sales chart.

## Chrysler Confers on Ziegfeld Hr. Continuance

A Chrysler meeting late yesterday afternoon (Monday) was to settle on a continuing of a Chrysler-Ziegfeld hour with Mrs. Billie Burke, the impresario's widow, to m. c.

Believed practically set for the same lineup to continue, with Eddie Dowling as m. c., Al Goodman's orchestra and also Jack Pearl as comedian, unless dropped entirely.

## Allen, Orr to WLS

Chicago, Aug. 15. Fleming Allen has been appointed musical director of WLS. He was there before as an assistant director. Winthrop Orr, from WLS's continuity staff.



# RITZY SONGS RUIN MUSIC SALES

It's the opinion of Jimmy Campbell, of the English firm of Campbell & Connolly, that the American music publishers have gotten themselves into a serious dilemma by catering too much to the likes of the ether dance bands and, in the process, alienating their real bread and butter, the potential buyers of sheet music. Latter practitioners go for the mass of piano players who have gone beyond the simple exercise stage. But the extent of this mass is questionable, inasmuch as piano companies now also manufacture refrigerators.

Campbell sailed for London Friday (12), on the Bremen, after a two weeks stay, taking along with him Harry Woods under a written contract that will keep Woods on the other side for at least two months. While here, Campbell said, he noticed that most of the pop music favored by the owners of the air and played over and over again were the class, smart compositions. Nobby lyrics and complicated melodies that sounded swell coming out of the loudspeakers and of the type of music enjoyable to listen to, but not of the homely type which sells song sheets.

What the bandman, wedded to a mild, easy-going as great stuff, Campbell opened, turns out to be so much of a struggle for the heavy-tongued hinterlander and a still tougher hardship on his or her fingers. Smart themes may give the "rude" musician or warbler a chance to shine, but it's the simple set of words and the one-fingered melodies that in the final analysis, bring in the quarters in that publishers in business. In his race to get plugs on the air, avowed Campbell, the publisher has forgotten all over his contract the talents of this sheet-buying public.

**Short, Utter Enough**  
That Campbell, as a visitor so quickly caught the chief failing of America's tin pan alley deficiencies, brings his deductions home forcibly. Campbell is visiting what the American songwriters and publishers have known for long—that they're all writing too much for the bands.

The writer agrees that he must please the ultra dance maestro for that ether plug, but at the same time knowing that intricate airs such as "Lullaby of the Leaves," "Silent Love," et al. sell plenty of copies if they don't write 'em, their stuff will never be played.

Robbins put out "Voice in the Old Village Choir," which by its title, promises its simple, direct, and has a tough time getting it plugged. Robbins alone influenced the important plugs to give the hokum village tune some etherizing in exchange for past and present favors with more sophisticated songs, but which will eventually be outbid by "Village Choir" just as simple songs like "When the Moon Comes Over the Mountain," outbid yet it there sophisticated tune construction.

## Par's Musical Advisor

Hollywood, Aug. 15. Steve Pasternack back here from Detroit with the "Columbia" musical advisor for Paramount.

First production assignment is "Honest Finder," the Lubitch film which will have an original opera sequence.

Arthur Johnston stays at Paramount for an additional year with musical advisor, with no salary change permanently.

Currently working on six different features.

## ROSENTHAL SUBBING

Harry Rosenthal is substituting for a fortnight at the Central Park Casino, New York, where Eddy Duchin is vacationing. Rosenthal is permanently at the Casino commencing Oct. 9 for the Sunday night supper club dances at the new Music Box.

This will be a follow-up for the Saturday night seasons at the Pierette in the Hotel Pierre, to which Rosenthal returns in the fall.

## Minor Publishers Also Line Up Own Service Combo; Two Holdouts

A No. 3 merged music sales unit, similar to the Music Dealers Service, Inc., which has been formed by the 12 leading publishers to service the lesser firms like "Melo-Korshel, Stept & Powers, White & Green, Olman and others. They may form their own combined central shipping service for the same reason that the 12 majors have organized.

There are two major holdouts, Joe Morris and Robbins Music Corp. Both wanted to go with the combination for a trial period of 90 days but this offer hasn't been accepted by the newly organized central shipping service.

Robbins' side of its Metro-Goldwyn-Mayer affiliation can't, as a matter of policy, join the combine; and Morris, like Robbins, takes the further attitude that the jobbers like Lyon & Healy, Jenkins, Richmond, Plaza, and Sherman-Clay, with whom they've done business for so long, are entitled to some consideration.

The new shipping service would practically eliminate them 100% and since the new plan, for all its plausibly outlined modus operandi, hasn't proved itself practically, both of these firms feel that they'd prefer to string along both with the new combine and their old music jobbing standstills.

Although it is understood that the sheets retailing at a quarter are to go to the dealers at 15c, the publishers distributing through the MDS will not be restricted from listing whatever numbers they choose at higher price levels.

If a publisher figures a particular composition to sell for 15c instead of two bits the former price will be so marked on the cover and dealer will be given the advantage of the difference that formerly went to the jobber.

Harms, particularly, with its semi-production numbers or Continental imports, is forced to hold out for a higher wholesale price.

## \$12,000 DAMAGE CLAIM BY LEADER VS. LUNA PK.

Permission to examine the operators of Luna Park before trial was granted Joe Capli, band leader, by Supreme Court Justice Shienag in Capli's breach of contract suit against the amusement park and the Columbia network. Capli claims the park and the network jointly owe him a season's work or a total of \$12,000, which is the amount of damages named in the bill of complaint.

Through the CBS Artists Service, Capli argues and his band has been engaged to play at the park for the summer, but the Luna management called the deal off before he had a chance to open. Both the park and the network's booking department deny closing any contract with him, or promising him anything.

That the defendant's say happened this: CBS had arranged an audition at the park and the Luna execs listened in. All on the employing end agreed that his combo was satisfactory and something was said to the effect that they would let him know about the contract later. Negotiations, however, between the park and the network, were never picked up from that point.

Capli's next scheduled legal move is to ask the court for permission to take the case off the "Columbia Broadcasting System" as one of the defendants and substitute the name of the Columbia Artists Service, the common man, and then he has been suing the wrong corporation, although they are affiliated.

## M. K. JEROME'S SOLO

M. K. Jerome isn't joining his old writing partner, Harold Berg, on the coast. Dispatch from that end of the country said that Berg was on his way east to bring Jerome back with him.

As the music publishing business he's now in, says Jerome, and he's sticking alone with it.

Warnings Together Again  
Warner Bros. Pictures will be augmented by Tom Waring, who rejoins his brother-maestro, Fred, in the orchestra after an absence of several years. Tom, a tenor soloist, stepped out of the RKO's Golden Gate, across street from the Warfield.

Warnings will tackle some RKO dates and are also going radio.

## Old Sol Wins

Hollywood, Aug. 15.

Because six members of his band fell in love with California's sunshine and refused to go east, Irving Aaronson had to cancel five weeks for RKO at \$3,000 per week.

Band was scheduled to open at the Orpheum, Denver, Thursday (11). Aaronson and Harry Weber, who arranged the tour, were in New York and his astrophysics members of the combo until two hours before train time, but boys refused to pack their horns.

Data as of band were filled in by New York office.

## Robbins, Keit, Morris Bow Out Of Pub Combine

Publishers' distributing combine, the Music Dealers Service, Inc., is now set to start operating Sept. 1. Questions for the New York end have been rented and among those picked for the staff are three present employees of the Richmond-Mayer jobbing outfit. Trio consists of Walter Kane, the R-N manager; Dora Alexander, buyer, and Helene Asher in the credit department.

Twelve publishing houses involved in the project have each put up \$1,000 to start it off. Figured that it will take at least 60 days before any of the firms' distributors get their share of the money collected from dealers. As a result of this situation some of the publishers may have as high as \$50,000 tied up in the proposition by the end of the two-months period.

Although the combine has expressed itself as ready to handle the sheets of every other pop publishing house in the business on the very same basis as its own—one cent above the publisher's price—cover the cost of distributing, etc.—houses outside the group have as yet declared their intentions to come in.

Joe Morris firm has changed its mind about going into the proposition as a 90-day trial, as Robbins has offered to do, and now says it will continue servicing the dealers through its present channels. Robbins' side of the MDS will begin getting their share of the money collected from dealers. As a result of this situation some of the publishers may have as high as \$50,000 tied up in the proposition by the end of the two-months period.

For the first month or two a committee of publisher-members will supervise the operation of the central bureau, meanwhile trying to decide upon a general manager for the whole works.

## Canned Good Will

Mexico City, Aug. 11. Mexico and Great Britain have gotten together for the exchange of national music which will be broadcast from radio stations in the republic and the monarchy as the result of an arrangement between the British legation here and the National University of Mexico.

Seat of learning will send discs twice together to Britain and receive similar canned airs of the British Isles.

## FRISCO BAND RIVALRY

San Francisco, Aug. 15. Jess Stafford and his band, the Rube Wolf into the Warfield, opening Aug. 24. House's present band is on notice with contractor, Emmi Buss, to be ready to go to the Fox Oakland in same job.

Stafford's is the second intact band to be booked into a local house, Horace Heidt having opened twice together for the Golden Gate, across street from the Warfield.

## Songwriters' Ultimatum to Pubs Threatens Rights of the Electrics

### Dutch Copyright Row

#### With French at End

The Hague, Aug. 6. The long fight between the two rival copyright bureaus in Holland, dealing with royalties on musical copyright, has come to an end.

Dutch government took the side of the national institution—the E. U. M. A.—and the French bureau—S. A. C. E. M., threatened to withhold all French works from reproduction in Holland.

Peace has now been declared between managers of the opposing forces and a compromise reached. B. U. M. A. will act as agent for S. A. C. E. M. in Holland. The bill, which was passed by Parliament, had not yet approved by the Crown, pending this controversy, will get the Queen's signature this month.

### Gordon Thompson May

#### Have Key to Canadian

#### Song Printing Worry

Idea of maintaining a printing plant in Canada to get around the sheet music tax and rate of exchange has been abandoned by the publishers on this side of the border. Following a lengthy survey made by an agent in the territory for the M.P.E.A., it has been decided that the sales in Canada do not warrant going into this business and that it would be better to absorb the rate penalty.

Possibility of solving the situation is seen in another plan that will be discussed with Gordon Thompson, who has his Canadian publishing house back from Radio Music Corp. (NBC subunit), when he gets in here for a visit in a week or two. Publishers say that Thompson has a twist on the copyright law that may eventually smooth out the difficulty.

## COLUMBO OR KAHN, KAY OR FISHER, CHI SPOTS

Chicago, Aug. 15.

Either Russ Columbo or Roger Wolfe Kahn is the prospective bookend at the Drake hotel for the fall. That tavern plans to more actively compete in the disc-dance competition than heretofore. If Columbo's contract of split commissions with its erstwhile ally, Kenna-way, which controls the spot.

A change of orchestra at another important Chicago hotel, the Edge-way, held in the Drake hotel for 16, when Charlie Agnew, a Kenna-way man, will end his long engagement of nine months. Possibilities as Herbie Kay, an RCA band, or Mark Fisher, under Kenna-way auspices.

Under the new NBC policy of not entering the band booking field itself the network's Artists Bureau will split commissions with either MCA or Kenna-way as the case may be.

Mark Fisher, a member of the original Dan Russo-Ted Fiorito band popular six years ago at the Edgewater Beach, is favored for the job by manager Dewey of the hotel. He has no expressed choice in the matter.

## Coslow Again Recording

Hollywood, Aug. 15.

After two years' absence from the disks, Sam Coslow has resumed making vocal recordings for Victor at the Hollywood studio.

Just completed a 12-inch recording of "Isn't It Romantic?" the Rodgers and Hart theme number from "Love Me Tonight," with the Nat. Trent Paramount studio orchestra.

## DAHL REPLACING MARTIN

Los Angeles, Aug. 15.

Ted Dahl's orchestra, recently at KMTV, will replace Jimmy Dorsey's three nights a week, goes into the new Grand-Hotel, Santa Monica.

Replaces Slim Martin's combination which was in on percentage two-thirds and one-third package. Orchestra will go over KIII by remote control.

Songwriters allied with the SPA are clamoring for action on the proposed new contract with the music publishers and their association's executive board is planning to give it to them. Unless the publishers make a move to resume negotiations within the next week, the Songwriters' Protective Association purposes notifying ERPI and ACA that the MPEA has no authority to make any license fee contracts for popular numbers published after Sept. 4.

Publishers recently called off all palaver with the writers on the grounds that the outcome of the controversy with the broadcasters may so affect their relations with the authors that they contract entered into before then might prove of disadvantage all around. SPA labels this explanation a "wail," declaring that the publishers have resorted to the same situation as just another out to keep the writers hanging on a limb. Writers aver that they are unable to see wherein the authors can do any harm to them for the new contract can be affected by a revised deal with the broadcasters.

ERPI Lapses Sept. 4

M.P.E.A.'s contract with ERPI expires Sept. 4, while the rights held by RCA has another year to go. However, the SPA intends sending the warning to both equipment companies. Communication will be to the effect that the writers have assigned to themselves the full synchronizing rights to all songs recorded by them after Sept. 4 and that any M.P.E.A. contract affecting such numbers will be in violation of the copyrights held by members of the SPA.

Under the new contract with the publishers, the writers are demanding that a clause be inserted giving them the full return on all synchronizing rights collected on songs copyrighted after Sept. 4. It is the opinion that the SPA insists it will stand on to the finish. Before the get-togethers on the new document, the SPA has already been agreed that the writers cut on all numbers would be 34% both on sheet music and mechanicals.

Understood that the M.P.E.A. and ERPI are on the verge of getting together on a deal for the 1932-33 season. Also nearing settlement is the "book" dispute between the SPA and ERPI is being used for \$800,000. Contract being worked out with the electric will affect all picture music and mechanicals.

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## LOBBY CONCERTIZING

### VIOLINIST JAMMED UP

Mitchell Hoffman, New York violinist, has himself jammed up with the Cleveland musicians local over playing in the Ohio theatre lobby as an added attraction to an exhibition of paintings by a Cleveland art group. Though the lad is a member of the New York local, the Cleveland union banned Hoffman from the lobby on the grounds that it was the regular place for assignments could not be filled without permission of the local branch.

Hoffman, who is on a "vagabond trail" to the coast, happened in on the last night of the local show, the paintings Hoffman got into conversation with the exhibit's director, Walter Brough, who invited the violinist to play during the sessions of Jane Cowie's "Camille" production.

Violinist, at the invitation of the Cleveland press, will give a performance at the Grand Hotel, Cleveland, Aug. 21, for the benefit of the unemployed.

## JERSEY BANDS SHIFT

Long Branch, N. J., Aug. 15. The bands are shifting around at the Jersey coast again. Billy Howard replaces Al Fielder at Sea Girl Inn.

Walter Clinton is back at Maxine's (formerly Shore Gardens), Asbury Park, replacing the late Fanny Howard.

Chas. Shaw is at the Mayflower Hotel, Belmar, and Don Price at the Taft Hotel, Asbury Park.

Henry Santrey m.c.'d at Maxine's, Asbury Park, last week, but that was a holdover as he was booked for only one night.



**Guerrini & Co.**  
277-279 Columbus Ave.  
San Francisco, Cal.



# GOOD NEWS!

Aug. 6.—Wheat prices advanced today to the best figure in two months as the result of a volume of public buying orders that had not been witnessed in weeks. Opposition to the commissioning of aid to the farmers in the United States is being steadily overcome. The market is now in a position to trade freely and a recession of about 10% from the top, but in the face of trading there is no buying.

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**NEW LOW ON BORROWING**  
Ratio Off to 1.18% on Aug. 1. 1.54 Month B. Average Price \$15.00

**Best Tone in 12 Months Noted by Credit Men**  
Government Proposals for Improvement in Credit

**BUSINESS MAKES FURTHER PROGRESS**  
Main Factor Is Continued Advance in Commodity and Security Prices.

**Stocks and Commodities Again Soar, With Trading Volume at 2-Year High**

**OUTLOOK BRIGHTENS IN BUSINESS ABROAD**  
Favorable Outlook for Commerce

**SOME RISE IN EMPLOYMENT**  
Increased Volume of Brokerage Business Adds Many to the Payrolls Here.

**Meyer's Industrial Plan Aids Buying**  
Cotton Gains \$1 a Bale Grain Up 2 3/4 Cents

**2,728,430-Share Turnover Is Largest Saturday Since May, 1931**  
Ticker 8 Minutes Late

## Paramount's New Group Brings Definite Upward Tendency

### Industry Brightens With Assurance of Money-Making Films

Confidence in increased grosses and profits are being expressed by leading executives in show business. The position of this industry, always affected by the quality of its marketable film, has become highly optimistic in the last week. This feeling has been created by the new Paramount program which will bring to the screens a line of definitely saleable pictures.

The Four Marx Brothers in "Horse Feathers," Harold Lloyd in "Movie Crazy," Marlene Dietrich in "Blonde Venus," a Von Sternberg production; "A Farewell to Arms" with Helen Hayes, Gary Cooper and Adolphe Menjou; Maurice Chevalier's "Love Me Tonight" with Jeanette MacDonald, directed by Rouben Mamoulian; "The Big Broadcast" and "No Man of Her Own" with Clark Gable and Miriam Hopkins, will no doubt turn the tide to successful financial returns everywhere.

Trading between theatre owners and this leading picture company is most active, and contracts are being rapidly arranged in almost every part of the country. All indications point to a most profitable fall and winter season, and belief is expressed in all quarters that the production achievement of Paramount-Publix will prove the out-

### HOG PRICES HEARTEN FARMERS IN IOWA

Is Nearly Doubled—Urban Business Shows Upward.

### COTTON PRICES RISE TO HIGHEST OF WEEK

Turn of \$1 a Bale Recorded—Federal Agencies Started Heavy Selling.

PROBLEM BRAY



**31% GAIN IN JULY IN VALUE OF**

### HEAT PRICES SO HIGHEST IN 60 D

Public Is Steady Buyer. No Large Speculative Bought in Session.

**GAINS 2% TO 2 1/2%**

Grain Going Only "to True Some Brokers Say—Corn, and Rye Also Up.

# VARIETY

PRICE

15¢

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VOL. 107. No. 11

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48 PAGES

## OVER-RADIOING THE U.S.

### Swank Carmel Set Can Lose Homes If Serving Liquor, Deeds Stipulate

Carmel, Cal., Aug. 22.

That swank crowd of artists, authors and actors who have picked this 'nature's garden spot' for restricted domiciling purposes, have just discovered they, too, are restricted. And are they quavering. They've found that if they serve liquor to friends—in their homes they automatically forfeit the deed to their property which reverts to the Carmel Development Co., the promoter of this community.

'Deed includes a clause that the sale is on the express condition that the said purchasers, their heirs, executors, administrators, tenants, sub-tenants, or any persons occupying them, will not sell, exchange or give away intoxicating liquors of any kind, under the penalty that the property will immediately revert to the development company.'

Many of the deeds were transferred prior to national prohibition as Carmel-by-the-Sea developers and residents figured that saloons in their midst would be ungainly to look at and eyesores to the tourists who flock here.

This local prohibition was brought (Continued on page 46)

### JEWISH ACTORS REBEL OVER PAPER RATTTLERS

Jewish actors in New York have decided that its high time to dignity the Yiddish stage. As a first step they want managers to get rid of the candy and pop concessionaires who sell in the aisles of all Jewish theatres.

Jewish Actors' Union had a stormy meeting Thursday (19) during which this matter was taken up. Most of the members of the Hebrew Theatrical Managers' Association belong to the actors' union anyway, so the request will probably be heeded.

Another motion passed by the Yiddish actors is not being gobbled up by the managers, however. It would have the house end of receipts of all benefit performances turned over to the Union.

### Omaha Bans Ringling Show; Local Opposition

Omaha, Neb., Aug. 22.

After Ringling Circus put up his cards, etc., announcing its showing here Aug. 23, city council unanimously refused a permit to show here as interfering with all-star circus planned by Ak-Sar-Ben, local city booster group, scheduled for Sept. 15, 16 and 17.

Council earlier in season said no outside show would be permitted in Omaha during the local affair, a rather broad term meaning September, October and November, generally, and in this case, Aug. 23. Ringlings might go to court to test the case.

### Delay on 'Mayor'

Columbia wanted to get its 'Night Mayor' out pronto and was all set for a week at the Paramount, New York, but Public and Columbia got together and postponed the film pending the Walker hearing in Albany.

Another Columbia film, substitutes.

### Open Air Specs With 3,000 Cast A Coast Dream

Los Angeles, Aug. 22.

Success of Olympic games, Hollywood Bowl, Greek theatre and other al fresco entertainment here this summer has several coast showmen, including Sid Grauman, figuring on staging outdoor spectacles next year.

Those having the open air yen feel that mass entertainment similar to old-time lavish specs such as 'Last Days of Pompeii' is due for revival.

Grauman's idea is to stage his spec in the 100,000 capacity Stadium and give the affair a Pacific coast ballyhoo tying up with other coast ballyhoo. He would promote railroads, bus companies and steamship lines to stage excursions to L. A. during run of show.

Cast would include picture names and 3,000 extras; also herds of animals and other live props that lend themselves to publicity.

Run of spec would not be over 10 days and spotted at the height of vacation season.

### Democrats' Theme Song

Democratic Party has made its selection of a campaign song. It is 'Row, Row, Row with Roosevelt,' written by Eddie Dowling and Fred Coots.

For a time Governor Roosevelt's own selection, 'Anchors Aweigh,' seemed the choice. Tune identified him with the Navy and the World War.

Dowling and Coots have dedicated the song and all its profits to the treasury of the campaign committee. It will be introduced at Sea Girt, N. J., next Saturday (27) when the Governor makes his first eastern campaign appearance and, unless somebody stops him, Mr. Dowling is very apt to sing it.

### ANALAGOUS TO OVER-SEATING

Too Much High Power—Card Rates Don't Permit Profitable Operation for Limited Community—Lessor Stations Foils for Networks?—High Wattage Ballyhoo as Sales Arguments

### CONGESTING CHANNELS

Clamor among stations throughout the country for permits to build high-powered transmitters, regardless of whether area covered justifies the big expenditures entailed, is reminiscent of that phase of the motion picture business when they rushed to build 3,000 and 4,000 seat deluxe in communities that stood no chance of supporting them.

In those days theatre building operations were facilitated by easy methods of bond financing. Today the national networks are there with (Continued on page 46)

### 'NO MARRIAGE' PROVISIO IN CHI RADIO

Chicago, Aug. 22.

Two weeks after signing a contract with his manager, Robert Kerr, including a 'no marriage' clause, Gene Austin on Aug. 16 suddenly married Agnes Antline, non-pro. Kerr laughed it off and went along on the honeymoon in Louisville, Ky., where Austin is playing a week for RKO.

Austin, under contract to NBC Chicago, has been set for the State-Lake Aug. 27 as the first 'name' headliner playing that house since its return to vaude. Names are invariably shunted to the Palace.

That 'no marriage' thing for some (Continued on page 39)

### 12 Panels—3 Names

Who are the 12 immortals of the picture business? Radio City executives can answer the question only so far as three are concerned—the late Thomas Edison, Marcus Loew and George Eastman.

Architects have 12 panels set for the City's picture theatre, which will be filled by the likenesses of picture leaders before the theatre opens.

### Radio Letouts and Idle Vaudevillians Grab \$50-\$100 Wkly. in Frisco Speaks

San Francisco, Aug. 22.

Flock of letouts in radio and shutdown of stage shows has forced many performers into the speak-easies, with numerous singers, entertainers and musicians doing their stints in front of bars and tables instead of footlights or the microphone.

It is a large, and sometimes, lucrative field to work. Whispers, more plentiful here than elsewhere in the west, offer employment to approximately 200 pros many of whom, up to a few months ago, were on transcontinental and coastwise hookups or treading the boards in ace theatres.

And in some cases money is better than that in legitimate branches of show biz. When the tips are heavy singers often knock down as high as 100 bucks weekly, but the average is 50.

There are several w. k. pros warbling for tips in local spots and among the musicians are ex-leaders and m. c.'s.

To count the professionals who've gone in for bootlegging would be getting into big figures. But there are plenty of 'em, most prominent ones being an ex-song plugger, an ex-radio singer and a former vaude comic.

Unemployed local vaudevillians needing funds have organized the 'Minneapolis Showmen's Club' and are putting on free vaudeville shows at Lake Harriet, the city's leading park. Collections are taken and the proceeds divided among the members.

Next fall and winter they will take their 12-act show on a tour of Minnesota and Wisconsin towns, depending on voluntary collections in each town to carry them along.

### Ether Preview

San Francisco, Aug. 22.

Golden State Milk Co. pulls a new one tonight (23) with a preview of a forthcoming program which hits the ether in October over KGO and KFI of the NBC network.

Dairy company invited all the ether reviewers to call at NBC headquarters, where they'll get an advance listen of the serial.

### Depress Nite Club

Minneapolis, Aug. 22.

The Depression Night club has been opened in a large barn outside the city limits. There are private stalls for patrons. Furnishings include kitchen chairs and tables.

There's a 1c cover charge. Soft drinks are 5c; sandwiches 5c and 10c. Dance music is provided by a radio. Place is doing business.

### MEYERS RESUMES POLITICS

Seattle, Aug. 22.

Vic Meyers, who got the political ven when he ran for mayor of this town and gathered in hales of publicity, has set his cap for the lieutenant governorship on the Democratic ticket. He has four or five opponents at the primary election.

### ZION CITY WOULD MAKE AMENDS AND PLUG FIGS

Zion City, Aug. 22.

Zion City, the religious colony near Chicago, would like to put one of its products, a fig bar, on the Windy City market. But it faces a problem peculiar in merchandizing. Anybody and anything from Zion City is apt to be unpopular in Chicago because Chicagoans driving through this town have been fined for speeding, smoking, swearing, flirting or looking too prosperous.

Aware of this unpopularity the Zion City hierarchy, vested in Willbur Glenn Voliva, the 'overseer,' has been considering going on the air to build good will in the Chicago market. Zion City has its own 5,000-watt station, WCBZ, but does not carry commercial programs and couldn't consistently mix religion with fig bars.

However, radio and advertising people who have discussed the possibility of building a program for Chicago have had all their ideas vetoed by Zion City as too frivolous, secular or smacking of sin. Zion City wants to go on the radio and sell its fig bar, as it does its brand of religion, by shouting, thundering and converting by sheer strength of lung and zeal of purpose.

The fig bar in other sections is popular and has been a rich source of revenue to the religious colony. Over 1,000,000 fig bars a day are manufactured.



# Par Classifies Stars-Budgets; Average Programmers at \$200,000 And \$600,000 for Top Names' Films

Paramount production has undergone almost complete change via Sam Katz's supervision. New plans call for Par to produce only two classes of film, cost of which is being graded according to the stars in the cast. Films are tagged as either outsiders or just programmers before they go into work.

Programmers, which comprise the majority, are fixed to run within a \$200,000 budget wherever possible. Outsiders will be allowed to run as high as \$600,000 or even \$800,000 in cost. These are chiefly Chevrolet and Dietrich pictures, which, because of their world-wide distribution value, permit a heavier production budget.

This plan comes by way of Par's survey of the theatre market, which has evidently indicated to Par heads that there is no such thing as an "intermediate" appeal, between these two classes. A star is an outstanding appeal or a programmer. There is no other register of values. It is deemed.

**Classifications**  
In Par's first class, besides Maurice Chevalier and Maurice Dietrich, come Harold Lloyd and the Marx Brothers. In the Lloyd case, Par, however, has no production jurisdiction, as Lloyd produces independently for release through Par. The recently completed Lloyd film, "Movie Crazy," is the first Par has received from Lloyd in over two years. While it is unlikely that he will make another film this season, Par hopes that arrangements can be made for one early next year at the latest.

## Marie Dressler Back For 'Prosperity' Retakes

Hollywood, Aug. 22. Marie Dressler returns to the Metro lot tomorrow (Tuesday) and an eight week absence. She will do retakes on "Prosperity," Sam Wood directing. Miss Dressler is none too strong and will only work two or three hours daily.

## Dorothy Gulliver Broke

Los Angeles, Aug. 22. Petition in bankruptcy filed in U. S. District Court by Dorothy Gulliver, screen actress, lists liabilities of \$1,446 and clothing valued at \$100 as only assets. Largest debt is a \$500 note to William Seiter, which the actress signed with her husband, C. W. De Vito, and \$350 in commissions owed Ruth Collier.

## TUTTLE'S TRIP

As soon as he completes shooting sequences in the picture "Big Broadcast" in the east Frank Tuttle leaves for Europe. Tuttle got in from the Coast last week. Work at the Astoria studio is expected to be completed before the month is over.

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## Fan Mail Increase

Hollywood, Aug. 22. Despite three cent postage, Radio Pictures studio reports an average increase of 20% in fan mail for its celebs during the past four weeks. Excess attribute it to the NBC-Radio weekly program, "Hollywood on the Air."

## NORMA-GEORGIE'S QUICK RETURN TO N. Y. PAR

George Jessel and Norma Tallmadge, at \$11,000 a week for the two, return to the Paramount, New York, this Friday (26) after their current week at the Brooklyn Par. This is the second time Publick has pulled such a quick return with Jessel.

The twain have two more weeks for Publick, Boston and Buffalo. Loewie made them six weeks' offer but couldn't get together on money. At the N. Y. Par, Jessel and Miss Tallmadge topped the take to \$64,500 last week. In Brooklyn currently they're headed for another big figure, and may reach \$60,000.

## U Ices 'Boy's' \$60,000, Hunt for Lead Continues

Hollywood, Aug. 22. With \$60,000 already involved in the production, Universal has been forced to cease work on "Laughing Boy" until a suitable male lead can be found. Zita Johann, contracted for the picture, will be used in other assignments or fanned out. Picture is scheduled to cost about \$400,000 with Universal having been making an intensive search for a boy.

## KELLER ASKS PROBATION

Hollywood, Aug. 22. Application for probation and a stay of execution of his prison sentence, were filed here by Roger Marchetti, attorney for Al S. Keller, formerly business manager for film people, who had been convicted of forging Lupe Velez's name to checks. Keller is at liberty on his original bond. Miss Velez recommended Keller's discharge.

## STAGG'S QUICK PASS

Hollywood, Aug. 22. Faster than one of his football passes was the acting career of Alonzo Stagg, veteran University of Chicago coach. He was brought here by Fox for football sequences of "Backyard Rax." Stagg's acting career lasted one day and he appears in only one sequence. He returned to Chicago Saturday (20).

## RIFLE ZEPPO'S APT.

Hollywood, Aug. 22. Burglars broke into the apartment of Zeppo Marx last night while the family was at Malibu, and got away with \$5,000 in jewelry and clothes covered by insurance. This is the second robbery in a month at the apartment house. Carmel Myers was also held up there.

## RADIO ASSIGNS TUCHOK

Hollywood, Aug. 22. Wanda Tuchok, writer, on leave of absence, spent in Mexico, returns to Radio. Assigned to a rewrite job on "Little Orphan Annie," production of which goes over to Sept. 17.

## ACCEPT BINYON'S FIRST

Hollywood, Aug. 22. Paramount has accepted Claude Binyon's first story, "Gambling Ship," adapted from a serial by Paul Cain. Frances Farnough is assigned to the screen treatment.



## WILL MAHONEY

This Week Uptown, Chicago. The San Francisco "Chronicle" said: "The audience at Fox's yesterday took Will Mahoney to its heart. They laughed at him and with him, they applauded him, they cheered him. His bag-punching tap dance is a marvel of perfect timing. His 'Mahoney'-phone is the last word. He certainly made an unmistakable smash hit with yesterday's audience."

## Direction

RALPH G. FARNUM  
1660 Broadway

## Biz Bureau Probes Demonstrations on How Films Are Made

Los Angeles, Aug. 22. Under investigation are activities of Associated and International studios where, according to complaints filed with Better Business Bureau, a new lure for prospective investors is being tried.

Idea is throwing open of these studios at a price to the public and "revealing" the "mysteries" of picture production.

Investigation by BBB reveals that, while actors are put through their paces, filmless cameras are used with no mention of this unless direct questions are asked.

BBB's investigation of Associated was prompted by the inquiry of a Fred Meyers. Latter reported he had answered an ad offering an interest in picture production. At Associated, Meyers was asked to invest \$1,000, but later \$600 in installments was agreed upon. He charges he was told that revenue would be derived from sale of tickets to the studio, and that in order to cut expenses there would be no film in the cameras.

At International a similar plan is in vogue. Tickets are sold at 85 cents with added lure for patronage in announcement that part of proceeds go to the unemployed. Stunt purports to reveal actual filming of what is advertised as "1932's greatest production, 'Hollywood Scandals.'"

Studio announcements state it has suspended the film industry's historic policy excluding public from studios, and is making it possible for out-of-towners, as well as locals, to see picture in actual production. Virginia Carroll is advertised as the star.

## NORTH-HARRIS OUT

Fox Drops Asso. Producers—Kandel, Venturini Also Depart

Los Angeles, Aug. 22. Bobby North and Robert Harris are out as associate producers at Fox. Harris was to have produced a Wall Street story with an original treatment by Ben Venturini. But yarrn has been abandoned and Kandel and Venturini are out too. Harris will make independent pictures.

North, formerly assistant to Al Rockett, has been with Fox six months coming over from WB-FN.

## Film New Acts

Following picture players who are making stage appearances are reviewed in this issue, under New Acts, on page 31.

Thelma White-Bobby Agnew  
Claude Allister

# Fox Campaign for Perfect Speech Includes New Staff of 8 Diction Men

## Checkmated

Hollywood, Aug. 22. Arriving at Metro Moss Hart was given a script to "improve." He threw it back as worthless. A second script given him he considered worse than the first. Then followed a routine something like this: "Mr. Hart, we want to make you happy. We will give you a script that will be a delight to work on." He was handed back the first script.

## SPLIT ADVOCATED FOR DUAL WRITERS' BODY

Hollywood, Aug. 22. Probability that the Screen Writers' Guild and Writers' Club will divorce themselves to operate as two distinct units. At present there is a two way affiliation.

Both directorial boards of the combined organization favor the split which will be submitted to the full membership of each body for ratification. At present, membership in the Guild, screen branch of the Authors' League of America, carries membership in the Writers' Club; primarily a social organization which has on its roster other than screen writers.

Back of the split intent is a mercenary interest by the Guild to strengthen its position by relieving members of paying dues to the Writers' Club. With a lowered tariff the Guild will appeal to more screen writers for affiliation. Wampas, P. A. organization, also carries membership in the Writers' Club on a similar setup.

## WB Wants Eleanor Holm As Its Femme Tarzan

Hollywood, Aug. 22. Warners has signed Eleanor Holm, Olympic swim champ. Miss Holm is the girl Fox had in mind some time ago for its "Fox Movie-tone Girl" on the newsworld. The WB hunch for the femme backstroke queen is a Tarzan with a reverse gender, making Miss Holm the wild one of the jungle.

## Muni's Delayed Trip

Hollywood, Aug. 22. Paul Muni will delay his departure east until the last minute. In fact, he has to fly to make the reopening of "Counselor At Law" on Broadway. He has timed it so that he arrives in New York the Saturday before the Monday opening. That takes place the middle of next month.

Prolongation of his WB picture is keeping Muni here.

## SAILINGS

Sept. 19 (Paris to New York), Rita Weisman, Maurice Marks (Lafayette).

Sept. 1 (Paris to New York), J. H. Seidelman, John W. Hicks Jr. (Europa).

Sept. 21 (New York to Paris), S. Aaron Shain (Aquitania).

Aug. 27 (New York to Paris), Roubert Mamoulian (Ile de France).

Aug. 26 (New York to Paris), Lupita Tovar (Deutschland).

Aug. 24 (London to New York), Chester Hays (Olympic).

Aug. 22 (New York to London), Sinclair Lewis, Dorothy Thompson, Mr. and Mrs. Adolph Menjou, Rod LaRogue, Edgar B. Hatrick, Mr. and Mrs. Edmund Goulding, Frank Buck (Europa).

Aug. 22 (London to New York), Maurice Ostrer, William Gell (Bremen).

Aug. 2 (London to New York), Sam Morris, Gus Schiessner, David Goldenberg (Leviathan).

Aug. 19 (London to New York), Jack Collier (American Merchant).

Aug. 18 (New York to London), Carlos Larru (Benvenuta).

Aug. 17 (London to New York), Mrs. Jack Curtis (Ile de France).

Aug. 16 (Paris to New York), Pauline Garon (Ile de France).

Hollywood, Aug. 22. For the purpose of obtaining full value and best results in the reading of lines by its players, Fox has established a mandatory policy of greater preparedness and rehearsal of speech through employment of eight diction men. This staff will be assigned to all productions from time of script preparation until pictures are completed. They will coach and rehearse the players in their lines. W. R. Sheehan is said to have had an analytical survey made in all English-speaking countries. This revealed criticisms of delivery and recital of speech in dialog, which, it was pointed out, had reflected itself in theatre receipts by a gradual decrease and, which, exhibitors felt, was one of the contributing elements to poor business.

They will feel that all production effort can go to waste if the studio doesn't reproduce on the sound track the best possible reading of lines to bring out the story points and the proper spirit and character of the narrative.

## Brought from Speaking Stage

To insure the wants in this direction Edward Curtis, Paul Porter, George Hadden, Dan Jarrett, Charles Wilson, Michael Markham, George Wright, Jr. and Sunist-Seler will function as the dialog and rehearsal men, all being recruited from the speaking stage. They are under weekly contract to the company and are to be assigned to aid all associate producers and directors.

They will be present when a script is read to directors by authors, and will carry out the directors' instructions regarding story points, etc. They also are to make picture and sound tests of speeches and readings, and rehearse the players in memorizing and reading their "lines."

Further, these dialog men will review the daily rushes and report to the directors any errors in speech and submit suggestions for correction. Jack Gail of the casting department will also assign these dialog men to coach the young stock players as well as to make general speech tests.

## Directors Still Responsible

Diction group will also be assigned to Julian Johnson, head of the scenario department, to aid in story ideas and treatment. Some, who are actors, will be utilized before the camera or well.

Directors, however, will exercise full control and authority, and will be held responsible for the finished picture. But under no circumstances will they have any dialog men as aids unless they are from the eight under contract at the studio.

## W-W Probably Releasing Fay's Delayed Flicker

World-Wide will probably distribute Frank Fay's "Foot's Advice." Picture was made a year or more ago and has been on the shelf pending distribution arrangements. Joe Brandt, head of W-W, was due to decide yesterday afternoon (Monday).

## 'Destroyer' as Special

Hollywood, Aug. 22. Dialog and adaptation assignment on Columbia's "Destroyer," slated to go out as a special, goes to Max Merrit, San Diego reporter, who wrote "Cover the Waterfront." Miller has made several battle pictures trips with the Pacific fleet. Frank Capra will direct but only Jack Holt named for cast so far.

## KRIM'S PAR ORIGINALS

Hollywood, Aug. 22. Milton Krim whose novel, "Dude Ranch," was bought by Paramount, has been engaged by that company to write originals. Studio also interested in his "Sounds of Mourning," set for fall publication.

## Kadell Connects

Hollywood, Aug. 22. Carleton Kadell, of New York, legit, put under a term contract by Universal.

# 33 FILM NAMES HAVE R. O.

## Cagney Sees Warner Out, May Produce

James Cagney, Warner's recalcitrant player, fortified with a legal interpretation that he is now a free agent, is on route to the coast to wind up his affairs there. He will produce films independently.

Cagney has also had several Broadway legit offers, including one from Billy Rose for 'The Great Magoo,' a new play by Ben Hecht and Gene Fowler.

Cagney found that while his old WB contract provided for an extension of his ticket, in the event of a layoff or other cause, the new contract, or when his salary was increased following his first walk out, carried no such provision. The old contracts had been drawn for WB by Preston & Fell, contract experts. It was under his covenant that Cagney received up to \$500 in semi-annual increases.

When he walked out the first time a new deal was made at \$1,400 as a compromise on the \$2,500 he asked. When the player walked the second time WB allowed him to keep right on walking and issued pronouncements that so long as Cagney is off the WB lot so long will his contract be extended.

Actor now believes that contention don't go and that this clause, valid in the initial contract, was somehow absent from the new deal. When Cagney reaches the coast on Friday of this week he will phone his original Broadway agent, Billy Grady, who handled him when in legit before he clicked in pictures, regarding a new indie film producing arrangement.

Cagney can make three pictures independently under a setup that's practically certain. He can't go to any of the major studios because of the producer association's general agreement.

## Colleen Moore-Haines in 'Agent,' Derr Supervising

Hollywood, Aug. 22. After finishing his script on 'Press Agent' for Metro, Nat Dorfman took a train for New York yesterday (Sunday). He will work on his play, 'Scarlet Passion' and on 'Clowns in Clover' for Lew Leslie.

Colleen Moore and William Haines will be co-starred in 'Press Agent' with Sam Wood directing under supervision of E. J. Connelley. It is Derr's first supervisory job for M-G.

## Constance Cummings for Par's Nancy Carroll Part

Hollywood, Aug. 22. Constance Cummings, borrowed from Columbia, goes into Paramount's 'Night After Night' with Mae West. It's the part originally intended for Nancy Carroll.

Miss Carroll has been switched to 'Hot Saturday.' Edward Woods also goes into this picture.

## BUCK TO ENGLAND

San Francisco, Aug. 22. Frank Buck was paged by long distance phone from New York where at the Jack O'Phem last week and hopped out of here Thursday (18). Wife and Jimmie Ascherat, sail, accompanied.

Buck calls for London, from New York for more personnel with his film, 'Bring 'Em Back Alive.'

## LOMBARD FOR 'MATCH KING'

Hollywood, Aug. 22. Looks as if Cole Leland will head the femme players in Warner's 'Match King.' Film is due to go into work next Monday (29).

This is the picture on which WB announced it was negotiating with Garbo. Later, is now in Sweden.

## Caviar to Herring

Irving Fineman, novelist, would rather be a literary guy in Bennington, Vt. than a prosperous hack in Hollywood. After 10 weeks on Metro's staff at a fancy salary, he takes the chair of American Literature at the new Bennington College. In Vermont teachers are paid in maple syrup.—From 'Variety's Hollywood Bulletin.'

## RUBY KEELER GOES WB, HAS LEAD IN '42D ST.'

Hollywood, Aug. 22. Ruby Keeler hops into a lead role in what amounts to her first real full length screen assignment. Its for Warner's '42nd Street.'

Contract closed by the studio with Miss Keeler (Mrs. Al Tolson) carries the usual optional agreements but it is the studio's intention to build her into a star. Miss Keeler's professional return is with the full permission of her husband. She has neither appeared on the stage or the screen since her marriage, three or four years ago.

Script is an unproduced play by Bradford Ropes. It will get a musical treatment.

Author is on his way here from New York on a term with the first assignment an adaptation of his own story. After that, originals.

## MG's White 'Lulu Belle' No Go with Will Hays

Hollywood, Aug. 22. Metro's endeavor to overcome Hays office ban on 'Lulu Belle,' by using Jean Harlow in the titular part, but with the character white, proved no go.

Studio argument was that in having a white 'Lulu,' miscegenation angle would be avoided. Will Hays, who handled the matter personally, advised otherwise.

This is third time Metro has tried to get a Hays okay for the play.

## Extra Work Still Up

Hollywood, Aug. 22. Extra work continued to be very active during the past week, 6,176 checks being issued during that time. This is about 300 fewer than the previous stanza, the highest for the season.

Biggest set was at Radio, where 237 Negroes were used in an African village scene for 'Eighth Wonder.'

## Col. Gets Blame from M-G on Asther Miss-Out

Hollywood, Aug. 22. Columbia and Metro are pointing at each other. M-G claims Columbia worked Nils Asther 18 hours daily for the last five days of 'Bitter Tea of Genoa.' Yen, and thereby made it impossible for Metro to loan him to Radio for 'Secrets of the French Police.' Ricardo Cortez probably will be the replacement.

During production of 'Yen,' Asther was out of the picture for two days, due to eye trouble caused by makeup.

## Muriel Kirkland-Metro

Hollywood, Aug. 22. Muriel Kirkland, who appeared in the play 'Strictly Dishonorable,' is here on a three months' optional contract for Metro without assignment.

Trip follows a New York screen test by M-G.

## VERA REYNOLDS' COMEBACK

Hollywood, Aug. 22. Vera Reynolds is seeking to make a screen comeback. Fox gave her a screen test last Saturday (20).

## FRANKLIN RATES ACTORS BY BIZ

Survey by Theatre Operator on Picture 'Names' Box-office Values—From Circuit Viewpoint—Garbo and Chevalier Top List—Graded from 'AA' to 'H'

## \$ AND C. CHART

Harold B. Franklin, a firm believer in what the marquee of a theatre can sell with electric bulbs, has compiled a survey of picture names whom he deems mean something at the major boxoffices. His dollar and cents chart of screen personalities, and receipts for which they are believed responsible, lists 133 names as bearing more or less b. weights.

Status of the stars and featured players as gauged by Franklin is from a circuit viewpoint. It is based on boxoffice reaction in circuit cities, and is based on both coasts, as witnessed by Franklin as the present theatre operator of RKO and formerly with Fox-West Coast, and prior to that Paramount-Public.

Chevalier and Garbo are the two biggest money makers as gauged by Franklin. They are in the 'AA' class while the vast majority of the 131 others are graded down from 'A' to 'H.' Paramount and Metro are the only companies possessed of 'AA' stars according to the chart with the aforementioned pair.

Warners—First National and United Artists are the only producers starting with grade 'A' stars, one each. They are George Arliss and Ronald Coleman respectively.

Radio Pictures and Fox are the only majors commencing with 'BB' names. Into this class Will Rogers and Jack Conway (F.N.) are placed, while Constance Bennett, Ann Harding and Richard Dix are tabbed for RKO. Concerning the latter three, the Franklin survey makes the observation they will rate 'A' if subsequent pictures are of a consistent quality standard.

## Boost for Elissa

Although Elissa Landi is now rated class 'C' with Fox, the chart comments that 'under Fox program with some good pictures, she should go to a topnotch position.' Columbia starts with class 'C,' in which Barbara Stanwyck is the only one so rated. Universal has the lowest commencing figure, 'D,' with Lew Ayres.

With 32 names Metro takes a narrow lead, having only three more than Paramount.

The Metro line-up after Garbo, has in 'A' grading: Joan Crawford, Norma Shearer, Marjorie Dressler, Wallace Beery, and Clark Gable. Under 'B' in the order named are: 'B' chart, are: John and Lionel Barrymore, Marlon Davies, Robert Montgomery, Jackie Cooper, Ramon Novarro, Under 'C' Helen Hayes signified, while listed for 'C' are Lawrence Tibbett, William Haines, Lewis Stone, 'D' Polly Moran, Adolph Menjou, Jimmie Durante, 'E' Anita Page, Clive Brook, Reginald Dwyer, 'F' Charlotte Greenwood, Estelle Taylor, Marjorie Rameau, Nell Hamilton, Roland Young; 'H' Ernest Torrence, Dorothy Jordan, Jean Harlow, Lella Hyams, Madge Evans.

Franklin's Paramount line-up, following the Chevalier lead, has listed under 'A' Marlene Dietrich, Harold Lloyd and the Marx Brothers. Frederic March gets the only Par 'BB' rating. About him the chart comments: 'Recent work entitles him to this high rating; and Marlon Davies will probably go to 'BB' before the new season is over, should her forthcoming vehicles measure up to recent stand-ards.' Miss Hopkins, however, is graded as 'CC' at present, directly after Gary Cooper who is the only

## Only Cookies for New Kid Actors As High Salary Dreams Evaporate

## Normalcy

Hollywood, Aug. 22. A 15-minute parade of 300 players and staff, working in 'Sign of the Cross,' entered the Paramount lunch room on the first day of production. Trailing the group was Cecil D. DeMille, the picture's director. 'Well, the picture business is back to normal,' proclaimed a wag.

Paramount name in the 'B' classification.

Of the others in their order for Par, Paul Lukas is 'C,' while 'D' includes Jack Oakie, George Bancroft, Clive Brook, Jeanette MacDonald, Lilyan Tashman, Edmund Lowe, Tallulah Bankhead, Sylvia Sydney; 'E' has Philipps Holmes, Nancy Carroll, Richard Arlen, Warner Oland, Stuart Erwin, Jackie Coogan, Robert Cogan, Claudette Colbert; 'F' June Collyer; 'G' Skeets Gallagher; 'H' Charlie Ruggles, Carol Lombard, Mitzel Green.

## WB's 6 'B's'

Warner-First National chronology of names, following Arliss, reads: 'B' William Powell, Richard Barthelmess, James Cagney, Edward G. Robinson, Joe E. Brown, Ruth Chatterton; 'C' Kay Francis; 'D' Joan Blondell, Loretta Young; 'E' Walter Huston; 'F' Chic Sale, Noah Beery, Marjorie Marsh; 'G' Dorothy Mackall; 'H' Leon Janney, Ben Lyon, H. B. Warner, Claudia Dell, Evelyn Knapp.

United Artists, following Coleman's 'A,' runs with Eddie Cantor 'BB,' Norma Talmadge 'C' and the following for 'D' Gloria Swanson, Mary Pickford, Douglas Fairbanks, Al Jolson, Charles Chaplin.

Radio, following its previously mentioned leaders, mentions John and Lionel Barrymore, because it has borrowed them for several pictures. In the 'B' class, Robert Woolsey is also listed as a 'B.' Irene Dunne, alone with a 'C' rating. La this group, merits the following chart comment: 'Work in 'Back Street' should materially increase her prestige.'

Other Radio classifications include: 'D' Helen Twelvetrees, Edna May Oliver, Dolores Del Rio; 'E' Ricardo Cortez, Joel McCrea; 'F' Robert Armstrong, Ken Murray; 'G' Roscoe Ates; 'H' Joseph Cawthorn, Lovell Sherman.

Columbia follows the Gaynor-Rogers classification, finds Warner Baxter, Charles Farrell and James Dunn in a 'C' niche. Other Fox ratings are: 'D' George O'Brien, Marian Nixon; 'E' Sally Eilers, Joan Bennett; 'F' El Brendel; 'H' Frank Albertson, William Collier, Sr., Minna Gombel.

Columbia has three other names, according to the chart, with Jack Holt in 'D' and Virginia Valli and Ralph Graves pegged under 'H.'

Universal has Mae Clarke, Rose Hobart, Genevieve Tobin and John Boles under 'E'; John Mack Brown is credited as a 'G' and Charles Bickford, Boris Karloff and Ken Maynard are checked off under 'H.'

## FN Tagged \$15,000

## In Auto Injury Case

Hollywood, Aug. 22. First National lost a damage suit in Superior Court when David E. Craik, 13, was awarded \$15,000 for injuries suffered in an auto collision with an FN sedan. Boy had sued, through his mother, for \$151,751, saying he lost the sight of his eye, his sense of smell and taste and sustained a fractured skull. Pink and Mulrooney, attorneys for Craik, get \$5,000 of the total.

## MRS. COHAN ILL

Hollywood, Aug. 22. Mrs. George M. Cohan is in the Hollywood Hospital being treated for kidney trouble.

## Los Angeles, Aug. 22.

Contracts now given young talent by producers do not contain substantial salary boosts at option time, nor initial wages of importance as previously. This is according to legal papers submitted in court for approval on minors' agreements.

Where \$50 a week was bottom a year ago, and unusual at that, many new documents start off at \$35. Recent exception was the contract between Junior Durkin and King Pictures. Youngster, established in time, started at \$100, with scale graduating to \$1,000 a week if all options are exercised.

Otherwise, the young players, girls primarily, are assured of a sure, not steady, ticket with chances for advancement only slightly better than that of a smart secretary or shipping clerk.

Contract between Mae Green (Jean Parker, professionally) and Metro starts off at \$15 a week with 40 weeks yearly guaranteed. After seven years, unless options are dropped, she will receive \$120 weekly. Now 17, the girl will be 24 when she draws off at \$100 a week or a year 'round average of \$92 weekly if she gets only the guaranteed 40 weeks.

Option terms provide \$50 for the second six months, \$75 the sixth year, \$100 the seventh, \$125 the eighth, \$150 the ninth, \$175 the tenth, \$199.83, fifth, and \$109.81 the sixth.

## CHAPLIN PREPARES TO KEEP BOYS OFF SCREEN

## Hollywood, Aug. 22.

With Fox expected to obtain court approval of its contract with Signe and Charles Chaplin, Jr., this week, Lord Wright, attorney for Charles Chaplin, Sr., will contest affirmation. Grounds will be that Chaplin, as father of the children, does not want to bring his boys up as actors and that the entire scheme in engaging them is to exploit his name. In case no contract approval is forthcoming, but that the picture goes into production, Chaplin will then bring legal action to enjoin the use of his children on the same contents.

## Carrillo to London

## Honolulu, Aug. 22.

Leo Carrillo, who closed at the Liberty here after a big three weeks' business, opening with 'Lombard, Ltd.' then 'The Bad Man' and closing with 'Gypsy Jim,' is going to London Oct. 1.

He will do 'Lombard' at the Prince of Wales.

Dolores Costello are going to remain another 10 weeks here. Herbert Seeman to sponsor and general manager, Gladys George and Ben Erway, leads, will be replaced.

## Rogers-Hart Doing a Rover Boys on 2 Films

## Hollywood, Aug. 22.

Rogers and Hart have been called back to Paramount from United Artists where they were writing songs for Al Jolson's 'The New Yorker.' They will supervise recording of their numbers in 'The Phantom President,' George Cohan picture.

On completion, they return to UA to continue on the Jolson film.

## PAULINE GARON'S VISIT

Pauline Garon is due in New York today (Tuesday) from Paris.

Abroad some time, she made a couple of French pictures for Paramount in California while there. Present trip is to visit her mother in California, thence a quick return to Europe.

Miss Garon may go Ufa and is also talking over a Fox quota film to be made in London.

# Crafts Demand 8-Hr. Day, Minimum Wage For 11 Locals, As Producers Study Studio Stagger Proposal

Hollywood, Aug. 22. In the midst of negotiations with union officials to put into effect a stagger plan of employment to spread work among the jobless 11 locals, affiliated with the Federated Motion Picture crafts, served notice on producers of the establishment, Aug. 22, of minimum wage scales for the 18 crafts involved and demands for an eight-hour day.

While the wage scales submitted do not materially change the average now paid, the insistence for an eight-hour day and time and time and a half for overtime would, if accepted, set a precedent for these crafts most of which are engaged on a day rate basis with no hour limit considered.

Unions involved in the new demands, none of which are participants in the IATSE basic studio agreement, are: Scenic artists, assistant directors and script clerks, transportation drivers, machinists, painters, costumers, plumbers and electricians, operating engineers, upholsterers and carpet layers, airplane pilots, utility workers and plasterers, and cement finishers.

Producers Mark Time. Producers, both members of the Hays organization and independents, have adopted a waiting policy on the issue, in order to first settle the stagger plan, in keeping with Fawcett's suggestion.

Several meetings were held the past few days between studio business managers and heads of the unions to evolve the best plan of staggering employment, so as to meet the peculiar conditions involved in picture production. Others are set for this week with little likelihood of the work-spreading arrangement becoming effective for at least a month.

None of the union heads are manifesting opposition to the stagger method, although there is some opposition among the rank and file which will have to be met at the union gatherings before the system can go into effect.

Four-Day Week Favored. Producers favor the four-day-a-week plan, allowing two days work per man to go to the unemployed. But some labor groups, such as cameramen and soundmen, are favoring a system whereby a worker can be kept on a picture from start to finish on the theory that the sounder economically and efficiently not to agree during production. Producers agree on this but just how the work sharing can be accomplished in this respect is still a problem.

For some crafts a plan is under discussion which would allow six hours work daily for regulars and additional hours for those not working. Yet another plan is to limit all workers to 48 hours a week, the workers being automatically relieved by another when that time has been completed.

## O'KEEFE HEADING FOX REVAMPED MUSIC DEPT.

Hollywood, Aug. 22. With a heavy campaign to musicalize future Fox pictures, that studio's tune department has been reorganized and will be operated under the general business administration of James O'Keefe.

Department has been broken up into five different groups, music composition and songwriting, recording, synchronizing and the staging of dance numbers and ensembles.

Louis De Francisco has been appointed general musical director, in charge of the composition, writing of lyrics, arrangements and copyright clearance under him. Frank Tresselt is in charge of musical casting, voice direction, auditions and tests. Sammie Lee is handling the telephonic end. Doris Silver is in charge of musical research, musical film library, music library and photostat copying. Above are under De Francisco's supervision regarding these sections conducted by O'Keefe.

Sam Fox, publisher of the studio's production tunes, is New York contact for the studio on music.

## Harris Loses \$9,000

### Action Against Radio

Los Angeles, Aug. 22. Charles Harris, legit manager, who brought suit against Radio for fulfillment of a verbal contract that he alleged would have netted him \$9,000, lost the action. Superior Judge Green returned a verdict in favor of the studio, declaring he failed to find evidence of the contract.

Harris claimed he had been engaged for 40 weeks to produce stage plays at the local Mason theatre for Radio. Only one play was put on, with Harris working four weeks at \$250 a week. He sued for the balance, but by terms of the decision must pay Radio's costs.

## BELATEDLY CHI MAYOR BANS GANGFILM

Chicago, Aug. 22. Mayor Anton Cermak enroute to Europe for a vacation saw Universal's "Radio Patrol" on board ship and wrote back to Chicago to revoke the picture's permit. It was first-run at the State-Lake in the Loop some months ago and had been generally released, and was down to the 22 houses when the ban came through. Universal had obtained about 80% of its play dates in Chicago.

Picture was considered innocuous enough in its glorification of the police. In many towns exhibitors arranged publicity tie-ups with the local police force.

However, Mayor Cermak is always sensitive about gangster pictures and it is believed that the inclusion of a stockyard sequence influenced him. That tended to identify the locale as Chicago. Empress, 20-cent grins at 3rd and Halsted, was not allowed to play the film.

## Par First Studio Using New 17 1/2 mm. Split-Film

Hollywood, Aug. 22. Split-film recording, one of the economy measures to be urged by the Academy's new research council, has been adopted by Paramount. New system is being used on "Farwell to Arms".

Split film is 1 1/2 mm. in width for the camera. Just half the size of standard film, and saves one-half the footage formerly used in recording sound.

## Dupont Returns to U. For 'Invisible Man'

Hollywood, Aug. 22. E. A. Dupont, who directed "Trapped" abroad, goes with Universal to direct "Invisible Man". It's a return for Dupont, to this lot, he having made "Love Me and the World Is Mine" four years ago.

Dupont starts when Boris Karloff returns from doing "Fu Manchu" at Metro.

## Burke as Director

Hollywood, Aug. 22. Edwin Burke, after three years in the Fox scenario department, will be elevated to directorial rank. He is to write an original which he will meg early in January.

Burke is a former New York playwright.

## Stanley Logan Directing

Stanley Logan has headed west with a director's contract at Warners.

Logan flew west after closing the deal through the M. S. Benham office in New York.

## 1st Run on Broadway

(Subject to Change)

Week Aug. 26

Paramount—'Night Club Lady' (Col.).  
Capitol—'Last Mile' (Tif).  
(25).  
Strand—'Two Against the World' (WB) (2d week).  
Mayfair—'Back Street' (U).  
Rivoli—'Love Me Tonight' (Par) (2d week).  
Winter Garden—'Greener' (WB) (2d week).  
Rialto—'Horsefeathers' (Par) (2d week).

Week Sept. 2

Paramount—'70,000 Witches' (Par).  
Capitol—'Downstairs' (Metro).  
Strand—'Blessed Event' (WB).  
Mayfair—'Back Street' (U) (2d week).  
Rivoli—'Love Me Tonight' (Par) (3d week).  
Winter Garden—'Passport to Hell' (Fox).  
Rialto—'Horsefeathers' (Par) (4th week).

\$2 Pictures

'Grand Hotel' (Metro) (Astor) (19th week).  
'Lullaby' (WB) (Hollywood) (25).  
'Strange Interlude' (Metro) (Astoria) (1).

Foreign Films

'Fall des Oberradl' (Sonor) (German) (Little Carnegie) (2d week).  
'Schoenheit ist Maneverson' (German) (Little Hindenberg) (World Trade) (2d week).  
'Gniner' (Austrian) (Rialto) (Cameo) (25).  
'I Kiss Your Hand, Madame' (German) (Stanley) (Europa) (27).

## Mayor Will Act On N. E. Exhibs' 'Exclusive' Kick

Watson, Conn., Aug. 22.

Mayor Frank Hayes, of this city, has been requested to intercede with Harry Arthur, president of the Arthur Theaters, Inc., in an effort to have him change his policy of signing contracts to guarantee that certain pictures playing his houses will never again be shown in the same city. It's the exclusive run idea recently practiced by the film companies. The mayor will carry the request of second and third run exhibitors in the state to Arthur.

A group of 25 managers and owners interviewed the mayor and received from him a promise he would seek some sort of compromise. Group impressed, upon the executive, that their future depends upon the showing of second runs of first class pictures.

## WOULD BREAK WILL

J. S. Brown, of Syracuse, Wants His Share Before He's 50

Syracuse, Aug. 22. Julius S. Brown, erstwhile local theatre and night club impresario, who three years ago inherited one-third of the \$7,000,000 estate of his father, has taken steps to break the will of his mother bequeathing him half of her \$2,500,000 estate but tying up the money in a trust fund until he is 50.

Counsel for Brown, whose tenacity of the De Witt theatre and construction of a \$300,000 night club were a prelude to financial and legal difficulties, attacks the will of Mrs. Alexander T. Brown on the grounds of objections filed with Surrogate J. W. Sadler.

Affairs of Brown and of the De Witt Development Corp., which he headed, have for some time been in the hands of receivers in equity. Trial of the will contest will take place in October, it is indicated.

## 'Arab' Remake by M-G With Navarro Repeating

Hollywood, Aug. 22. Metro is figuring on a remake of 'The Arab' with Ramon Navarro in his original part. Company made this picture as a silent eight years ago. Alice Terry played opposite Navarro with Rex Ingram directing.

# MPTOA's New Nat'l Body Plan Aims at 32 Zones; Only Want Directorates at Conventions

## Grooming Elmer Balaban In Chi Picture Booking

Chicago, Aug. 22.

Elmer Balaban, youngest of the brothers and formerly with Public in New York, is being initiated into film booking at B&K here. It is the department in which the late, Max Balaban specialized.

Abe Kaufman, who was Max Balaban's assistant, is now in charge of the department and is teaching Elmer the fine points. After graduating from the University of Pennsylvania Elmer Balaban was connected with the auditing end for Public in the east.

## 4 FOR \$125,000 AMEND RADIO'S COSTLY 3

Hollywood, Aug. 22.

To compensate for heavy budgets on 'The Conquerors', 'Kong' and 'Sweepings', Radio is holding down the budgets on other pictures. Studio has managed to turn out four in the last two months under \$125,000 each. 'Age of Consent', 'Most Dangerous Game', '13 Women' and 'Hell's Highway' comprise this quartet. Retakes on latter two will boost the budget some, but it is figured that final outlay on each will not be over \$125,000.

Budget tightening followed the rave M. H. Aylesworth, RKO presy, did over 'Age of Consent'.

Both 'Monkey Paw' and 'Sport Page' came in under production, are budgeted at \$100,000.

## Davis-Edelman Doing 5 on Own for Metro

Hollywood, Aug. 22.

Following the studio favor won by 'Father and Son', Frank Davis and Louis Edelman, assistants to Harry Rapf, will produce five pictures without supervision by Metro.

## Legit Critic on Films

Baltimore, Aug. 22.

Switch in the picture reviewer setup of the Baltimore 'Evening Sun' gives to Gilbert Kanour the double duty of scribe both legit and legit. Kanour, regular legit snatcher for the paper for years, replaces Gustav Klem, the film looker-over under the tag of Q. E. D.

Move made primarily to give Kanour some activity since legit attractions are about as frequent as a total eclipse.

Klem will concentrate on his other job, program manager for radio station WBAL in Baltimore.

## 3 for Roach

Hollywood, Aug. 22.

Roach studio reopens Aug. 29 after three weeks' layoff. Three comedies start on that date—a Charles Chase two reeler, an Our Gang, and the fourth Taxi Boys film.

With Laurel and Hardy expected to return from Europe the first week in September, writers will start work on that team's next yarn immediately.

## Beahan at Radio?

Charles Beahan, whom Carl Laemmle, Jr., took away from American Play Co., to be eastern story editor for U, is reported slated for a Radio studio scenario berth on the Coast.

The Selznick-Joyce agency is interested in spotting Beahan as he and Leland Hayward, when they were with American Play, were the eastern reps for S-J.

Holding that only through one voice can independent theatre owners expect to be heard and respected, the Motion Picture Theatre Owners of America is attempting to set up a national organizational machine designed to cover indie exhibitors from coast to coast.

Details of the unity campaign reveal many novelties in the history of exhibitor organization methods. Primary among these is one which would confine the exhibitor convention, a place generally of just as much noise and misunderstanding in the past, to leading theatre owners in close contact with industry activities.

While not openly warring against Allied, and kindred rival groups of indies, the campaign is so set as to take care of what would otherwise be box office forays in a quiet and automatic manner. The MPTOA plans to take its time until its machine is so spread that it will mechanically absorb groups now considered obstructive.

32 Zones

Plan is to divide the country into 32 zones and directorates. Each zone will have a head and a board of directors made up of between 12 and 24 exhibitors. The zone heads will constitute the national directorate. As such, or as the national representative of each group, the zone head will receive all instructions from his own home group.

In the event of the annual convention, zone heads and the zone directorate will participate in the business part of the program. This means that instead of non-descript theatre owners being called upon to vote, as has been the policy of all organizations in the past, the official indie body of about 550 delegates will rule on all political matters.

Theatre owners as a whole, however, will not be barred from the proceedings, but their attendance will be definitely short of any business capacity at the convention.

Of the 32 zones aimed for, the MPTOA now aims to have 20. But until it obtains the final 12 the scheme cannot become effective on a national basis.

## Coast D. A. Starts Probe on Lottery Gags by Theatres

Los Angeles, Aug. 22.

With the indictment of fraternal society heads on charges of operating lotteries, theatre men are worried that Federal authorities will start to look them also for operating giveaway stunts. Out here U. S. District Attorney McNabb, in conjunction with treasury and post office inspectors, is checking southern California for alleged lottery stunts conducted by theatres.

## Howard Green Lingers

Hollywood, Aug. 22.

Howard J. Green, writer, stays off at Warners for a second six months' period.

Just finished writing 'Radio Girl' for Bebe Daniels.

## N. Y. to L. A.

Martin Beck.  
Pat Casey.  
James Cagney.  
Nat Dorfman.  
Harold Frank.  
Pauline Gordon.  
George Lovejoy.  
Ralph Ringer.  
Phil Reisman.  
S. L. Rothafel.  
Bob Siodmak.  
Sam Katz.

## L. A. to N. Y.

Ray Egan.  
Harold Frank.  
Nat Ross.  
Lupita Tovar.  
Fred Wilcox.  
George Putnam.  
Joe Engel.

# 600 HOUSES REMAIN IN DARK

## Lightman Gives Up 5-5-5 Hopes And Rescinds Intent on Buying Strike

Condemnation of the 5-5-5 bid for contractual uniformity became unanimous yesterday (Monday), when Sidney R. Kent, who fought for it for two years, declared that it is now obsolete as a formula.

M. A. Lightman, head of the MPTOA, the other leading proponent for the 5-5-5, at the same time conceded the hopelessness of attempting to foster it against the industry.

This means that all indie groups, including Allied, are agreed to another session at a conference table for a new contract deal.

If all sides want uniformity they can get it in a hurry, Kent believes. This time, however, Kent, as contract champion for the indies, will not participate in the conferences. His duties as Fox president make it necessary for him to turn all general contract sessions over to his legal department.

### Not This Year

With the past two years in mind, Lightman is not counting upon reaching uniformity this season. He is making the 5-5-5 fight with individual companies that will make immediate concessions to the indies. So far only Fox and Universal have definitely agreed to meet with him on this platform.

Because of the divergence of opinion within ranks, which, it is pointed out, had much to do with the death of the 5-5-5, the indies have discarded all announced intentions of attempting to force the major distributors' hand by calling a buying strike.

Distributors, through general channels, question the need for an exhibitor conference when the industry practically every year has set price and protection largely according to trading ability.

Distributors, according to inside sources, admit that their increase in rentals is largely an "asking price." Whether it is paid or not, it is stated, depends mainly upon the trading acumen of the individual exhibitor, regardless of conference and their outcome. Distributors, in the final analysis, make no effort to disguise the fact that the smart indie b. o. proprietor probably will receive the same scale of rentals which he paid last year.

Reaction of distributors along these lines has been largely provoked by the attitude of various indie exhib organizations. The drive by the Motion Picture Theatre Owners of America, for acceptance, in part, at least, of the 5-5-5 contract pact.

### Steffes' Letter

Minneapolis, Aug. 22. In a letter to M. A. Lightman, president of the MPTOA, W. A. Steffes, president of Allied states, that the Lightman organization's board of directors join the conference of Allied leaders at the Congress hotel, Chicago, to get together on some common basis. He asks the independent theatre owners in business.

At the same time, Steffes suggests that Lightman "forget the 5-5-5 pact," holding that there are many more vital matters pressing for settlement. He also points out the illegality of the proposed buyers' strike and states that, "with that thought in mind we naturally could not sanction such a move." A joint committee comprising representatives of both Allied States and the Motion Picture Theatre Owners could map out a program of action, Steffes suggests.

### Metro's Broadcast

Hollywood, Aug. 22. Metro took over the KGO-NBC Hollywood hour Sept. 1 to broadcast a program tied up with "Prosperity." Program will include Marie Dressler, Polly Moran and Jimmy Durante, with Donald Ogden Stewart as m. c.

### Biz Is Up

Past and current weeks' film theatre grosses in most all of the key cities evidence a marked improvement.

Combination of better product and weather breaks seem to be the answer.

Some records for 1932 have been set, and one or two all-time highs are being established, despite reduced scales, this week.

## CREDITORS FITE HUGHES PAYOFF

Hollywood, Aug. 22. Group of creditors of Howard Hughes' Multicolor company are preparing an appeal to the ruling of James R. Irving, referee in bankruptcy, which is approved in U. S. District Court, would allow Hughes to repurchase the Multicolor plant for \$245,000.

These creditors, organized as Association of Protective Association, will protest a proposed settlement under which Hughes would withdraw his claim of \$1,000,000 against the company, buy back the plant and pay on approximate 25 cents on the dollar.

Billholders oppose the arrangement on the grounds that the 25% payoff is not in keeping with developments and recent purchases made by the producer. They also protest Hughes' claim, feeling that his investment in the Multicolor plant and equipment should be counted as a debt. It is also charged that the company has \$50,000 in cash from recent work done at the plant and collections from earlier work.

Objectors whose claims approximate \$120,000 are Smith and Aller, local Dupont agents; Wholesale Supply Co.; Bell and Howell and other camera companies; and Roy Davidge Laboratory. Also stated that the biggest outside creditor, Eastman Film Co., has agreed to join the appealing group.

## RKO ASKS PLUNKETT HEARING IN FED'L COURT

Because of diversity of citizenship, claiming that RKO Corp. is a Delaware company, Joe Plunkett's claim for almost \$25,000 in salary and bonus under a contract will probably be tried in Federal Court. RKO asked for the change in jurisdiction from the N. Y. Supreme Court.

Abel Green, for Plunkett, may not contest in that the uncongealed condition of the Federal court permits for a speedier trial whereas it was the intention to petition for a preliminary trial for immediate adjudication, in the Supreme court. Plunkett was formerly theatre operator for RKO.

### Katz to Studio

Sam Katz left Saturday (20) for the Coast to supervise Par production.

His present stay in Hollywood may extend over several months.

### Akersson Back Nov. 10

George Akersson spent the past week-end with President Hoover in Washington. Akersson returns to Paramount Nov. 10. He has been granted a leave of absence from the company to serve the Republican party as its eastern public relations head.

## DESERT OR KEEP BAD ONES CLOSED

Circuits No Longer Experimenting with Tough Situations—Pooling at About Limit—\$2,500,000 Saving So Far on Losses—Figure 2,400 Chain Theatres Pay 50 Millions in Annual Rent

### GENERAL MOVE

In a move to alleviate oversteering and accomplish a more financial solidification in the theatre end, the major chains have become committed to a policy calling for abandonment of all bad theatre units. These are situations which cannot be cured by pooling and where the basic financial setups are such as to preclude profitable operation on almost any basis.

Move is not a mere threat. Persistent inquiry among company executives reveals that this program is universal among the circuits and has already been launched. Where abandonment cannot be accomplished, because of outright ownership, complete shutdown of the spots will be made. Some 600 circuit houses are thus spotted to be permanently closed or abandoned.

### Bankers Sit In

All theatre chains are being over-seerred by financial mentors. Some have designated banking reps seated in the home offices supervising all financial deals and really setups. Meanwhile, the pooling arrangements which have been practised between the chains, and which are still being negotiated in spots, look to have about reached their ultimate possibilities short of actual merger of companies.

The big chains, where they do not own houses outright, usually control by leaseholds through numerous minor subsidiary companies. This is where the circuits have their out. In most instances where the operation can't pay, the subsidiary, as a minor subsidiary company, is not affected by the parent company.

### Rents \$2,500,000 Down

There is an estimated \$2,500,000 saving already charged against rent reductions on theatres and other real estate held by the first-line companies.

Major circuits combined look for a 25% yearly cut all told. Total annual savings of \$2,500,000 by the circuits is noted around \$50,000,000 when all houses are open. That takes in about 2,400 theatres as owned or controlled by Public, Loew, Warners, RKO and Fox.

While no definite figures are to be had of actual rent reductions so far achieved, it may be deduced from authoritative statements that the individual savings on a yearly basis so far in rents are about as follows:

Public	\$1,000,000
Warners	\$500,000
Fox	\$500,000
RKO	\$300,000
Loew's	\$200,000

The Loew figure is explained by most of that circuit's properties being owned outright. Outside leaseholds are comparatively few along those assumed by the other majors.

RKO's ultimate aim in rent reductions is placed at \$500,000. Warners and Public hope for reductions on theatre rents to total between \$3,000,000 and \$4,000,000 each and Fox about \$2,000,000.

Majority of leases held by the chains were acquired during the boom times of talkers and silents with rents far above what is now adjudged a reasonable status.

### Flavin Leaves Paramount

Hollywood, Aug. 22. Martin Flavin left Paramount's scenario department last Saturday (20).

## Kent Opposes Higher Rentals, Release of Too Many Sock Films Too Early, and Exclusive Sales

### No Kidding Matter.

Baltimore, Aug. 22. Town just had its first taste of a bank run and the next day "American Madness," Columbia's saga, on the subject, opened—and closed in two days.

Sidney R. Kent, president of Fox, condemns general higher rentals, saying that program product should be lower than last year, opposed as an industry policy the experiment of releasing all highlight pictures at the beginning of a new season, and negates all thought of exclusive runs ever becoming a popular sales formula.

In Kent's estimation increased rentals should be confined solely to a definite boxoffice superiority. He also thinks there should be a rental scale starting at 15% over last year's prices and not exceeding 25%. On the other hand, the ordinary program picture should sell for less than a year ago, Kent declares.

### On Indie Producers

A theory, active in many parts of the industry, that indie production groups eventually will make up the actual production end of the business, and that major producers will function as financiers and distributors, was abruptly applied by Kent with this reasoning:

Producer-distributors will always produce the major part of their own schedules. The indie picture, by affiliating with independent producers, is to obtain the best from production minds. If an executive in the personnel of a studio can show more power in an independent capacity, then it is just a matter of changing his job to get the most from him.

Kent opines that distributors should always have a picture in the hole for the entire release year. Showing all key pictures at the beginning of a season sets too fast a pace for any distributor to hope to follow during the remaining 10 months, declares the Fox head.

After a thorough study of the exclusive run policy from all angles, Kent now sees it only from the slant of the producer who specializes in a few high quality features yearly. For the major contributor to the screen, Kent predicts it will never become practicable; that producers who cater to the masses must continue to do so or else revise the policies of their entire organizations.

## New Production Peak

Hollywood, Aug. 22.

Pictures production has hit a new high, with 48 films in making at nine studios. An additional 31 are in preparation.

Topping all companies is Paramount with nine in work. Next in line are Radio with eight; Metro, six; Fox, Columbia, WB-FN, five each; and United Artists, three each; Tiffany, Metropolitan, one each.

### Cohen Roxy Rep

Sidney Cohen, former exhibitor leader and theatre operator, has been appointed representative of the first mortgage bondholders on the Roxy operation.

Cohen will sit in on house operation as consultant to the bondholders.

### Casey Moves West

Pat Casey will leave New York this week for Hollywood.

He'll join on the Coast for a month on general union business for the studios, and then come east again.

### Kent West Sep. 5

Sidney R. Kent, Fox head, is not scheduled to go to the Coast until Sept. 5.

Date is tentative, however, since Kent will leave sooner if duties here are completed before that time.

## SCHULBERG'S 8 FILMS FOR PAR

Paramount has outbid Fox for R. F. Schulberg as an independent producer.

Under his agreement with Paramount Schulberg will make eight features for '32-'33 release. These will be completely financed by Paramount, Schulberg, cutting in on a percentage.

Negotiations with Fox fell through when Fox refused to meet the Paramount offer, sticking to its original idea of six features and a drawing account reported much smaller than that made by Par.

Schulberg is said to have been the possibility of his rejoining the studio in a regular capacity.

Probably the first Schulberg Paramount production will be "All My Love," directed by Stephen Roberts and starring Sylvia Sydney.

## 'Sign' at \$600,000 Or DeMille Must Pay All Overage

Hollywood, Aug. 22.

Cecil DeMille's contract with Paramount on "Sign of the Cross" provides for a maximum cost of \$600,000 but with the proviso that DeMille personally pay all costs above that amount.

Result is that DeMille is slicing the salaries of the cast with many receiving only 25% of their announced salaries for the honor of being discovered by DeMille.

Indications are that if the director comes within the 42 day shooting schedule with the picture he will be under the budget.

### NAME R. C. THEATRES

Radio City Music Hall Is Stage House—Roxy Is Film Site

Official name designations for Radio City's two theatres will be Radio City Music Hall and the Roxy. Latter (3,000 seats) is the straight picture house and the former (3,600 seats), as the name implies, will hold the stage extravaganzas. Original title candidate on the big house was International Music Hall.

RKO and Fox have reached an agreement whereby the present Roxy theatre may retain its name until mid-October. It's a compromise, as the name of the big house is not handicapping the big house by forcing a name change at the reopening (20). New title for this Seventh Ave. 8,200-seater is apt to be the Forum.

### Putnam-Engel East

Hollywood, Aug. 22. George Palmer Putnam, Paramount story executive, accompanied by his son, David, leaves here tomorrow (Tuesday) for air for New York.

Also making the trip is Joe Engel, former general manager for Cadco.





# Daily Change in Paris De Luxe

## Flops, 'Possessed' Good at \$8,000

Paris, Aug. 19. Peak of the receding tide of the grosses for the week ending Aug. 4 uncertain. Also scarcity of product, which caused the Gaumont Palace to introduce daily changes with the same Ouse features, demonstrated the unsuitability of this policy here, with house in the red.

Heavy publicity in "Intransigent" has kept "Atlantide" going, and on the boulevard a dubbed version of "Rasputin" is getting the morbid. Metro has been using Joan Crawford's stay in Paris as publicity angle for "Possessed" at "Madeleine".

Estimates for Week Aug. 14: Paramount (Par) (1,900)—"La Perle" (Par). Over \$21,900. Good for the season.

Gaumont Palace (G.P.F.A.) (9,000)—"Sensuelle Ouse" (Over \$9,000 and in the red). Second week of the week. First intended to call it a Gaumont week.

Estimates for Week Aug. 14: Gaumont Palace (G.P.F.A.) (9,000)—"Mousquetaires de l'Air" (Columbia). 25,000. Catastrophic due to the flying wires, dubbed in London and Paris, after many better flying stories.

Madeline (Metro) (2,500)—"Possessed" (Metro) \$7,800. Dubbed in French. Second week not dropping much from the first, due to news giving plenty space to Joan Crawford's visit here. However, local reaction adverse to story.

Grandes (Baladins) (2,000)—"Atlantide" (Nero) \$5,500. Figure, very nice for an eighth summer week; shows how good it is in the theatre to own a big newspaper.

Mariavue (Natan) (1,900)—"L'Interie Bleue" (Conrad). Third week \$2,500. Only additions, though good photo is liked.

Moulin Rouge (Natan) (2,500)—"Four Dances" (Natan) \$2,500. Fair for a revival, and for Natan a timely fill until the season becomes favorable for his own work.

Aubert Palace (G.P.F.A.) (9,000)—"Rasputin" (Oso) \$4,500. Second week. Dubbed in French after having played the Elvise Gaumont in the original German version. Demotes vice film's current Air in Paris.

Imperial (Natan) (500)—"Au Nom de la Loi" (Natan) \$1,500. Dubbed in French something house smell, from an already well milked run.

## Loew's Repeats Palace's Film and Cap's Stage Draw

Montreal, Aug. 22. Palace (FP) topped into the lead last week and may maintain its current stance its picture "Bring 'Em Back Alive" and Gene Dennis, mytic clairvoyants at the Capitol, both follow on at Loew's. This is a new departure for the main stems.

Palace has "First Year" this week to lead in just the same way, the customers here eat up, so should hold to good \$18,000. Capitol also doing good with "Gypsy" as Head and "Forgotten Commandments". Loew's, with second run picture and repeat headline in vaude, is talking chances but may get by.

Imperial trying out new stunt with different dual French pictures \$7,000 day, some well seen here. Nabes are picking up.

Estimates for This Week: Palace (FP) (2,700; 75)—"First Year" (Fox). Certain to click, with "Gypsy" and "Bring 'Em Back Alive" (Radio) talk of town; \$12,000, very good for time.

Capitol (FP) (2,700; 60)—"Man Called Galt" (Fox) and "Forgotten Commandments" (Fox). Last week \$11,000. Last week \$11,000. Last week \$11,000. Last week \$11,000.

Imperial (French-Film) (1,900; 25-40)—"French Pictures" changed daily; may get \$2,500. Last week "C'est Beau, l'Amour" (French) about \$5,000.

Cinema de Paris (Ind) (600; 25-40)—"Marjane" (French). May be \$1,500. Last week \$1,500. Last week \$1,500. Last week \$1,500.

## Columbus Reaches That Corner; Ohio, \$12,500

Columbus, Aug. 22. Looks like old times at the theatres this week, with "Speak Easy" at the Ohio getting so much play that one wonders if times ever were bad.

Other houses are also doing a bit better than of late, with the state Democratic convention over the week-end helping lots.

Estimates for This Week: Palace (RKO) (3,874; 25-35)—"Wall Correspondent" (Col). Oke for \$5,000. Last week "American Madness" (Col), stood up well and garnered \$5,500.

Ohio (Loew-UFA) (4,000; 25-25)—"Speak Easy" (M-G). Standing "em line" could get \$10,000. Last week \$12,500. Last week "Guilty as Hell" (Fox), good, \$8,000.

Broad (Loew-UFA) (2,500; 15-25)—"Almost Married" (Fox). Will hit good enough \$3,500. Last week "Mystery Ranch" (Fox) mild at \$2,900.

Grand (Neth) (1,100; 25-35)—"Jewel Robbery" (WB). Mild entertainment for this town; no better than \$3,000 in "Speak Easy" week. "Stranger in Town" (FN) just hit same figure.

Majestic (RKO) (1,100; 15-25)—"Fast Companions" (Fox). Uppity to \$2,400. Last week "Bachelor Affairs" (Fox) only fair, \$2,100.

## 'Desert Song' Tab Plus 'Dragon', \$20,000, Near Record; K.C. Plenty O.K.

Kansas City, Aug. 22. Good product and cool weather were the breaks given the downtown theatres this week; the pace being the best in months.

Palace (RKO) on the stage and "Roar of the Dragon" on the sheet, opened to turnaways and kept most of the seats filled for each of the four performances today. Will go down to record made by Ted Lewis a couple of weeks ago.

Loew's Midland with "Blonde of the Wilderness" in week; they do like Marion Davies in this town.

The Newman's "Horsefeathers" is awarded for the best gross of the summer.

Estimates for This Week: Liberty (Publis-Dubinsky) (800; 15-25)—"Love Is a Racket" (FN). Strong opening, the theatre has runners, although its bargain prices will get some of the shoppers; \$2,000.

Loew's Midland (Loew) (4,000; 25-35-40)—"Bondie of the Rollover" (Fox). Good for good week for this Marion Davies-Robert Montgomery but Miss Davies has never been so good in a picture as in "Last Week 'Speak Easy'" (M-G), \$11,100.

Mainstreet (RKO) (3,200; 25-35-50)—"Roar of the Dragon" (Radio). And F. & M. tab, "Desert Song" Long lines in front of the house before the first morning opening, and they continue unbroken a large part of the time for the first three days.

Although top prices are but \$5 and 50 cents at night, the large capacity and four shows daily with an extra midnite show Saturday will allow the house to turn in another of its big grosses, close to \$20,000. Tabloid operetta largely credited. Last week "American Madness" (Col), \$12,000.

Newman (Publis-Dubinsky) (1,800; 25-35-50)—"Horse Feathers" (RKO). This is getting the new product promo and how those four Marxes can draw. Some years ago the theatre looked here for the second-rate theatre for a week, and stayed three, with business increasing every night. Since then they have been one of the town's best bets.

This week's gross, with an extra Saturday "Owl Show" will click \$14,000. Big Last week "Devil and the Deep" (Par), good at \$8,000.

Players Out Iowa Trip For 'State Fair' Takes

Hollywood, Aug. 22. Believing the appearance of the cast at the Iowa State Fair would only retard location sequences for "State Fair", Fox is sending only Henry King, director; Phil Strong, author, and a technical crew to Des Moines. Atmosphere shots will be sent by Gene Dennis, psychic.

Studio had intended sending Will Rogers, Janet Gaynor and Charles Farrell.

## 4 Marxes Up \$17,000; 'Devil', Buffalo, \$14,000

Buffalo, Aug. 22. Even with the reopened Great Lakes clicking \$17,000 for "Horse Feathers" and \$14,000 for "Devil and the Deep" at the Buffalo. Lesser stands are upping.

Big generally is better, including the poor priced nabes.

Estimates for This Week: Buffalo (Public) (3,400; 30-40-65)—"Devil and the Deep" (Par) and stage show. N. Y. at \$14,900. Last week "Skyraper Souls" (M-G) nice \$13,000.

Great Lakes (Public) (3,400; 30-40-65)—"Horse Feathers" (Par). Reopened house doing well at \$17,000 in view.

Hipp (Public) (2,400; 25-35)—"Miss Pinkerton" (Fox). Upping to \$7,500. Last week "Unashamed" (M-G) near \$7,000.

Mystery Ranch (Public) (3,400; 25-35)—"Mystery Ranch" (Fox). Slow at \$5,000. Last week "Madame Racketeer" (Col) at \$5,000.

Lafayette (Ind) (3,400; 25)—"Blonde Captive" (Col). Building to \$10,000. Last week "The Menace" (Col) and "Concussion" (Chesterfield) strong at \$7,500.

## 'FROLIC WEEK' BOOMS ALL SEATTLE

Seattle, Aug. 22. This burg is putting out a lot of smoke for annual "Frolic Week". As

much as of motor show, it has been for seven days, the mayor has proclaimed "Frolic Week". The frolic idea is to be upmost, to melt away economic gloom, mayor says.

Twenty bands, 1,000 singers, costume dancing on the streets and the city is in a state of jubilation. The village are the gloom-chasers.

This is all helping the shows. There is always a lot of business out with the feet and the best is being booked at some of the houses, notably the Fox, to help attract.

For example, "Frolic Week" the amount Sept. 15.

Giving cars away is on the increase. Fox and Loew's houses here, including Fifth Ave. Fox, Coliseum and two nabes, Egyptian and Neptune, are giving away two Nash cars, retailed at around \$1,500 each, the end of this month. This is helping.

Busset singing right now at the Fifth Ave. Fox. "Horse Feathers" at the Fifth Ave. was met by the biggest line of the year at opening last Thursday.

Liberty (Publis-Dubinsky) (800; 15-25)—"Love Is a Racket" (FN). Strong opening, the theatre has runners, although its bargain prices will get some of the shoppers; \$2,000.

Loew's Midland (Loew) (4,000; 25-35-40)—"Bondie of the Rollover" (Fox). Good for good week for this Marion Davies-Robert Montgomery but Miss Davies has never been so good in a picture as in "Last Week 'Speak Easy'" (M-G), \$11,100.

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## Lots of Bucks on B'way; '1st Yr., Roxy, \$65,000; Chevalier, \$40,000; Bennett, \$22,000; Cap, \$67,000

Preview prognostications of the new season's product is being upped by the Broadway. h. o. new pictures that have come in are making an auspicious debut, as most of them are clicking with the nearest approach to general h. o. normalcy seen in more than a year.

The Main Stem has five leaders showing the way. These include "Love Me Tonight", "Horse Feathers", "Two Against the World", "Speak Easy" and "First Year". Only one week at the Cap. The Durante personality clearly is evidencing its strength here.

Last week all were added by the good weather. And the same cooling air, holding over, gave the current a big push forward. Naturally, however, it's the personality product.

Loew's current \$12,000 is a disappointment and shows no black with "Hold 'Em Jail". Nor does the Winter Garden any enthusiasm with a weak \$15,000 for "Crooner".

"Devil and the Deep" despite the aid of a big stage show, with stage show, is a big push forward. The Palace, however, jumping from a \$4,000 blunder last week with "Atlantide" to a \$15,000, is still making for \$13,000 on the week.

On Sept. 1, "Grand Hotel" closes a two-week run at the Astor. To make way for "Stranger in Town". This film and "Life Begins" (which opens Warner's Hollywood Thursday, Sept. 1) will be the last two specials and two-dayers the next week. "Life Begins" goes in at \$15,000, \$150 net and a minimum of 50c.

Estimates for This Week: Astor (1,612; 35-40-55-65)—"Grand Hotel" (1942-43 week). Kicks Sept. 1 to make way for "Stranger in Town" (M-G).

Capitol (1,612; 35-40-55-65)—"Speak Easy" (MG) and stage show. Rates holdover at \$67,000. Last week \$65,000. Last week \$65,000. Last week \$65,000.

Palace (1,612; 35-40-55-65)—"Atlantide" (Nero) and stage show. Rates holdover at \$67,000. Last week \$65,000. Last week \$65,000. Last week \$65,000.

Imperial (1,612; 35-40-55-65)—"First Year" (Fox) and stage show. Rates holdover at \$67,000. Last week \$65,000. Last week \$65,000. Last week \$65,000.

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Studio had intended sending Will Rogers, Janet Gaynor and Charles Farrell.

Estimates for This Week: Ambassadors (WB) (2,000; 35-55-65)—"Donkey Kong" (WB) and stage show. Lots of ballyhoo may raise the take to around \$10,000. Last week "Jewel Robbery" (WB) \$7,500.

Fox (Fox) (2,000; 25-35-55)—"Eddie Peabody" (Radio) and stage show. Stage show liked, but not picture. About \$10,000, poor. Last week "Concussion" (Fox) \$6,000.

Loew's State (3,000; 25-35-55)—"Speak Easy" (M-G), Keaton and stage show. Stage show liked, but not picture. About \$10,000, poor. Last week "Concussion" (Fox) \$6,000.

Miskouri (Par) (25-35-55)—"Devil and the Deep" (Par) and "Igloo" (U). Cooper's first in some time but not unusual. Last week \$10,000.

Winter Garden (1,418; 35-55-65)—"Horse Feathers" (RKO) and stage show. Rates holdover at \$67,000. Last week \$65,000. Last week \$65,000. Last week \$65,000.

Capitol (1,418; 35-55-65)—"Speak Easy" (MG) and stage show. Rates holdover at \$67,000. Last week \$65,000. Last week \$65,000. Last week \$65,000.

## Indpls Comedy Battle Marxes vs. 'Speak Easy' \$11,000 and \$6,500 OK

Indianapolis, Aug. 22. It's a battle of comedy and exploitation this week, with the Indiana drama with "Horse Feathers" and Loew's Palace with "Speak Easy" leading the pack.

For the first time since the Fed tax went into effect the Indiana has gone beyond the 41c mark, but it's still a durable film to the neighbors.

Last week, "Skyraper Souls" (M-G), also with "Speak Easy" (M-G), was the last two days of its stand to finish with \$6,500 on its holdover stage.

"Life Begins" (WB), sent by Warner spot as a two-dayer at a top scale, has been sent nearly as badly at \$11,500.

Mayfair (2,200; 35-55-75)—"Hold 'Em Jail" (RKO). Disappointing, the house probably will be under at \$12,000. Universal's "Back Street" follows in. Last week \$11,500. Last week \$11,500. Last week \$11,500.

Palace (1,700; 35-55-75)—"Atlantide" (Nero) and stage show. Rates holdover at \$67,000. Last week \$65,000. Last week \$65,000. Last week \$65,000.

Imperial (1,700; 35-55-75)—"First Year" (Fox) and stage show. Rates holdover at \$67,000. Last week \$65,000. Last week \$65,000. Last week \$65,000.

Loew's Midland (1,700; 35-55-75)—"Bondie of the Rollover" (Fox). Good for good week for this Marion Davies-Robert Montgomery but Miss Davies has never been so good in a picture as in "Last Week 'Speak Easy'" (M-G), \$11,100.

Mainstreet (1,700; 35-55-75)—"Roar of the Dragon" (Radio). And F. & M. tab, "Desert Song" Long lines in front of the house before the first morning opening, and they continue unbroken a large part of the time for the first three days.

Although top prices are but \$5 and 50 cents at night, the large capacity and four shows daily with an extra midnite show Saturday will allow the house to turn in another of its big grosses, close to \$20,000. Tabloid operetta largely credited. Last week "American Madness" (Col), \$12,000.

Newman (1,700; 35-55-75)—"Horse Feathers" (RKO). This is getting the new product promo and how those four Marxes can draw. Some years ago the theatre looked here for the second-rate theatre for a week, and stayed three, with business increasing every night. Since then they have been one of the town's best bets.

This week's gross, with an extra Saturday "Owl Show" will click \$14,000. Big Last week "Devil and the Deep" (Par), good at \$8,000.

Players Out Iowa Trip For 'State Fair' Takes

Hollywood, Aug. 22. Believing the appearance of the cast at the Iowa State Fair would only retard location sequences for "State Fair", Fox is sending only Henry King, director; Phil Strong, author, and a technical crew to Des Moines. Atmosphere shots will be sent by Gene Dennis, psychic.

Studio had intended sending Will Rogers, Janet Gaynor and Charles Farrell.

Estimates for This Week: Ambassadors (WB) (2,000; 35-55-65)—"Donkey Kong" (WB) and stage show. Lots of ballyhoo may raise the take to around \$10,000. Last week "Jewel Robbery" (WB) \$7,500.

Fox (Fox) (2,000; 25-35-55)—"Eddie Peabody" (Radio) and stage show. Stage show liked, but not picture. About \$10,000, poor. Last week "Concussion" (Fox) \$6,000.

Loew's State (3,000; 25-35-55)—"Speak Easy" (M-G), Keaton and stage show. Stage show liked, but not picture. About \$10,000, poor. Last week "Concussion" (Fox) \$6,000.

Miskouri (Par) (25-35-55)—"Devil and the Deep" (Par) and "Igloo" (U). Cooper's first in some time but not unusual. Last week \$10,000.

Winter Garden (1,418; 35-55-65)—"Horse Feathers" (RKO) and stage show. Rates holdover at \$67,000. Last week \$65,000. Last week \$65,000. Last week \$65,000.

Capitol (1,418; 35-55-65)—"Speak Easy" (MG) and stage show. Rates holdover at \$67,000. Last week \$65,000. Last week \$65,000. Last week \$65,000.

Imperial (1,418; 35-55-65)—"First Year" (Fox) and stage show. Rates holdover at \$67,000. Last week \$65,000. Last week \$65,000. Last week \$65,000.

Loew's Midland (1,418; 35-55-65)—"Bondie of the Rollover" (Fox). Good for good week for this Marion Davies-Robert Montgomery but Miss Davies has never been so good in a picture as in "Last Week 'Speak Easy'" (M-G), \$11,100.

# McVickers Resumes, Chi Cheery; 'Madness' 1st RKO Holdover in Yr; 'Feathers,' \$35,000; 'Jail,' \$20,000

Chicago, Aug. 22.—Hold 'Em Jail' looks like it will bring the Palace another big week. Wheeler-Woolsey comedies have heretofore played the State-Lake. Another slapstick, 'Horse Feathers,' is pacing a snappy first week at the reopened McVickers. The two laugh films give an encouraging omen for the new season.

Meanwhile 'Congorilla' has been slipped into the Roost at 5 p. m. House is usually fourth run, but now and then RKO passes a first run for dirt-town glossing.

When last week's deposits were computed the margin between the Oriental and Chicago was \$1,000. Which means 'Red Lewis and Gully as Hell' did great big while 'Chicago,' with 'The Great Deep,' was doing very poorly. Chicago has 800 more seats.

RKO has transferred 'American Madness' from the Palace to the State-Lake on a second week. First time this has happened in a year.

## Estimates for This Week

Chicago (Public-B&K) (4,000; 35-55)—Two, 'Gallant the Wolf' (WB) and stage show. Constance Bennett film the only flapper attraction in town. Looks for \$34,000 okay. Last week not so warm at \$30,000 with 'Devil and the Deep.' McVickers (Public-B&K) (2,000; 25-35)—'Horse Feathers' (Par) extended run resumed after summer absence. House spruced up new marquee and grandstand. Yr. and should clip \$35,000. Former scale ran higher all the way, with 85 cents top against present 68 cents (plus 10 tax).

Oriental (Public-B&K) (3,200; 35-55)—'Jewel Robbery' (WB) and stage show. 'William Tell' and Francis Co.-starred. Nice notes that moderate \$20,000 indicated. Last week near \$20,000 and a steady trickle of 'Red Lewis and Gully as Hell' (RKO).

Palace (RKO) (2,500; 35-55)—'Hold 'Em Jail' (Radio) and vaude. Spoof picture will do the Palace a good turn. May climb over \$20,000. 'Chicago' has been weak. 'Madness' (Col) best in some time at nearly \$20,000.

State-Lake (RKO) (2,700; 35-55)—'American Madness' (Col) and vaude. Word of mouth should help picture on State street despite last week's Mandelstam 'Pot' running. First time RKO-house have had enough affection for 'The Girl to Give It a Follow-up' in a year. Expect \$15,000. 'Chicago' has been last week with 'Almost Married' and nobody in the cast.

## REDS' HOME TOWN SEES BEAUCCUP B. O. BLACK

Cincinnati, Aug. 22.—Current biz along the first run boulevards is right on heels of last week's black in 'The Great Deep.' 'Feathers' is floating over everything. Betty Compson's magnetism at the State is not as much as soothed although her name enjoys as much prominence as can be given on the 24 sheets.

## Estimates for This Week

Albee (RKO) (3,300; 35-50)—'Madame Racketeer' (Par) and F-M 'Star Night' unit, featuring Betty Compson, with Lebo and Eugene. Compson was depended upon for the draw, but \$18,000 is only fairly good. Last week 'Madness' (Col) soothed and F-M 'Vells' idea extraed with Mills Brothers, topped all takes for past year with \$18,000. Palace (RKO) (2,800; 30-55)—'Horse Feathers' (Par). Marx Brothers sure-firing by tickling customers and fluttering. Last week 'Feathers' \$18,500. Last week 'Speak Easily' (M-G) produced a good \$12,500. Capitol (RKO) (2,200; 30-55)—'Two Against the World' (WB). Constance Bennett spotlighted and meeting \$11,000. 'Pot' running. Last week 'Devil and the Deep' (Par) dropped to fair \$9,000 after fast get-away.

Lyric (RKO) (1,285; 30-55)—'Sky scraper Souls' (M-G). Story is old stuff with elevated title, pulling \$7,000 fair. Last week 'First Year' (Fox) finished second week with good \$7,000.

Family (RKO) (1,000; 15-25)—'Wild Women of Borneo' (FD) and 'Office Girl' (Radio). Split week. Should about \$5,000. Fox (M-G) 'South of Santa Fe' (TWC) and 'Flames' (Standard) dropped \$2,600.

'Virtue' Lead to Pat O'Brien. Hollywood, Aug. 22.

Pat O'Brien expected by Columbia for male lead in 'Virtue.' Eddie Buzzell directing.

## Prodigal Son

Hollywood, Aug. 22.—One of Hollywood's celebrated playboys has returned and is going to work.

Formerly an agent, he had an outstanding list of clients, but he played too hard and left business details to his secretary. She proved efficient and those who had invested money in the business finally placed the girl in charge. Under her management the firm climbed and is now one of the four outstanding agencies.

Her former boss left Hollywood and a trail of bad checks and bills which a wealthy father squared. But the son has had a change of heart.

He has taken a job as talent salesman in the office of his former secretary.

## 306 CAN'T GET FILM, CLAIMS CONSPIRACY

Unable to obtain product for the first three of its war houses, and negotiations with indie exhibitors renewals deadlocked, Local 306 armed process servers yesterday (22) with 30 complaints charging the film industry with conspiracy. Sam Kaplan's projectionist organization seeks to force filmdom to supply it with pictures and in addition pay \$200,000 in damages to date. Argument, in the form of an injunction, will come up in the New York courts this week.

Suit follows a canvass among film companies and exhibitors conducted by Kaplan personally. When he interviewed Charles Pettibone Kaplan was told that the Hays organization is not taking a position one way or the other in the matter and that no order had been issued banning the projectionists from booking channels. Kaplan, finding that he could secure pictures through only one of the smallest independent, opened three lot theatres in the Bronx with this product last week.

Executives revealed the inauguration of poster campaign to cover all unfriendly territories. In Brooklyn 300 boards have been acquired for the remainder of August with options for another month.

Kaplan's organization is separately incorporating each of its outdoor houses. Under the title of Moonbeam Amusement Corp., Kaplan is buying the Barnes theatre, corner of Barnes and Allerton Ave. in the Bronx; Marblehall is another corporate title for the Broadway theatre. The latter, Apex takes care of a lot on White Plains road near Lydig Avenue, called the 'Bronxhead.'

Only free admission lot is in the Bronx. No competitor is to the Windsor and Rugby theatres. Unionists claim that in the week this show has been in operation they have clocked as many as 7,000 attendees in one night.

Negotiations among 306 and exhibitors expires Aug. 31.

## Fox's B'klyn Split

Fox films will continue at the Brooklyn Fox theatre under a new one year deal. House is being opened by the National Trust Co. of New York, trustee of the first mortgage bondholders.

Former contract called for \$1,500 per film, with a split over \$30,000 gross. New contract calls for \$2,000 weekly, with a split over \$20,000.

## Reserved Seats at Pop

### Prices for WB's 'Life'

Boxoffice schedule for 'Life Begins,' WB's twice daily entry at the New York Hollywood, calls for reserved seats at pop prices. Scale runs from 50c. to \$1.50, minus tax, but 'Life' has a very low, correspondingly numbered stubs whether downstairs or in the balcony.

It's the first time a twice daily movie on Broadway has tried this scheme. Picture opens to the public this Friday (26).

## Hollywood

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

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.

'These Days' Ready—Radio is readying 'These Days,' a library for two years, for fall production.

Pelton Carries On—Al Pelton continues operation of Irving Starr-Al Pelton, Ltd., agency, with Starr on Ken Maynard unit.

Rene Borgia, French writer, on Fox payroll.

Asthma Becomes Rib-Feast—Tuesday night rib-feasts at Roosevelt hotel replace the West Side Asthma and Riding club. Gruchow Marx and Jimmy Gleason responsible.

Mex. 'Queen' in U. Serial—Josephine Oles, Mexico's Olympic 'queen,' stays on in U's 'Lost Serial' series.

Herbert Marshalls Abroad—Herbert Marshalls, with his wife, Edna Best, returns to England for Reunion at Vienna's appearance following completion of Para's 'Honest Finder.'

'Big Boat' Navy Okay—Metro's 'Big Boat,' 18 months in writing, sent to Washington for Navy Department's okay.

Earl McCarthy, former N. Y. legislator, signed by U following bit in All America.

Bandman for Fox—Red Stacey, Irving Aaronson's band spotted in Fox's 'Walking Down Broadway.'

Nathan Asch writing originals for Radio.

Libby Holman Influence—Both Radio and Metro have writers working on stories based on the Libby Holman Reynolds case.

Dewey Robinson in 'Six Hours'—Victor McLaglen going into lead.

## 'JAIL,' \$19,000; 'DR. X' BAD \$18,000 IN BOSTON

Boston, Aug. 22.—Business was up and down last week with the custom of shopping and consequent grip for some of the houses. Kate Smith and 'Age of Consent' at Keith's got the cream, the latter a corking \$28,000, while the little Paramount, with the Marx Bros. equalled the business of the 4,000 seats.

Marx pic being held over and doing another big week. No names at the Met in these presentations seem to be cutting the gross to pieces.

## Estimate for This Week

Met (Public) (4,300; 35-50-53)—'Doctor X' (WB) and stage show. Heat had good radio and plenty space in local sheets, but will do only \$18,000, very bad. Last week 'Devil and the Deep' (Par) hit a brutal low of \$16,200.

Paramount (Public) (3,800; 30-55-60)—'Horsefeathers' (Par). Will get along the same in second week as in first. Opening stanza a nice \$18,100.

Keith's (RKO) (4,000; 35-50-53)—'Hold 'Em Jail' (RKO) and Fred Waring's band. Back to average at \$19,000. Last week 'Age of Consent' (RKO) and Kate Smith clicked to \$23,000.

Boston (RKO) (4,000; 25-35-55)—'The Holy Love' (RKO) and Tex Guinan looks like a nice week around \$7,800. Last week 'American Madness' (Col) and Hilton Sisters, \$8,300.

## Thomas Prod. Asks Venue Change in \$3,021 Suit

Los Angeles, Aug. 22.—Decision on application of Thomas Productions for a change of venue to the U. S. district court, in suit of S. Ramirez for recovery of \$3,021, will be made this week by Superior Court Judge Edmonds. Transfer of hearing sought by defendant because it is a Delaware corporation.

Ramirez declares he invested in the film company under false representations. Richard Thomas, in his reply, claims that the amount was given in worthless and uncollectable notes.

## ADAPTING LAST STORY

Hollywood, Aug. 22.—Dorothy Farnum, former Metro writer, who has been in Paris for two years, is on Charles R. Rogers' payroll.

She will adapt Jack Lait's story, 'I Can't Go Home.'

of Fox's 'Rackety Rax' released Dewey Robinson, new contracts for 'Six Hours to Live.'

Fox's New Writers' Home—New \$20,000 building under construction at Fox Hills to house writers' script vaults, stenographic and central secretarial bureau.

Warren Keefe and Edmund Seward from N. Y. Telegraph staff in Warners' scenario department.

Out of 'Night! Into 'Hot'—Nancy Carroll out of Paramount's 'Night After Night,' and instead will go into 'Hot Saturday.'

Cartoonist Scripting—Tom McNamara, cartoonist, engaged by Radio to collaborate on script of 'Little Orphan Annie.'

'Cabin' Author on Fox Lot—Paul Green, who wrote 'Cabin in the Sky,' is now in Hollywood. Carolina by Fox for writing job on 'State Fair.'

## Newlywed Brants Teamed

Ruth Chatterton and George Brent, newlyweds, will be paired in 'Devil's Divorce.' Title changed from 'Paris Racketeers' to cash in on exploitation possibilities.

Rubin Refuses Drunk Part—Sight gagster replaced Benny Rubin in Radio's 'Sport Page,' whom latter walked, refusing to play a drunk.

## 3 New U. Writers.

Three new writers at U—Reginald Callow writing comedy for Andy Devine; Charles Chaplin on 'SS San Pedro,' and 'Bob Donaldson' on untitled air picture.

## Arnold's 7-Year Term

Edward Arnold, who came west few weeks ago, with 'Whistling in the Dark,' and has played in pictures since, given seven-year term by Fox.

Lawrence Hazard adapting his own play, 'Good Thing,' for Par.

## Fox's Water Spectacle

Fox planning a water spectacle similar to 'Neptune's Daughter.' Testing Olympic swim champs for cast.

## Venturini at Fox

Dan Venturini shifts from Paramount to Fox to meg a Wall Street yarn.

## Franklin-Stoner will do Isadoro Bernstein's 'Lost Continent.'

## Brown's English Meg

Following current Metro assignment to write 'The Wild Party,' Rowland Brown goes to England to direct in 'The Fleesh for Union' picture. Brown is based on experiences of Howard Hughes in Hollywood.

Bernie Hynes here to install girls instead of boys at Orpheum, as was done in 'Frisco and the Northwest.'

## Wedding Bells

Tom Buckingham, film writer, will marry Jane Ridgway; Marlin W. Bolger, Fox film editor, will marry Anna Lazarus and same for Nat Winefoot, music publisher's rep, and Lilian M. Slade.

## Merrivale in '3rd Floor'

Phillip Merrivale, on Fox with 'Cyrena,' has been engaged by Fox for lead in 'Passing of the Third Floor Back.' Henry King will direct. Title to be changed.

## Weismuller's Tour

Fanchon & Marco dicker with Metro to send Johnny Weismuller on a personal tour before starting work on sequel to 'Tarzan.' Picture still in the writing.

## 'Laughing Boy' Hecht

With around \$10,000 spent in tests for 'Laughing Boy,' Hecht's indications are that Theodore Hecht, stage actor, placed under term contract to Universal, will get the part.

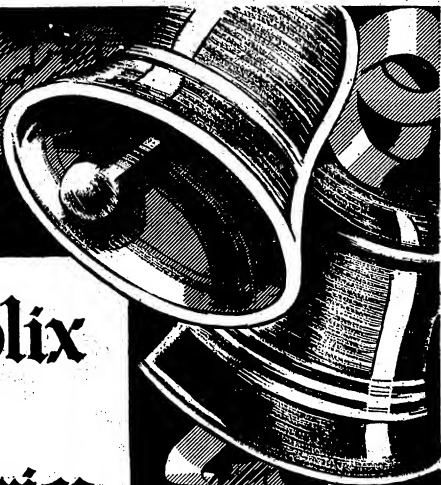
## No Earhart Response

Amelia Earhart has had several picture offers but has not interested according to husband, George Palmer Putnam, Par story exec.

## Brabin Off 'Rasputin'

Metro called off double directing of 'Rasputin,' which had Richard Boleslavsky sharing meg with Charles Brabin. Brabin remains on Russian picture and Brabin replacing Charles Vidor on 'Mask of My Manchu.'





Paramount-Publix  
wishes the  
Exhibitors of America

A  
MERRY  
CHRISTMAS  
and  
A  
HAPPY NEW YEAR





# — WITH THE PROFITS FROM THESE *Paramount* *Pictures* TO BE RELEASED BETWEEN NOW AND DECEMBER FIRST!

**HAROLD LLOYD**

in  
**"Movie Crazy"**  
with  
Constance Cummings

**MAURICE CHEVALIER**

in **"Love Me Tonight"**  
with  
**Jeanette MacDonald**  
**A Rouben Mamoulian**  
Production

**MARLENE DIETRICH**

in **"Blonde Venus"**  
with  
Herbert Marshall, Cary Grant  
and Dickie Moore  
Directed by  
**Josef von Sternberg**

**FOUR MARX BROTHERS**

in  
**"Horse Feathers"**

**"NIGHT OF JUNE 13"**

with  
Clive Brook, Lila Lee, Charlie Ruggles

**"THE PHANTOM  
PRESIDENT"**

with  
**George M. Cohan**  
Claudette Colbert  
and Jimmy Durante

**"NIGHT AFTER NIGHT"**

with Nancy Carroll, George Raft,  
Allison Skipworth, Mae West

**"THE BIG BROADCAST"**

with  
Stuart Erwin, Bing Crosby, Lella  
Hyams, Burns & Allen, Kate  
Smith, Mills Brothers, Boswell  
Sisters, Arthur Tracy, (The Street  
Singer), Vincent Lopez and his  
Orchestra, Cab Calloway and  
his Orchestra.

Cecil B. DeMille's  
**"THE SIGN OF THE CROSS"**

with  
Fredric March, Ellean Lund,  
Claudette Colbert, Charles Loughton

**CLARK GABLE**

and  
**MIRIAM HOPKINS**  
in  
**"No Man of Her Own"**

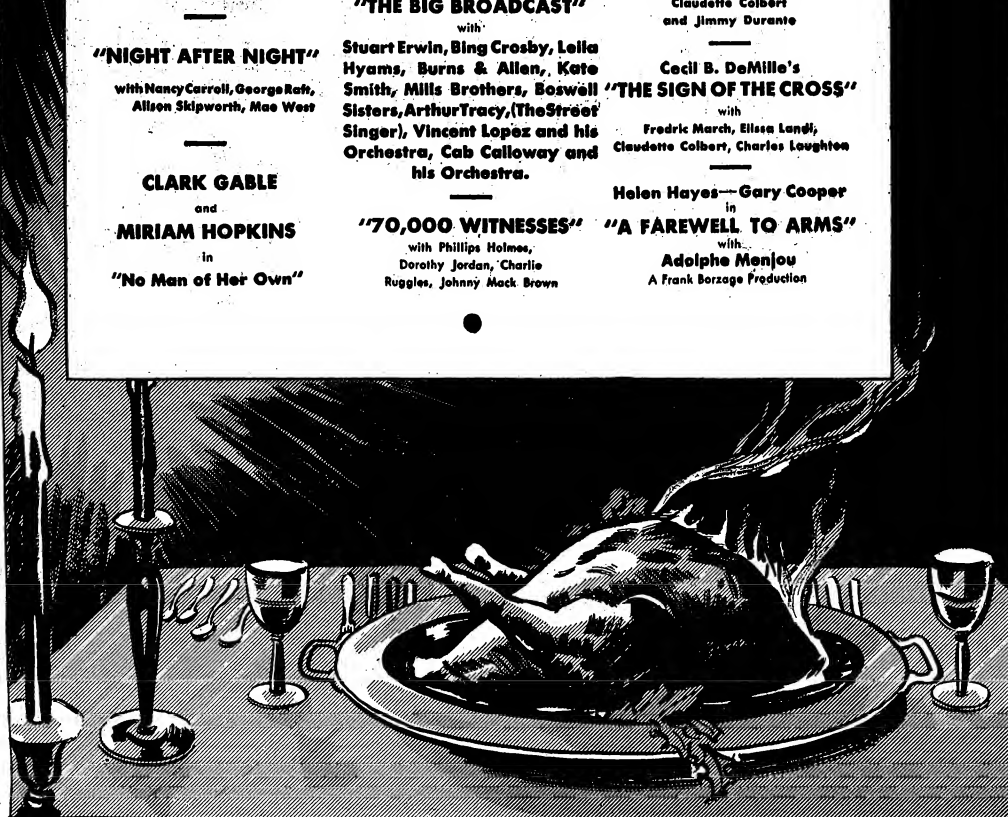
**"70,000 WITNESSES"**

with Phillips Holmes,  
Dorothy Jordan, Charlie  
Ruggles, Johnny Mack Brown

Helen Hayes—Gary Cooper

in  
**"A FAREWELL TO ARMS"**

with  
**Adolphe Menjou**  
A Frank Borzage Production



## Ottawa Parley Drafts Rental Tax On Film Imports; Exhibs Object

Ottawa, Aug. 22. An attack on films from the United States, as well as those from France, Germany and Russia, is made in the closing stages of the Imperial Economic Conference at Ottawa with the adoption of a proposal for the levying of a special tax on foreign films. British pictures being exempted from the additional assessment.

Study of the report shows that the full force of the tax will fall upon exhibitors and not upon the distributors or importers of United States films because the levy is to be based upon the rental value of foreign films. In other words, the exhibitors of British countries are now facing a rental tax when they show an American film. A large part of available pictures in all parts of the British Empire are productions from the United States. While they have escaped a British film quota requirement, to which they have expressed gratification, the exhibitors of Canada will now have a battle on their hands when the foreign film tax comes before the Canadian Parliament at its special session in Ottawa next October which already has been tentatively called for the purpose of dealing with recommendations of the Imperial Parley.

The same situation will develop in other British countries. The argument has already been advanced (Continued on page 38)

## MAJORS TALK REPRISAL FOR GERMAN EXCLUSION

Budapest, Aug. 10. German quota's restrictions on employment of talent has driven out Hungarian directors, actors and scenario writers. All are now flocking back to their home country. This is giving a fresh impulse to local production. Only a few months ago great was the joy that Hunnia Studios, long dark, should be occupied by French, German and British producers. Now it is argued that the one available studio with modern equipment ought to be at the disposal of local producers. Osso's and Ufa's contracts, however, give them control of the studio for another season.

A second adjoining studio is now under construction. Its area will be 105 by 135 feet. New studio to be completed by August 15. Two shifts working at present at Hunnia: Osso produces the fourth picture made in Hungary by day and Paul Fejos completes synchronization of 'Spring Storm' tonight. The new Osso picture is 'Le Roi des Palaces', adaptation of a Kiste-makers novel by Serge Veber. A French version is the only one being made. Carmine Gallia.

After the completion of 'Roi des Palaces' Paul Fejos will do a drama, 'Souls in the Storm', in English, German, French and Hungarian. Background is Hungarian. Local capital is financing. Fejos' share in the venture is his ownership of the American rights which he has also retained in 'Spring Storm' rights. After one more Ufa picture Osso will produce 'Number 111', adaptation of another Hungarian novel, in Budapest. It's a mystery crime story by Eugene Heltai.

Negotiations still pending about adaptation of Star Studios, which have been dark for years. However, because the cost of necessary alterations and purchasing new equipment was figured at \$135,000, this will hardly eventuate.

Idea is to show German National-theatrical Hunnia, the greatest summer of German pictures outside Germany and Austria, resents the fact that Hungarian talent has been expelled from German production.

Paris, Aug. 13. Unless Paramount switches its German production activities from Joinville (near Paris) to Berlin, they may find difficulties in German sales, due to the new German quota, some provisions of which seem to go precisely against them.

One result of the German quota law was to promote production in Hungary, due to Hungarian technicians getting freed from their German quota and being able to produce pictures without censorship.

## BIP Puts Whole Group Of Pictures in Work

London, Aug. 13. British International resumed production activities this week on an extensive scale, with five directors screening as many pictures. They are: 'The Case of Lady Camber', with Gertrude Lawrence and Gerald du Maurier, directed by Benn W. Levy, this being his first effort with the films. It will be under the supervision of Alfred Hitchcock, B.I.P.'s general director. 'Sleepless Nights', with Stanley Lupino, Polly Walker and Charlotte Parry in the principal roles, directed by Thomas Bentley.

Leave it to 'Bambi', featuring Gene Gerrard and directed by him. 'Magenta Street', featuring Julian Rose, directed by Norman Lee. 'For the Love of Mike', featuring Bobby Howes, directed by Monty Banks.

## Fejos Takes Rights for Salary on Foreign Film

Hollywood, Aug. 22. Paul Fejos, formerly with Metro and Universal, is making 'Spring Shower' in Hungarian, French and English at the Hunnia Studios in Budapest. Capital is being furnished by the Hungarian government. In lieu of salary, Fejos is reported having been given the English version rights.

## 'Alive' Censored

London, Aug. 13. 'Bring 'Em Back Alive' (RKO) is under censor treatment in England and may not get a certificate. Local Radio office hopes to get it through after cuts.

## Loveday, English Rep. For Schulberg-Feldman

Hollywood, Aug. 22. George Loveday, veteran theatrical manager, will be European representative of the Schulberg-Feldman agency, with headquarters in London.

He had been here for the past two weeks and left Friday 19, for New York to sail for home.

## Tovar's Spanish Picture

Hollywood, Aug. 22. Lupita Tovar left for New York to sail Aug. 26 for Paris, to be starred in a Spanish picture, 'Ecstasy', to be made by Electra Films of Germany. Company is making the film in English, German, French and Spanish.

## LOOK FOR UFA 4%

Berlin, Aug. 13. Discussions are on over the new Ufa dividend, and informed circles believe that in view of generally decreased though comparatively good business a rate somewhat lower than last year will be paid. A 4% dividend is reportedly likely. It is also reported Ufa will drop vaudeville programs and stage shows, except in their Hamburg and Dueseldorf theatres.

## ROYALTY'S VOICE TEST

Though up to now the Prince Consort of Holland has figured in scores of newscasts, his voice had not been recorded as yet.

He appeared in his first talker during the Scout Jamboes at The Hague this week, where scouts from all parts of the world assembled under Baden-Powell.

## LOEW BOOKS FOREIGNS

Leo Brecher has closed a 16-picture contract with Loew's for the Fine Arts theatre, Boston, a Loew-seater.

Pictures are mostly German Ufa's, with a sprinkling of French talkers.

## Brussels 4,000-Seater

Brussels, Aug. 13. The Metropole, new cinema constructed in Brussels for Drauberg-Riche, will be opened Sept. 15. Seating accommodation is for 4,000 in three tiers of 1,400, 1,300 and 1,400.

## Mex. Trade on Mend

Mexico City, Aug. 18. Depress continues down here, but it is lifting, and the sun of good times is beginning to peep from behind the black clouds.

Base their conclusions upon estimated expenditures of around \$30,000 every Sunday by local populace for stage, screen and other entertainments. Stage and movie theatre operators seem more optimistic. Banking and commercial circles think that times are mending, and point to fact that resignation of Gen. Plutarco Elias Calles, this land's strong arm of the Emperor, War office didn't bring about a political crisis.

## Record Shows France Can Do Without World

Paris, Aug. 22. Capitulation of the films released in France during the year ending June 30 showed the dubbing binge is pretty much over-emphasized and possibly explains the comparative mildness of the final draft of the French quota law. Total number of films released in France during the year, of which number only 30 were films dubbed outside of France and 29 dubbed within this country.

Of the 201 pictures 102 were French talkers, meaning that more than half the country's product was home-made. There is appreciable rise over past production and accounts for the fact that French feel pretty comfortable about their film situation. Twenty-eight of the remaining pictures were French films made abroad and 12 were partially French made and partially foreign.

Figures indicate that if France were suddenly forced to do without foreign product, as threatened on occasion by U. S. firms, she would not be seriously hurt.

Of the French films made outside of France, United Artists supplied one, Universal one and Paramount only two. Dubbed outside of France by American concerns were Universal, one; Warners, four; Fox, one; and Metro, 17.

## LONDON HIPPI ALL SET FOR 'GRAND HOTEL'

London, Aug. 22. 'Out of the Bottle' will close at the Hippodrome, Sept. 3, and the deal has practically been settled to have 'Grand Hotel' (film) go in for a twice daily run at regular legit scale.

The same policy will be followed for the provincial showings of the M-G-M screen production.

## N. Y. Censors Reverse Own Ban on 'Maedchen'

Censors in New York have passed 'Maedchen im Uniform', German talker, after it had been flatly turned down a couple of times. John Krimsky, who owns the New York rights, is now negotiating for a Broadway house with a view to two-a-daying it.

## Sold Films; Wins Suit

Los Angeles, Aug. 22. Xavier Cugat, Spanish musician, awarded judgment for \$3,333 against Rodolfo Montes in Superior court as settlement of contract whereby Cugat sold his interest in two Spanish pictures made here.

Films were 'Charros, Gauchos y Marias' and 'Un Fotografio Disfrazado'.

## 'Variety' as Attention Caller

Paris, Aug. 13. Pathe Nathan gave Lora Hays a starring contract in their forthcoming production, 'L'Affaire est dans le Sac', which will have the star of her acting in 'Musical Chairs' appeared here in 'Variety'. Film will be directed by M. Prevost. Similarly, a 'Variety' report that Little Mabel got her several film offers from London.

## Maurice Ostrer and Gell Over To Settle Fox-Brit. Gaumont Case

## Moscow's 7,000-Seater Biggest in the World

Moscow, Aug. 22. Biggest cinema in the world is being built here, with completion expected in the fall. House will have 7,000 seats, putting it ahead of both the Gaumont Palace in Paris, the Rixey in New York and 200 seats ahead of Radio City's new music hall.

It's a rebuilt building that formerly housed outdoor riding academy with a 15,000-seat grandstand.

## Ufa and Local Chain Control All Budapest

Budapest, Aug. 11. Concentration of Budapest deluxers into a few strong hands is continuing for the coming season. Istvan Gero, who controlled Forum, Royal Apollo and Palace last year, has acquired Deca, the first modern picture palace of the city.

Beside owning the four important picture houses, the Gero concern supplies pictures to two others, Omnia and Corso, and concentrates the publicity of all six into one unit. This position, the strongest on the Budapest picture market, enables Gero to buy advantageously and practically control the market.

To hold the balance, Ufa, which owns three big houses in Budapest, Ufa, Urania and Corvin, has made an arrangement with Hirsch and Teuk, distributors, who own Kamara and Capitol. Ufa pictures will be shown in the latter two houses and the distributors' pictures will be taken over by the Ufa theatres.

Only one big de luxe house remains outside these two trusts. That is Ratus, belonging to Metro-Goldwyn Company, to others, its past season was very successful.

## W.B.'s 15 Paris Films

Paris, Aug. 13. During the visit of Sam E. Morris in Paris a schedule of production of 15 French pictures to be made by Warner Bros. has been arranged. Jean Daumery is the firm's pet French director.

Warner Bros. have no studios here, and will have to make arrangements for studio space. Irvin Asher of the Warner London office will supervise the production end. Ernest Koenig, formerly with Western Electric, has been appointed sales manager of the Paris Warner branch, headed by Robert Schles.

## British Gov't Aims at Making London Films

London, Aug. 13. There yet may be a cultural film institute in England, government supervised.

When this idea was suggested in connection with the Sunday opening of his everybody, but need, some steps are being taken now to make sure some of the receipts from Sunday film performances go into a central fund with which to establish such an institution.

## Eisenstein's Comedy

Moscow, Aug. 22. Sergei Eisenstein will turn to comedy for his next film. Scenario is now being written, with Eisenstein sitting in on the writing. According to tentative plans Eisenstein will be ready to start shooting in about two months. It will be a foreign film he has made in his native Russia for some years.

## SEIDELMAN HEADS HOME

Paris, Aug. 22. J. H. Seidelman, Paramount foreign chief, and John W. Hicks, Jr. will sail for New York Sept. 1 on their return from a two-month European tour. They will have visited France, England, Sweden, Germany, Belgium, Spain and Italy when they sail.

During the trip Seidelman set Paris's foreign policies to cope with the new quota laws everywhere.

London, Aug. 22. Fox and Gaumont-British have buried the hatchet and the Fox suit against G-B for \$200,000,000 will probably be discontinued within a week or so. Maurice Ostrer and William G-B directors, call for New York tonight (22) to complete the peace negotiations started by Sidney Kent, Fox president, during his recent visit here.

Understand that the underlying basis of the settlement is that Gaumont gives Fox 100% release in the 250 Gaumont houses in Britain. That was the original intention of Fox in buying into the British concern. Also desired by Fox is that Sidney Kent be elected to the Gaumont British board. Further condition would have the board of British & Metropolitan Trust, parent company of all G-B concerns, realigned with four Fox directors appointed as against four Gaumont members and with one member neutral.

May Amend By-Laws. Several difficulties in that arrangement, most important being that the by-laws of Gaumont British define the board of Britishmen can be members of the board. Thought likely that Gaumont, wishing to comply with the American business in this matter, (Continued on page 38)

## EMBARGO OR NO, MEXICO STILL WANTS U. S. PIX

Los Angeles, Aug. 22. Despite embargo against two recent American-made pictures, Mexico, Hollywood product is still in demand below the Rio Grande, according to B. J. Gottlieb, Mexican representative for M-G-M, here for a few days. He says that Mexican picture followers want screen entertainment more or less heavy and take sex angle seriously. Slapstick comedy is in demand, but the more subtle, or light comedy, stories, have no spot in the neighboring country.

There is strong aversion, Gottlieb says, to pictures placing the Latin speaking countries in an adverse light. Pictures made in Spain, or in Hollywood with Spanish dialog overlays, are popular, as are not reflecting the real Mexico in language, mannerisms and locale.

Most American stars are favorites, according to Gottlieb, though several who have registered hits on this side of the border have failed to click, because their type is unfamiliar with the average Mexican. Comedy pictures, melodrama and sex go over with a bang, but as a sample, home types are frowned on.

Gottlieb brings news of a new theatre circuit on the west coast of Mexico, which has registered hits on this side of the border in Nogales and Hermosillo, with another spot to be determined shortly.

## Recognition for P.A.'s

Hollywood, Aug. 22. Foreign Correspondents' Association has gone for the Academy idea of making an annual award to the p. a. it considers has been most helpful.

Harold Manheim, at Universal, given scroll for co-operation the past 12 months.

## Chaliapin Film Set

London, Aug. 22. Nelson Films, identified, forecast early this year, to make a musical talker of 'Don Quixote' with Chaliapin in the title role, is finally getting into action.

Fabst, German director, will produce an English and French version. Likely George Robey will have the role of Sancho Panza.

Estimated cost \$400,000, with the star receiving \$100,000 and an interest in the profits.

## BAN OFF 'HATCHET MAN'

German censors have withdrawn their ban on 'Hatchet Man' (WB) and picture is now free to be shown in the country. It had been banned at first on request of the Chinese.

## Amusement Shares Gain But Little As Leaders Go to New High Ground

Amusement stocks made minor gains or remained stationary yesterday (Monday), while the market let off a new display of fireworks, representing a climb into a new recovery peak and above 70 in the industrial averages.

Performance included such advances as 10 points net for Union Pacific, 6 for Telephone above 116 and better than 4 for U. S. Steel at 45. Best prices came near the close with trading activity at its maximum and the ticker 2 minutes late. Volume was in excess of 3,000,000 shares.

Throughout the day and at the great of the movement the amusements were sluggish. Loew got to 31½, but the bulk of trading was done below 31½ and the sponsoring clique appeared to make no effort to get aboard the sudden resumption of bullish operations.

There was nothing in the Chicago grain market to inspire optimism. Instead the cue to a new spurge probably came from the sensational performance of the bond list last week and again yesterday.

Amusement bonds continued to play a prominent part in the bond excitement with Loew duplicating its 1932 top of 90 for the second time in a fortnight. The Paramount-Publix 5½'s were another strong and active spot among the obligations, but the stocks of both concerns appeared to be content to

(Continued on page 23)

### Yesterday's Prices

Sales	High	Low	Last	Change
200 Col. P. ....	12½	11½	12	+1
100 Con. P. ....	2½	2¼	2½	+¼
200 Con. P. ....	2½	2¼	2½	+¼
8,000 East. K. ....	54½	51	54½	+3½
200 Loew ..... 31½	31	31	31½	+½
6,000 Loew ..... 31½	31	31	31½	+½
17,500 Par-P. ....	25½	22½	25½	+3
200 Pathe ..... 2	1	1	2	+1
200 RCA ..... 9½	8½	9½	9½	+½
2,000 RKO deb. ....	25	24	25	+½
100 Shub. .... 4	4	4	4	+½
11,100 W. B. .... 3½	3½	3½	3½	+¾
BONDS				
40,000 Gen. T. .... 44½	44	44½	44½	+½
5,000 Keith ..... 60	59	60	60	+½
7,000 Loew ..... 89	88	89	89	+½
21,000 Par. P-M. .... 49½	49	49½	49½	+½
54,000 Par-P. .... 45	44	45	45	+½
1,000 RKO deb. .... 78	78	78	78	+½
12,000 W. B. .... 31½	31	31½	31½	+½
CUBS				
900 Tech. .... 3½	3½	3½	3½	+½
200 Trans-L. .... 2½	1½	2½	2½	+½

### Booth Scale Relief

#### Ready in Baltimore

Baltimore, Aug. 22. New projectionist-theatre contract, to be signed shortly for effect Labor Day, will likely call for a reduction in the present scale. Operators are understood to have promised to meet the theatres' request for relief.

Scale for the IATSE booth men now rates at \$37 for the chief projectionist and \$32 for three assistants. While actual details of the negotiations have not yet been reached, it's reported that the operators will offer to accept a 15% chop.

### 5 YEARS' EXPERIENCE

Utica, N. Y., Aug. 22. Projectionists employed locally must have five years' experience and pass a municipal examination as the result of an ordinance just passed by the Utica Common Council. Passage was opposed by W. R. Goldbas, representing the theatrical interests, but favored by the projectionists and electricians.

## Dead Snake One of Many Headaches for Producers

Los Angeles, Aug. 22. Aftermath of battle between a trainer and a python at the Horne zoo, in which the snake succumbed, is series of legal headaches for S. S. Millard, who was making a wild animal feature which required the staged fight.

First, I. S. Horne brought a Municipal court suit against promoter for \$225 animal and reptile rental and \$150 for the dead python. Then he slipped an attachment on seven reels of positive print belonging to Millard held by Associated Film Enterprises. Latter filed claim for \$100 laboratory work on attached reels. State labor commission followed, putting in preferred labor claims totaling \$52 for 11 people who worked in or on picture.

### PROV'S WORRY

Overrated 'Town Opening New Conn's 4,000-Seater

Providence, Aug. 22. Overrated Providence sees a new headache when Capt. Jacob Conn's new downtown, 4,000 capacity, opens Saturday (27). This is weeks ahead of schedule. The Modern (burlesk) also reopens the same day.

Local showmen have been squawking that the local situation is oversaturated and Conn's split week vaudeville policy, with the 4,000 capacity, has 'em worrying the more.

## Ohio OK's School Films, Plans a Thorough Trial

Columbus, Aug. 22. Visual instruction by both sound and silent films, is to be given the backing of the Ohio state department of education this year. E. A. Aughinbaugh, supervisor, declares that film teaching is to be given a thorough trial in all departments.

McCarthy's Tonil Verdict  
Charlie McCarthy, of Paramount's eastern publicity headquarters, returns to his desk this week. Has had a long tussle with bad tonsils.

### UNDECIDED

B. & K. Can't Figure Paradise Future With Marbro Holding Up

Chicago, Aug. 22.

Paradise, west side deluxer, will probably remain dark until the outcome of the contemplated dropping of double features is seen locally. B. & K. is uncertain what policy to adopt in that locality where their other house, the Marbro, is thriving. Marbro, with the Paradise closed, has become one of the most profitable houses of the chain.

## Skouras' 50% Donation For Nassau Cops' Defense

Those 13 Nassau cops who have been indicted for the murder of Hyman Stark have the whole county behind them. Theatres, press, organizations and individuals are now busy in raising a defense fund.

This week is 'Theatre Week'. Skouras chain in Nassau county to donate 50% of its net for the defense fund. Tickets at 50¢ at all of the houses this week are good for any seat at any house. The houses are the Rivoli, Hempstead, Cove, Playhouse in Great Neck, the Valley Stream and the Lynbrook. George W. Loft, former candy man, is the spirit behind the cops defense.

## Horne Re-enters Indie Feature Production Field

Hollywood, Aug. 22. James P. Horne, former indie producer and director, inactive in pictures for several years, will produce and direct 'Fatal Marriage' for the state right market. Yarn has 48 characters, all small parts. Lew Sargent and Victoria Vinton are the leads. Horne will work at Trem Carr studio.

RKO Reopening Alhambra  
Proposed deal with Loew's having chilled, RKO is going ahead with plans for reopening the Alhambra, New York, as a grind. No date set.

## Congestion Sends Two Radio Productions to Culver City Studio

Hollywood, Aug. 22. Overcrowded condition on the Radio lot, where eight features and two comedies are now in work, necessitated moving the big sets of two features to the Culver City studio.

Most of 'Secrets of the French Police' will be made at the Culver City plant, and the big exteriors of 'Eighth Wonder' are being ground out there now. 'Second Fiddle,' Joseph Schmitzer's production for Radio release, also is in work at Pathe.

## ST. LOUIS POOL'S CHANGE

Fox Drops Out of RKO-Publix Management

Proposed pool between RKO, Publix and Fox in St. Louis is snaggled because of the receivership of Fox Theatres. Exact hitch isn't known but the result is that the Fox may stay out of the pool temporarily though RKO will take the Publix-Lissouri under a one year lease and pool operation with its St. Louis.

Setup will get under way this Saturday (27). Tentative plan is for the St. Louis to play combo and the Missouri straight films. The Missouri to get the first call of the picture product as against the St. Louis. Product made available this way includes RKO, Paramount, Columbia and Universal.

The St. Louis isn't scheduled to reopen until late in September.

## Home Town Pre-release

Denver, Aug. 22. Film 'Silver Dollar,' based on life of H. A. W. Tabor, who made a fortune in gold and silver mines of this state, is to have a week's two-a-day at the Paramount early in October.

General release is set for Dec. 10, when it will return here at pop prices. Plans call for personal appearance of Edward G. Robinson and Dede Davis, stars.

## FORTUNELLO

and CIRILLINO

Appearing on the Re-opening Bill of

ROXY, NEW YORK

(Week August 20)

Direction: NED KALCHEM,

WM. MORRIS OFFICE



THREE YEARS  
CHICAGO THEATRE  
CHICAGO

# JOSEPH GRIFFIN

## Irish American Tenor

IS HONORED TO HAVE BEEN SELECTED BY

FRANK CAMBRIA

TO APPEAR ON THE RE-OPENING BILL OF THE

ROXY, NEW YORK

(THIS WEEK, AUGUST 20)

INDEFINITE ENGAGEMENT

Personal Direction

MORRIS SILVERS

WM. MORRIS OFFICE



We take this opportunity to thank our  
friends for their kind felicitations

FRANK CAMBRIA,  
Managing Director.

CLARK ROBINSON,  
Director of Productions.

RUSSELL MARKERT,  
Director of the Roxyettes.

DAVID ROSS,  
Director of Music.

TED LEAPER,  
Manager.

HARRY HOLLANDER,  
Casting Director.

NORMAN SCHWARTZ,  
Stage Manager.

COLDON WELD,  
Costume Designer.

ANNE ELLIOTT,  
Costumer.

A. P. WAXMAN,  
Advertising Counsel.





# *The "Ayes" have it!*

You're rootin', tootin', cock-eyed right—the "ayes" have it! The critics, lord love 'em, have gone hog-wild! They're simply C-R-A-Z-Y over "Movie Crazy"! READ...READ...READ!

## HAROLD LLOYD in "Movie Crazy"

—  
CONSTANCE  
CUMMINGS

"'Movie Crazy' is the best Lloyd picture since 'The Freshman'.... A yell from the first word spoken to the last situation. Will bring plenty of new money into any theatre."  
—Hollywood Reporter

"'Movie Crazy' is one of the best constructed and best timed comedies that has hit the screen in some time. You can take our word for it, when we tell you Lloyd's latest is something to get excited about."  
—Kann, Motion Picture Daily

"It ranks with the memorable 'Grandma's Boy' of 12 years ago and with 'The Freshman'."  
—Scoop Conlon, Detroit Free Press

"Exhibitors who have been anxiously waiting for Harold Lloyd's next picture will find their patience handsomely rewarded. It's here, and it's a pip."  
—Gillette, Film Daily

"This new Harold Lloyd comedy takes its place among the great hilarities of all time."  
—Chrisman, Screen Play

"For sheer brilliancy in the art of drawing laughs, there is no comedy thus far this season that can even approach 'Movie Crazy' in entertainment."  
—Whitney Williams, Los Angeles Times



*A Paramount Release*  
Produced by  
HAROLD LLOYD CORPORATION

Paramount's **PARAMOUNT** Year





# SURPRISE! SURPRISE!

Frankly we didn't  
know it ourselves—  
Nobody can be 100%  
right—

Directed by EDWARD SEDGWICK

# SPEAK EASILY

in its first three engagements, *Baltimore*, *Providence*, *Kansas City*, has leaped into the headlines with smashing business and hysterical audiences! **TAKE THIS TIP NOW! YOU'LL THANK US LATER! GET BEHIND THIS PICTURE! ADVERTISE IT! SHOUT ABOUT IT!** Sure it's M-G-M! And is our face smiling!

(**EXTRA!** We caught this paper as it was going to press! We're adding these additional lines to tell you we have just seen "BLONDIE OF THE FOLLIES". It is one of the greatest human interest thrillers ever filmed. It is the best thing Marion Davies has appeared in since "LITTLE OLD NEW YORK" and "MARIANNE". They were long ago, but these are the only comparisons worthy of Marion's new hit! Bob Montgomery, Billy Dove, Jimmy Durante, James Gleason, Zasu Pitts! Screen this picture—then tell the folks about it!)

# "BIRD OF PARADISE"

at Syracuse, Albany, Schenectady, Troy and Far Rockaway, New York, five pre-release engagements this week, is smashing and equalling the attendance figures established by Frank Buck's "BRING 'EM BACK ALIVE", the season's record holder! Further evidence that RKO-RADIO is making pictures... *not promises!*



KING VIDOR'S  
**"BIRD OF PARADISE"**

*From Richard Walton Tully's Most  
Successful American Play with  
DOLORES DEL RIO, JOEL McCREA*



DAVID O. SELZNICK, Executive Producer



# THEY'VE OPENED THE NEW LAUGH SEASON!



... and drawing like an Army-Navy game in Chicago, New York, Cleveland and a dozen other pre-release dates.

The All American "Half-Wits"

**Bert WHEELER.. Robt. WOOLSEY**

Football's Greatest Drawbacks turn the Big-House into the Bug-House with a Funnytentiary Football Game!... and adding to the fun are

**EDNA MAY OLIVER ROSCO ATEs EDGAR KENNEDY**

Directed by  
**NORMAN TAUROG**



David O. Selznick  
Executive Producer



# LIFE BEGINS

AUGUST 25TH

TWICE DAILY AT WARNER BROS.

HOLLYWOOD THEATRE

NEW YORK CITY

RESERVED SEATS AT ADVANCED PRICES

THE REPORTER

July 30, 1932

## 'LIFE BEGINS' TREMENDOUS: ANOTHER HIT FOR WARNERS

### Fine Production Of Unusual Theme

"LIFE BEGINS"  
First National

Direction.....James Flood,  
Elliott Nugent  
Play by.....Mary McDougall Axelton  
Adaptation and Dialogue.....Earl Baldwin  
Photography.....James Van Tress  
Cast: Loretta Young, Aline McMahon,  
Eric Linden, Glenda Farrell, Preston  
Foster, Clara Blandick, Vivienne  
Osborne, Frank McHugh.  
Mark down another hit for Warner Bros.-First National.

"Life Begins" is one of those unusual stories, the type exhibitors have been yelling for and the kind audiences will go out and talk about. And, too, it is down to earth, every foot of it, furnishing a brand of entertainment that no audience, anywhere, will deny. It is a show for showmen and how that gang (the few that are left) will go for this attraction.

How, why and where Warners dig up such original story ideas when almost every other studio in Hollywood is begging for them, can only be answered by an expression we heard on leaving the theatre: "Maybe other studios cannot recognize them."

The entire running of this picture takes place in a maternity hospital. It never leaves that atmosphere for a second. Even when a nurse sends an anxious and waiting father to a drug store on a gag errand to get a can of ether, there is still that atmosphere. And it is refreshing, terrifying, astounding, but at all times ENTERTAINMENT. It reaches the heights of sense drama and then drops you down to a big laugh. It shows in a few reels of celluloid the workings of such an institution, the people who conduct it and the men and women who pass through its doors to get its benefit.

This reviewer once had a course in medicine, did maternity ward duty, thought he knew all there was to be known, but the manner in which "Life Begins" was presented by Warners, the treatment of every sequence of the picture, the beautiful direction, the fine acting and the excellent production, taught us things we had never learned, held us as if it were all new, a page from a book we had never read.

Women who have been confined, who have given birth, will get just as much entertainment out of "Life Begins" (maybe more) as those who know little of childbirth. And if you don't think the men will get a kick out of this revelation in motion pic-

tures, then you've finished your guessing. It is a show for the masses and that should mean a smash.

The entire cast of the picture was almost perfection, with the honors easily going to Eric Linden as the young husband. It is a performance you will remember long after you have forgotten the picture. Glenda Farrell, Aline McMahon and Frank McHugh should be ranked next, with Loretta Young excellent, but with not as much to do. The remainder of the big cast were distinguished.

James Flood and Elliott Nugent can take plenty of bows for the direction. The Earl Baldwin adaptation of the play by Mary McDougall Axelton was about as finished as anything we have seen in months. The photography of James Van Tress effected a perfect combination of all the other production elements of the picture.

As we suggested above, this is a show for SHOWMEN. There is nothing in the cast that will draw. You have the brand name of Warner-First National to which the public has begun to look more and more for its entertainment. You have to create your own draw. But there is plenty to create. You have a sensational topic to play with, the most important in life—childbirth—backed by a swell picture. What more do you want?



... FROM TIME to time we may have given you a stinging pain in the neck.....when we ding-donged one of our Pet Theories.....to wit.....this film biz is crying aloud for a cycle of simple, human stories.....dramas taken from the lives of ordinary, everyday folk.....pictures without theatricalism and artificiality.....films that got right down to earth.....and handled with sympathy and understanding the plain Facts of Life.....familiar, everyday things that John Public and his wife could go to sleep and come away from the theater with a feeling that they had seen a screen visualization of matters very close to their hearts.....and such pictures.....we have said again and again.....would go BIG with the Masses and the Classes.....IF some producer had the gawdgiven intelligence to up and make 'em.....

... AND, LO.....our prayer has been answered.....Warners have turned out their First Nash pix....."Life Begins".....and we are here to state.....without any ifs, ands or buts.....that this pix is a searching human document that will stir the heart and mind and soul of every man and woman that views it.....and send them away with renewed faith and interest in the Motion Picture.....

... IT TAKES the situation of a young married couple.....on the brink of life's Greatest Adventure.....the advent of a baby.....and facing one of life's most ironical problems.....shall the mother die and the baby live?.....

... THAT IS the crux of the entire drama.....but what they've done with it.....every single step in this supreme crisis in the lives of two helpless young people is developed with consummate artistry.....a fine understanding of humanity.....its hopes and fears.....joys and sorrows.....sacrifices and devotion.....it plays on every emotion builds beautiful and soul-stirring moments.....with the magic of Sympathetic Understanding.....of Life.....of Love of Motherhood.....the eternal longings of a man and woman throughout all eternity have been graphically and poignantly caught up.....and presented to the world in this picture.....

... IT IS the hitherto unsung glorification of Womanhood.....the courage and fortitude of Motherhood.....no blatant, blustering male heroics.....just the quiet faith and resignation of a woman.....facing her great crisis when Life Begins.....and as such, people it should bring every woman to the theater.....and drag every man with her.....renewing their faith in Life.....in Love.....the Home.....in a word.....making this world more beautiful and worthwhile for everyone fortunate enough to see "Life Begins".....

... TO YOU exhibitors.....let us say this.....in all earnestness and sincerity.....here is a picture.....SHOUT about.....for it has a theme that reaches to the heart of the Universe.....plays on all the beauty and tenderness that Life holds.....and your theater will take on a distinction and dignity it never knew.....it is a poignantly human picture that will linger in the memory of everyone.....long after most pictures have been forgotten.....

MOTION PICTURE HERALD August 6, 1932

Warners' "Life Begins" Is As  
Outstanding As It Is New, Says  
Meehan; And There Are Others

by LEO MEEHAN  
Hollywood Staff Correspondent

There is no question as to which is the outstanding picture previewed the past week. It is "Life Begins," from the Warner-First National incubator. The last word is used advisedly, for, listen to this, the entire action of the picture takes place in a maternity hospital! It deals with birth, and the tragic consequences which sometimes attend. There never has been a picture remotely resembling it; and possibly for story interest, intense, throbbing drama interlaid with natural comedy (the about-to-become-a-father stuff), there never has been a more gripping picture.

Rumors have been leaking out of the Warner plant these past several weeks to the effect that "Life Begins" was something very unusual, very courageous, daring, sensational. The spontaneous applause which broke out in the preview audience heralded confirmation of previous reports. Women went out with tear-stained faces, men with glistening eyes.

The rather commonplace subject of childbirth has been pretty much taboo in pictures up to now. Here is one to challenge anyone who thinks it is not a screen subject. Don't get the mistaken notion it is clinical, either. It is intensely human, understandable, sincere. The Warner production staff and the Hays office have worried considerably about the possible reaction of censoring bodies. Well, if they don't pass this one and tack a gag star on it, mothers had best quit having babies and studios better begin making Grimm's fairy tales exclusively.



Step out with the  
**UNIVERSAL**  
sales organization  
in its great tribute  
to  
**CARL LAEMMLE, JR.**

We're off on a gigantic campaign  
in appreciation of the greatest  
pictures Universal ever produced.  
For instance . . .

**BACK STREET**  
**FANNIE HURST'S**

great novel made into  
a road show picture. With IRENE DUNNE, JOHN  
BOLES, George Meeker, Zasu Pitts, June Clyde,  
William Bakewell, Arletta Duncan, Doris Lloyd, Paul  
Weigel, Walter Catlett. A JOHN M. STAHL Production.  
RELEASED SEPT. 1.

**LEW AYRES** in  
**OKAY AMERICA**

The knockout drama with the knockout title. Writ-  
ten by the celebrated playwright, WILLIAM  
ANTHONY MCGUIRE. With Maureen O'Sullivan, Louis  
Calhern, Walter Catlett, Allan Dinehart, Nance O'Neil,  
and many others. Directed by Tay Garnett. RELEASED  
SEPT. 8.

**AIR MAIL**

**THE EPIC THRILLER of the AIR!**  
With RALPH BELLAMY, Pat O'Brien, Gloria Stuart,  
Slim Summerville, Lilian Bond, Russell Hopton, and  
many others. Directed with all its amazing thrills  
and drama by John Ford, who gave you "Arrow-  
smith" and many other hits. RELEASED SEPT. 22.

**THE OLD DARK**  
**HOUSE**

KARLOFF,  
MELVYN  
DOUGLAS

Charles Laughton, Gloria Stuart, Lilian Bond. From  
the famous mystery novel by J. B. Priestley. Directed  
by JAMES WHALE, the man who gave you that big  
record-smasher, "Frankenstein." RELEASED SEPT. 29.

**ALL AMERICA**  
**BIGGEST NAMES IN FOOTBALL**

in the biggest football drama ever made—Frank  
Carideo, Albie Booth, Ernie Nevers, Chris Cagle,  
Monty Schwartz, Ernie Pinckert, and dozens of  
other gridiron stars—with the All America Team  
and the All America Board—with Richard Arlen,  
Gloria Stuart, Andy Devine and other big screen  
names. Directed by Russell Mack. RELEASED OCT. 6.

**ONCE IN A**  
**LIFETIME**

**1932's SMASHING LAUGH HIT**

Made from the famous play by Moss Hart and  
George Kaufman. With Jack Oakie, Sidney Fox,  
Aline McMahon, Russell Hopton, Louise Fazenda, Zasu  
Pitts. Directed by Russell Mack. RELEASED OCT. 20.



# MILLIONS READ IT— MILLIONS WANT TO SEE IT!

Good-bye—SHERLOCK HOLMES  
So-Long—PHILO VANCE

Make Way—Here Comes  
**THATCHER COLT**

*The newest and most ingenious  
solver of mysteries ever brought  
to the screen.*

A reader audience of millions is  
waiting to see the first **THATCHER  
COLT** mystery ever screened!

# *The* NIGHT CLUB LADY

*Thrilling—Chilling—Mystery Scream!*

with

**ADOLPHE MENJOU**

*As The Famous Thatcher Colt*

Skeets Gallagher Mayo Methot

Directed by IRVING CUMMINGS

Serialized to 20,000,000 readers in the Hearst newspapers. Hundreds of thousands have read the book.

Millions want to know what happened to Lola Carewe—*The Night Club Lady*, at the stroke of twelve on New Year's Eve.

Millions everywhere are waiting to see **THATCHER COLT** brought to life for the first time on any screen.

*Play It Now -- It's A Natural*

OPENS NEW YORK BROOKLYN PARAMOUNT—AUG. 26



YOU NEED 'EM

*Columbia*



HAS 'EM!

# Stock Market

(Continued from page 12)

merely hold ground already gained on the upturn since Aug. 1. Highlight of the week in the stock market was the fact that stocks seemed to have gone ahead as far as they could for the time being, while bonds gathered astonishing momentum; the amusement lines especially getting into the limelight and leading the fixed income list for several days. Gains in obligations reached sensational proportions in some instances, notably the two Paramounts.

Situation as to the share market seems to be that it is stuck on a ridge, the actuality is revealed completely. Looking Ahead, Not Back. Paramount just now is ignoring past headaches, while attention is fixed on the probability of fall and winter business recouping first half year losses. Company is stressing the quality of releases held back over the summer and now about to be marketed. First of the new season films on which it is banking were the Cliver picture, which was well received at the Rivoli last week and the Marx Bros. comedy at the Rialto. Impressive gains in Par-bonds, which added nearly a dozen points to their earlier gains, gives pretty good evidence of a return to confidence in its sponsors. The Warner bonds likewise got in new high ground above 30, while the Loew obligations closed within a point or so of their best of the year, after making a double 1932 top at 36. RKO debentures on minor issues jumped another 10 points to 86.

Illustrating how the amusement trade picture has changed since June, Columbia Pictures, youngest of Big Board theatre issues, got to a new high since its listing at better than 24, compared with a low of 14, a gain of 80%. Columbia has never been through a really big Stock Exchange operation and is a stranger to ticker players. The side the film trade. With bullish ammunition to work with as the fall season gets under way, it ought to be easy for the more established picture stocks to attract an important following. None of them, with the exception of Loew, is at all near price levels of last March, which were then regarded as near-panic lows and anything like a revival of seasonal theatrogoing will be not be unreasonable to see on the top of the best of last spring's quotations.

Minor Issues Move Up. Another issue about a speculative favorite and lately in disrepute was Technicolor, which jumped to a new recovery peak at 34 from a bottom near 17, although nothing came out particularly to attract attention to it except evidences of a general disposition elsewhere in show business to improve conditions to look up with the new season. Consolidated Film Industries also was an incidental feature in the issue that made moderate gains in Technicolor, it seems to be trailing the leaders.

Last week was the first in which the active amusements moved in really large volume, the very bulk of dealings giving to Loew and Paramount a lift of importance. Paramount figured several days among the most active 15 issues of the season, and total transactions for the week were around 1,000,000 shares. While Loew reached the six-day total of 1,050,000. Heavy volume and sustained gains of the statements and the market comment, probably because the film stocks were late starters and came along after the novelty of rising market after the long slump had worn off.

Summary for week ending Saturday, Aug. 20:

STOCK EXCHANGE									
High.	Low.	Sales.	Issue and rate.	High.	Low.	Last.	Net chg.	1932	1937
12 1/2	12	5,600	American S. Tel.	24	24	24	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2

CURB									
High.	Low.	Sales.	Issue and rate.	High.	Low.	Last.	Net chg.	1932	1937
12 1/2	12	5,600	American S. Tel.	24	24	24	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2

BONDS									
High.	Low.	Sales.	Issue and rate.	High.	Low.	Last.	Net chg.	1932	1937
12 1/2	12	5,600	American S. Tel.	24	24	24	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2
12 1/2	12	7,600	Consol. Film	34	34	34	1 1/2	1 1/2	1 1/2

Over the Counter, N. Y.

**Furman's WB Houses**  
J. C. Furman has been made advertising and publicity head of Warner New York theatres.  
Furman succeeds Lou Goldberg who has been elevated to national exploitation overseer for all Warner houses.

# 10c House's 7c Passes

Syracuse, N. Y., Aug. 22. The pass tax thing, outgrowth of the new Federal admission taxes, has been given another twist here.  
A nabe house has been flooding the downtown area with yellow slips, being the inscription "Complimentary pass, not transferable."  
"Payoff is that the theatre, a time house, exacts a 7c. on each yellow slip at a 'service charge.' There is no Federal tax on the admissions under 40 cents.

# Yielding by Musicians Expected in Parleys With L. A. Deluxers

Los Angeles, Aug. 22. Negotiations for a new wage scale in deluxers here got under way Friday (19) at a conference of theatre executives and representatives of musicians' Local 47. Present agreement terminates Sept. 1.  
First meeting brought no tangible results with both sides presenting demands.  
J. W. Gillette, president, and Edward Smith, business agent, represented the musicians. For the theatres were Ed Smith, of Paramount, also representing Leon Levy of Warners; Cliff Work for RKO, and Reeves Epsy for M-G-M.  
The musicians' side theatre representatives that musicians, only craft without a 1932-33 agreement, will consent to a sliding scale based on box office receipts, and will make concessions covering the number of pit men employed.

# CAUGHT WITH BEES

3 Boys Fined for Releasing Insects in Cincinnati Theatre  
Cincinnati, Aug. 22. What police claim was an attempt at a labor trouble trick was nipped when three students of a local school for motion picture operators were fined in municipal court for releasing bumble bees in the Uptown theatre, a nabe.

Two of the students were fined \$50 and costs for releasing the bees. The third was fined \$10 on disorderly conduct charges preferred by John Krebs, manager of the house.  
Uptown is one of about 25 independent theatres in the city which put back IATSE projectionists after almost a year of operation with non-members of that organization. During that period the booth men were hired and supplied by a trade school.

# Show Properties Offer Mortgage Fee Bonds

Mortgage fee sinking fund bonds of half a dozen theatre companies include the first of 100 bonds for which S. W. Straus & Co., Inc., of New York, has been licensed to act as dealer by the Secretary of State. In many cases, the security issuer is the Bondholders' Protective Committee, Joshua Morison, secretary, 9 East 46th St., New York. One of the issues of this committee is certificates of deposit for Fox Theatre bonds. The first mortgage fee 6 1/2% sinking fund bonds.

Other theatrical properties represented are: Film Center general mortgage fee 6 and 8 1/2 percent sinking fund gold bonds, (separate issues) by Film Center, Inc., New York corporation; A. N. Adelson, 2 Park Avenue; Freeprest Theatre building first mortgage fee 6 1/2 percent sinking fund gold bonds, issued by Freeprest Theatre Corp., Freeprest, L. I.; Atlantic City Embassy theatre first mortgage fee sinking fund gold bonds, by Boardwalk Properties Co. of New Jersey; T. J. Martin, 321 W. 44th St.; Cliver theatre first mortgage fee 6 percent sinking fund gold bonds, and Embassy theatre first mortgage fee 6 percent sinking fund gold bonds, both issued by James J. Clifford, assumed by Mercantile & Theatre Properties, Inc., Bankers' Trust Bldg., Philadelphia, Pa.

Bonds of my well known hotels and office buildings, including the Ambassador of New York and of Los Angeles, Sherry Netherlands, Lexington, Pierpont (Brooklyn), Monterey, Greyhound Bldg., Lefcourt, Empire Bldg. Bldg., Broadway and 41st St. Bldg. and 1410 Broadway, are in the list to be sold by Straus & Co.

# REORGANIZATION PLAN

Refinancing Chamberlain Penn String-Clack for \$75,000  
Shamokin, Pa., Aug. 22. Determined effort being made to reconstruct the defunct Chamberlain Amusements Company, Inc., of this city, and other local region cities, in co-operation with the Pennsylvania Trust Co. of Reading, trustee of the mortgage creditors.  
Reorganization plan is being studied by the local region cities, in co-operation with the Pennsylvania Trust Co. of Reading, trustee of the mortgage creditors. Plan requires \$75,000 cash, and to raise this amount the stockholders are asked to contribute 10% of the face amounts of their stock, \$75,000. For this contribution the stockholders will receive 5% noncumulative preferred stock in the new company to be formed, in an amount equal to their holdings in the old company. Stockholders in the old company have little prospect of receiving anything on their original holdings, unless they come in on the new deal and contribute the 10% required in cash.  
Trust company is reported to be considering a proposal to have a new company formed, and to take \$75,000 mortgage on the five theatres of the theatre group previously sold, at Lansford, the Strand.

# F-WC Seeks Day and Date With L. A. State for Pan

Los Angeles, Aug. 22. Fox-West Coast gets complete operating control of the local Pantheatre, for a three year period. Deeds of the theatre to be closed today (Monday) between Alex and Rodney Pantages and Charles Skouras. After three years circuit has option to acquire the Alex Pantages 50% interest of the lease.  
Exchanges are being approached by F-WC for consent to have the Hollywood Pan play day and date with the Fox-West Coast. Should theatre win approval of plan, Fanchon & Marco units will continue. House may go long run if distribute demur.

Pantages family will continue its office in the theatre building.  
KELLY QUILTS L. A. MORS.  
Los Angeles, Aug. 22. John J. Kelly, for the past eight years secretary of Los Angeles Theatre Managers' Association, has resigned to go into the magazine photographic illustration business.

Associated with him is Roy D. McLean, at one time with MacFadden publications.  
SUNDAY PICS OK'D  
Des Moines, Iowa, Aug. 22. The coming national election hasn't held half the interest for Knoxville, Ia., that a special election held last week has had.

By a vote of 1,055 to 383 the town approved Sunday films.  
Seattle Musicians and RKO  
Bill Douglas, president of the Seattle musicians, is expected in New York for a confab with Herschel Stuart on a deal to put men back in the RKO Orpheum there. Orph is straight sound for the first time since it opened.

Stagehands and pit boys are out for the first time.  
Incorporations  
California  
Hollywood Cricket Club, County of Los Angeles, No capital stock, C. Aubrey Smith, Charles E. Smith, and Claude King, Murray Kinell.  
Recreation, Froestier, Inc., County of Los Angeles, Capital stock, 100 shares; Robert B. Stacey, Judd, Ivan G. McDaniel.  
Certificate changing name of J. O. Mayer, Ltd., to Mayer-Lanaster Agency, Inc.  
Certified copy of Beverly Hills Broadcasting Corporation, Las Vegas, Nevada, previously known as the Nevada Stereovision, Ltd. Motion picture devices. Capital 100 shares, no par. Permitted to issue all.

Aubrey Kennedy Pictures Corporation, Motion picture devices. Capital 500 shares, no par. Permitted to issue all.  
JUDGMENTS  
Eldridge Productions, Inc.; Eldridge Co., Inc.; 2222  
Mackay Amusement Co.; E. S. Appleby and others; \$21,640.

# Balto Musicians In Negotiations for 1 Week Off Out of 7

Baltimore, Aug. 22. Taking a cue from unions in other burghs, the local musicians' group is asking for a part-time layoff clause in the new contracts which are slated to go into effect on Labor Day. In the negotiations started late last week between the unions and the theatres, the music boys made a demand for a one-week rest out of every seven.  
If the one-seventh layoff system should go into effect here it would likely mean that two members of the regular orchestra would lay off each week, their spots to be filled in by two of the unemployed group of the union.  
It is, however, unlikely that such a clause will be scribbled into the new contract, since the theatres are dead set against it, claiming that putting new men and new leaders into the orchestra pit for one-week specials is entirely impracticable, particularly where the bands must be adept in playing for acts.

Scheme for an elongation of plans for part-time layoff, already in other cities, such as in Chicago, where a six-day layoff is in order for the regularly employed musicians.  
Scale for the local music masters under the new contract is figured at \$22.50, which in some of the houses will rate as an increase of \$7.50. And in the two big houses, the Century and Hippodrome, the union demand is for a 14-man minimum. This latter clause will be met by both houses, the latter jumping from its present eight-man band.  
The local musicians recently won a victory over the theatres when the Sunday shows went into effect, the union going out for and getting time and a half for the Sunday work.

# Ed Reed Drowns

Mobile, Aug. 22. Edward Reed, assistant manager of the Saenger, Mobile, was drowned in Lake Ponchartrain near New Orleans, while on his honeymoon. He was accompanied by wife and daughter, Doris, and was visiting relatives in New Orleans.

# U. S. Commissioner In Arthur-Union Dispute

New Haven, Aug. 22. Charles G. Wood, commissioner of U. S. Dept. of Labor, enters into the Harry Arthur-Union dispute in an effort to settle the disagreement. Arthur has signified a willingness to place issues in dispute in the hands of three arbitrators for deliberation and settlement.  
Commissioner Wood has submitted a copy of Arthur's plan to W. A. Dillon, of stagehands' International, and it expects a neutral list will be appointed to sit in on musicians locally.

FANCHON & MARCO Presents

ZELDA SANTLEY

"VEILS" IDEA

FANCHON & MARCO Present

EDDIE BRUCE

HEADLINE

"Gus Edward's Radio Stars"

FANCHON & MARCO Present

SYLVIA CLARK

In "HER BIRTHDAY PARTY"

BODDIE KUNN as "UNCLE BODDIE"

WILTON CRAWLEY

"The Thunder Storm of Jazz"

With HOT LIPS-HOT HIPPS

"NIGHT CLUB" Idea

New Release

HARRY RICHMAN in "THE PARADE"

STANLEY CRAWLEY


STANLEY CRAWLEY CORPORATION

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# WHAT COULD HE DO WITH T CAPT

Down  
FA



Here is another of those unusual stories that lend themselves to sensational exploitation....

A modern comedy-drama that fairly **LEAPS** out of the screen!

Not since "Robin Hood" have you seen a Fairbanks so adventurous... so thrilling!!

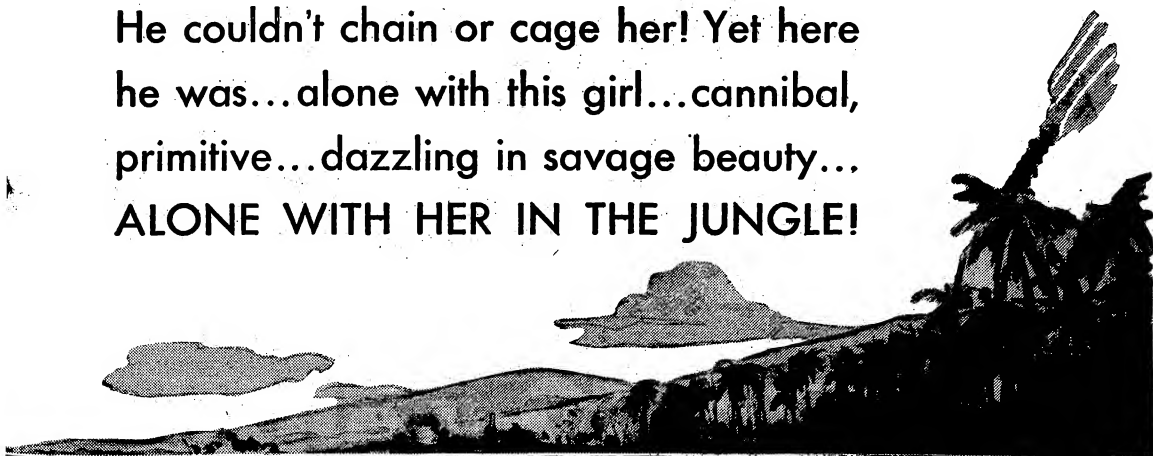
Another

**HIS FEMALE TARZAN HE HAD  
TURED IN THIS ISLAND JUNGLE?**

*glas*  
**AIRBANKS**  
*in*

**Mr. Robinson  
CRUSOE**

He couldn't kill her! He couldn't trap her!  
He couldn't chain or cage her! Yet here  
he was...alone with this girl...cannibal,  
primitive...dazzling in savage beauty...  
**ALONE WITH HER IN THE JUNGLE!**

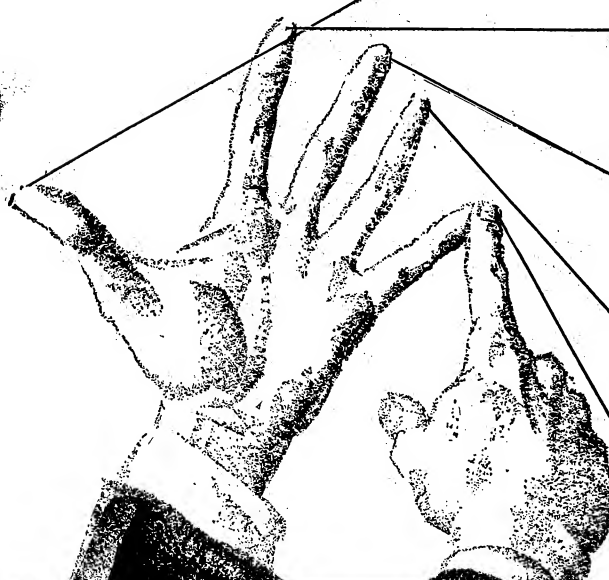


**BIG UNITED ARTISTS' Picture**



# CHECK THESE ⑤ VITAL POINTS

*—and you'll know  
it cannot miss!*

- 
- 1 STAR** The recent M. P. Herald "Money Making Star" Poll showed him high among the First Ten. And you get him in the excitement of a presidential year. What a break!
  - 2 STORY** By Homer Croy who wrote "They Had To See Paris." A tale of plain people who found headaches in wealth and happiness when they went broke. Plenty of rich humor.
  - 3 SUPPORT** Dorothy Jordan, Irene Rich, Matty Kemp—all swell marquee-dressing. Irene Rich shared in some of Rogers' best. The other two are perfect for young love.
  - 4 DIALOGUE** By Edmund Burke who did such great work in "Bad Girl." He makes this sparkle, too.
  - 5 DIRECTION** David Butler, who made "A Connecticut Yankee" one of Rogers' biggest hits.

## WILL ROGERS

*in*

## DOWN TO EARTH

**Watch FOX This Year!**

# F. & M. AS MATTERS

## ACTS TAKE 50% ROXY PAYOFF

Six acts that have been waiting for their money since the no-payoff final Roxy, New York, show in July, have accepted 50% down and a promise of full payment later on. Unpaid stage hands and musicians also agreed to the 50% arrangement. Minor members of the closing Roxy bill, such as the ballet, Roxyettes, singing chorus and a group of child entertainers, were paid in full.

The payoff took place Friday (19), the day before the Roxy reopened, at the V.M.A., with Major Donovan disbursing the funds. Donovan had been working on the case in the act's behalf since the closing. He also arranged for payment to the stranded theatre scrubwomen.

Acts paid on the 50% basis were Ted Healy, Ann Pennington, Keller Sisters and Lynch, Irene Ricardo and Roy Smek. Total paid was around \$8,000. Another \$4,000 is due.

The Roxy's reopening is under Fox management with Spyros Skouras in charge of operation. Frank Cambria is the managing director and stage production head. Harry Hollander the stage booker.

## FEMME PLANE PILOT DIES ON TERRA FIRMA

For several years making daily airplane flights as one of the country's few women commercial pilots, Georgia Christie, wife of Wayne Christie, RKO agent, met death on the ground, Aug. 15. She died of injuries received in an automobile accident near Honolulu, N. J. Her car smashed into a telegraph pole as she was returning to her Long Island home from the Monticello airport.

Mrs. Christie, 32 years old, was known in vaudeville as Georgia Melton when she married Christie, who was then a Keith broker. An aviation enthusiast for years, she obtained a pilot's license four years ago and had been making a business of flying since then. In the past two years she had been planning an ocean flight.

## BACK TO EARTH

Raymond Bond on Pigeon Farm in Iowa

Lovilia, Ia., Aug. 22. Raymond Bond, vaudeville for 20 years, has gone back to the simple life. Running a pigeon farm with his wife, the former Helen Bond, and her brother, Thomas. Feeding squabs instead of audiences. Bond started on June 1, with 70 pairs, multiplied to 125 squabs now and expects to have 1,000 pairs of stock by next summer, with a weekly hatch of 500 squabs.

## Vaude Singles for Revue Before New Carroll Show

Earl Carroll has decided to use Lillian Shade and Milton Berle in 'Vanities', prior to placing them in his imported book show 'It's a Girl'. Latter will open about two months later than 'Vanities', which is now in rehearsal. Carroll's idea is to pull Miss Shade and Berle out of the revue when 'Girl' is ready.

The Carroll engagement is the first in legit for both vaudeville stars. Berle is auditioning this week for the Lucky Strike program on NBC. The circle audience wants him for the run m.c. spot currently occupied by Walter O'Keefe.

## Clara Kimball's Single

Hollywood, Aug. 22. Clara Kimball Wood, 14th, Pearl, in single, with woman pianist, at the State, Long Beach, Cal., this week. Former film player goes to the Golden Gate, Frisco, Aug. 24.

## A Route?

Harry J. Conley is back from an up-to-date, modern 1932 vaudeville route on the RKO time. To play four weeks, he beat Peary's trip to the north pole by six miles.

New Orleans was the full week opening date, to be followed by Chicago. While Conley was en route to fill the booking office switched him to Kansas City, but he wasn't notified until arriving in the Loop. Back to K. C. then a week's layoff. From there Conley jumped to Boston and then layed off for another week. He finished last week at the Albee, Brooklyn.

## LONDON BOOKING MAY COST TRIO B'WAY SHOW

The Three Diamonds may lose their first crack at a legit musical spot through refusal by the management of the Palladium, London, to release the act from an alleged prior European booking.

Charlie Morrison placed the vaudeville knockabout trio in Schwab & DeSylvia's 'Humpty Dumpty' last week. Attempt to sell aside a previous London engagement which the William Morris office arranged were turned down.

If the London booking must be played the act will have to drop out of the show, for which the boys are now rehearsing, and sail in time to open at the Palladium on Sept. 12. The Palladium claims the act is booked for four weeks.

## TRIPLE ASSIST

Marcus to Geoffrey to Bellitt—Santa Claus Gesture

The A. B. Marcus Show, which formerly booked direct with RKO, is now paying commission to an agent. George Geoffrey made a present of the act to Henry Bellitt.

Geoffrey represented the Marcus tab when he turned agent after leaving the booking office last time. After his return and until the gift to Bellitt, Marcus had been doing business direct.

Chicago, Aug. 22.

'Burn 'Em Up Ned' Alvord, from legit, is being anticipated with some qualms in vaudeville circles here. He is advance agent for the Marcus tab, booked at the State-Lake Sept. 3.

Last year in advance of Billy Rose's 'Crazy Quilt' revue, Alvord's exploitation left streaks of charred and smoldering memories behind. Loop is currently sensitive about dirt, due to the unpleasant reactions Balaban & Katz got when departing from its traditional family policy in presenting a couple of stage shows full of Broadway indigo and innuendo.

Indications are that 'Burn 'Em Up' will be carefully censored for vaudeville consumption.

## RKO Vaude Dates During An NBC Air Build-Up

Radio Rubles, slated to go on an NBC build-up, the latter part of next month, have been spotted into three RKO houses in the meanwhile.

Play three days in Trenton, starting Aug. 30, and follow with the week of Sept. 10 in Providence and Sept. 17 in Boston.

## CAB AND DUKE'S INDIES

Duke Ellington unit plays three indie stage dates in the east during October. First date is the Hippodrome, Baltimore, the 14th. Pearl, Philadelphia (29) and the Howard, Washington (29), follow.

Cab Calloway band will precede Ellington in the latter two spots, going into the Pearl Sept. 3 and the Howard a week later.

## F. M. WOULD TAKE ON BOOKING DEPT.

Negotiations Opened in New York — Playing Time at 50 Wks. Minimum and 100 Possible—Fact Must Carry OK of Fox Films and Fox West Coast—Beck Agreeable

## MARCO BOOKING HEAD

On the verge of making a long-term contract for a substantial amount of playing time with Fanchon & Marco on a minimum basis of weeks, RKO has reconceived and is currently making a bid for a working partnership under which F. & M. will assume the co-operative direction of RKO's booking department. So far it's only in the informal talk stage. Marco under the proposals would likely become head of the booking department, while F. & M. would be in charge of the Aylesworth and Harold Franklin last week in New York.

Martin Beck is reported agreeable to ride alongside as RKO's representative. The combination immediately could effect playing time of not less than 50 weeks, with the ultimate possibility of 100. Marco now serves all but one of the majors, including Fox and Warners, and units. Loew is the exception. F. & M. now has around 30 weeks of playing time.

## Fox-FW Must Okay

An merger involving F. & M. must have the okay of Fox Film and Fox West Coast. Which means, in part, Spyros Skouras. Latter through his operation of Fox West Coast controls a half interest in F. & M.

There are two ways in which the RKO-F. & M. hookup can be effected. One is an RKO outright purchase of F.W.C.'s interest in F. & M. The other is a combination of the three forces, with Skouras and Marco forming an alliance under a trusteeship that would protect F.W.C.'s interest, and the two then dealing with RKO.

The terms of the RKO-F. & M. negotiation are not known. Even doubtful negotiations have reached that stage.

In any working partnership with F. & M. RKO may guarantee a specified minimum of playing time, which would include F. & M.'s partnership with Fox West Coast. All parties concerned will likely hold confabs this week to effect some result.

## SAGA OF A CHORINE

F. & M. Line Girls' Sad Fate and Torontoan Benevolence

Toronto, Aug. 22.

Sad story is that of Norma Perrin, Fanchon & Marco line girl who took a two week lay-off here and was taken ill. She didn't know a soul but the Imperial staff adopted her and Howard Knevels, house manager, guaranteed payment of her hospital bills.

The staff again contributed to bring the mother to the bedside when the girl grew worse, but the little dancer died and the entire theatre staff attended the funeral, ushers acting as pall-bearers.

Not a daily carried a line, the story just leaking out a week later.

## Evelyn Nair's Divorce

Hollywood, Aug. 22. Evelyn Nair, solo dancer with Fred Waring's Pennsylvanians, given a divorce decree by Judge Morgan, former trumpet player with the band, who is now working in pictures. His last appearance was in 'Crooner'. Miss Nair is now en route to Boston to rejoin the band.

## \$13,000 Gets \$40,000

Playing the most expensive stage show ever spotted in a neighborhood variety theatre, Leech's Paradise in the Bronx is also on the way to establishing a record. New York neighbors gross this week.

Indications are that the receipts will reach \$40,000. On screen is 'Skyscraper Souls'.

The vaudeville bill amounts to around \$13,000 in salaries. Morton Downey, Phil Baker, Bert Lahr, Hannah Williams, and Valon and Yolanda are the acts. It's for splurge purposes mostly, with a view to exploiting the theatre at the risk of a loss on the week.

## HEALY GOES WITH RKO DESPITE SHUBERTS

Ted Healy will open as booked by RKO at the Palace, Cleveland, Aug. 27, over objections from the Shuberts and despite the legit firm's advice to RKO that it will seek an injunction. Healy quit the Shuberts' 'Passing Show' revue last week during rehearsal and contends he did so rightfully. The Shuberts claim to hold a binding contract.

RKO's decision to play Healy regardless was made by Martin Beck at about the same time Equity ruled that the Shuberts have no claims on the comedian.

Last week's walkout was his second during the 'Passing Show' rehearsals. He was in the rehearsed version of 'Hey Nonny Nonny' on a percentage basis. Healy held that as long as his position was practically a partnership, with his income entirely dependent upon the show's merit, he was entitled to a say in the casting. The Shuberts' first selections of supporting players were not satisfactory to Healy, so he quit. While he revised the cast, giving Healy the right to decide on the cast was being drawn up by the Shuberts and the comedian's lawyers, Healy booked the RKO vaudeville dates under the impression he was out of the show permanently.

When the new contract was accepted by both sides Healy returned to rehearsals, but left after a few days when he was again restrained from exercising authority.

## EX-BLIND BOY

Earl Musselman Regains Sight and Frames Act

Earl Musselman, Allentown youth who regained his eyesight through an operation about a year ago, and to whom considerable space was devoted in metropolitan newspapers and who spoke over the NBC chain, is going into vaudeville. He opens Aug. 26 for Warners at the Rich theatre, Elizabeth, N. J.

Earl Musselman and His Pals will be under direction of James H. O'Donnell, former actor. In addition to Musselman, two blind youths who were his fellow students at the Pennsylvania Institute for the Blind, will be in the act. They are Charles Lichtenwalder and Ralph Sterner, both of Allentown. O'Donnell will also be a member of the company.

After Elizabeth, Musselman is at the Marbaum, Philadelphia; then Warners' Earle, Washington; thence to the Coast.

## McKay-Ardine Again

It took George McKay a year to find out that after 20 years it's no cinch to do without the missus. George's enlightenment has brought Ardine McKay out of retirement and the team is McKay and Ardine again. Mrs. McKay decided to retire last year and her husband tried a series of new acts with other partners, none of which was successful.

## Vaude Act's Short

Hollywood, Aug. 22. Metro has signed the Five Maxellos, vaude act, now at Chinese, to book a short, short, short. Jack Cummings directs.

## RKO VODE BACK SOUTH, COAST, 7 IN ALL

Three weeks in the south and four on the Coast are likely to be added to the RKO vaudeville book before the end of September. Houston, Dallas and San Antonio of the former Interstate time are tentatively set to return to stage shows Sept. 17, while the recently closed Coast time's revival depends largely on a western trip being made by Martin Beck and other RKO execs this week.

Before leaving New York yesterday (Monday) Beck declared there is no doubt as to the Coast houses' return to vaudeville, due to the flop of the straight picture try-out there. Policies and theatres are to be decided on within the next week or so, he stated. Los Angeles, San Francisco, Oakland, Seattle and Portland, Ore. are the towns.

With the south and Coast back, RKO's vaudeville time, now down to around 18 weeks, will approach the 25-week figure recently set by the theatre department as the maximum amount decided on for the start of the season.

## FALLY MARKUS BACK IN INDIE VODE FIELD

Fully Markus, at one time the foremost independent vaudeville booker, is back after a two years absence from the booking field. Under a revision of the Amalgamated Booking Agency, he will have charge of the office and bookings on a partnership arrangement with M. E. Comerford and Frank C. Walker.

Two and a half weeks of playing time now booked by Amalgamated will be used by Markus as the foundation for a proposed extensive indie vaudeville book. The basic time comprises a full week each at Fay's, Philadelphia, and Fay's, Providence, and a split at the Binghamton, Binghamton, N. Y. To return to booking, Markus sold his interest in the Photographic Reproduction company and stepped aside as an inactive partner in the Markus & Birman employment agency. He formerly the latter when giving up his booking office. Markus' return has been brewing since last winter. At that time RKO wanted him to head a proposed Family Dept. revival. RKO again started negotiations with Markus two weeks ago, but Martin Beck and Markus agreed to call it off with the Amalgamated connection made meanwhile.

## Midget Forgot Alimony, Charged \$2.50 Wkly Extra

Barnstable, Mass., Aug. 22. Howard A. Knowles, 40-inch midget formerly of vaude and legit, didn't succeed with his reconciliation with his former wife, Mrs. Knowles, after a futile attempt to divorce her. But Mrs. Knowles demanded separate maintenance and won it. Ruth Hoyt Knowles, former vaude actress, told the court her husband had promised to give her \$5 a week after their January divorce, but that after being on the dot he began to overlook payment.

The court decided she should have \$7.50 a week and the husband, who charged his wife had hurtled him around as though he were a football, seemed satisfied.

## JUNE CARE'S LOSS

Kansas City, Aug. 22. June Carr, on the Mainstreet's bill this week reported to the police that \$45 he had stolen from her dressing room. She said she discovered the loss upon returning to her dressing room work after the last show Wednesday night.

## RKO Wouldn't Pay Wire Charges; Ginger Ale Act Bookings Off

Booking of the Canada Dry radio program into the Palace, New York, and three other RKO houses has been called off by the circuit. Act asked for \$9,000, and that the circuit carry the out of town broadcast wire charges. Martin Beck refused to raise the ante beyond \$8,000.

As the NBC artist bureau had it framed, a couple of dancing turns were to be added to the cast, with the idea of expanding the running time to around an hour. Act would have gone into the Palace as the singleton stage attraction for the week.

### Reviving 'Frenchmen'

Anatole Friedland will take his 750,000,000 'Frenchmen' tab off the sheet on or about Labor Day and put it back into rehearsal. Friedland sunk \$20,000 in the tab last season, but couldn't get together with the circuits.

**RKO VAUDEVILLE INTACT 20**  
(Week Aug. 12, Palace, Chicago)

**THE GENIAL ROUND**

**LARRY RICH**

with  
CHERI  
"Miss Pet of Paris"  
TOMA GENARO  
South American Musical Comedian  
TOMMY LONG  
"The Elongated Express of Comedy"  
AL HODGES  
"Okinawa's Ambassador"  
ENGLAND ONG  
The Charming Kean  
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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1560 Broadway, New York  
LARRY FUCE, Associate

## Doubling

Gus Edwards doubled between the RKO booking office as an agent and Loew's Metropolitan, Brooklyn, as opposals all last week. He's playing the Crotona for Skouras this week, also doubling on the RKO floor.

Edwards was granted an RKO agency franchise a couple of months ago.

## RKO'S \$2,400 DAMAGES VS. FRENCH BAND ACT

RKO has been awarded a judgment of 60,000 francs (about \$2,400) by a French court in its breach of contract suit in Paris against Rode's Band, one of the European acts booked for RKO's American vaudeville by Martin Beck.

Suit alleged that Rode signed an RKO vaudeville blanket contract which he attempted to cancel upon receipt of another American offer, this one from the Shuberts.

Henry Lartigue handled the suit for RKO.

## Deal for F&M Units at RKO's 105th St., Cleve.

Fanchon & Marco units with Rube Wolff as a permanent m.c. may go into the 105th St., Cleveland, RKO, some time in September. Also F. & M. may break its jump from Vancouver to Denver with a week stand at the RKO Orpheum, Salt Lake City.

Artists booked for the Cleveland, F. & M. will replace the present RKO vaude.

## Gordon for F&M's 'Sam'

"Desperate Sam" is working title of F&M unit being built around Bert Gordon. Will be semi-melodramatic.

Gas Foster has started chorus rehearsals. No supporting principals so far lined up.

**IN FILM AND F-M UNIT**  
Los Angeles, Aug. 22.  
Bert Gordon, vaude, got his first eyeful of studio lights in 'Madison Square Garden' at Paramount. Was his initial screen part.

Set now for Fanchon & Marco unit.

**Authorized RKO Artists' Representatives**  
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**JACK WEINER**  
Announces a Vaudeville Partnership  
with **M. S. BENTHAM**  
Palace Theatre Bldg., NEW YORK

## 2 MORE SHIPS SAIL WITH SHOWS ABOARD

The Belgenland, on its weekly six day cruise, sailed with 40 professionals inclusive of the show's orchestra. Floor show was revised the revue, and the ship and three sister teams replacing that feature.

Specialists are Marjorie and Irene, Four Barrymores, Fran and Ted Nash, Rene and Lora, Ann Martin, Marie Johanson, Ella Bey with the repeaters Chlg, Lora Lee and Sherr brothers, Fay and Wellington, Vansiller and Conway, Serge Abagoff, Aliska Markoff and the Copey Ensembles.

Added to the Britanni's troupe, sailing yesterday (Monday), were Del Faust, Zora Lee, Steele Sisters and Michael Fenech.

The Transylvania and the France have been added to the group of liners which will sail Sept. 2, over Labor Day with performing contingents. Artists on all ships, except the France, receive compensation.

## Catch-as-Catch-Can Unit Acts at Coast's 1 and Only

San Francisco, Aug. 22.  
After a week of stage band policy, RKO reverts to Golden Gate to vaude with Horace Heidt's band doubling from stage to pit.

Booking office is grabbing as many RKO units as possible, there being a dearth of local material. This being only RKO house on the Coast using stage acts office is snapping up whatever unit acts blow in town, after having whole Coast fall out from under them while playing Northwest.

Benny Ross and Jack Gwinn were used last week.

## Minn. Walkathon Goes Past \$60,000 Mark

Minneapolis, Aug. 22.  
The local Walkathon, a twist name for a dance marathon, is rolling up unusual grosses here. It's in the pocket of the Municipal Auditorium with the city sharing on a percentage basis of 10% of the first \$60,000 and 20% of everything over that figure. Now in its seventh week, affair has skipped past the \$60,000 mark and has until Sept. 13 to run.

Promoter is W. E. Tebbets, theatre man of Portland, Ore., who persuaded the city to the percentage idea instead of the usual \$750 nightly rental. But is \$5,000 weekly for Tebbets with plenty coming in from concessions granted as well.

## Loew's Memphis Union Tiff Cuts F-M Time

Los Angeles, Aug. 22.  
Another week dropped by Fanchon & Marco, with Loew's State, Memphis, going straight sound, following failure to reach an agreement with stagehands.

Union difficulties in the east have necessitated route switches. Teddy Joyce unit, 'Hollywood College', was set to jump from Los Angeles to New Haven, but now will work its way east over regular route.

Detroit now a layoff week for units, due to dropping of stage policy by the Fox. Temporary added week is the RKO Mainstreet, Kansas City, playing 'Desert Song', week (19). First F. & M. unit to play was Ted Lewis unit.

## KOROWITZ GOES WEST

Chicago, Aug. 22.  
Meyer Horowitz, New York indie vaude booker, has arrived in Chicago to open a booking office. He is new to the territory.

After establishing anchorage in Chicago, Horowitz hopped into his car and went into the sticks looking for houses.

## F-WC BOOKS BRITTON BAND

Hollywood, Aug. 22.  
Following 'Strange Interlude' protocol at the Chinese, the Frank and Mit Britton band will play two weeks for Fox-West Coast in San Francisco and Oakland.

May continue on to New York with a Fanchon & Marco unit.

## C. & A'S COAST BRANCH

Hollywood, Aug. 22.  
William Melkjohn, local indie vaude agent, will open Hollywood office as coast representative of Curtis & Allen, RKO agents. Melkjohn formerly was booker here.

## Already

Chicago, Aug. 22.  
After being in business in an indie booking office for two weeks and having lined up such metropolitan centers as Ironwood, Escanaba, Marquette, Ishpeming, Glen Burt and Billy Diamond were talking to a visitor in their office. Seeing a young man at a desk in one corner, the visitor inquired:  
"Who's that?"  
Without batting an eyelash Burt replied:  
"Oh, that's our small time department."

## JIM FOTHERINGHAM'S 90 DAYS FOR LARCENY

Jim Fotheringham, former Keith and RKO house manager, is serving a 90-day sentence on Staten Island for 'taking receipts of the St. George theatre, of which he was manager. He pleaded guilty to petty larceny when arrested upon the theatre's discovery of a \$1,300 shortage in its accounts.

Of the missing \$1,300, \$500 has been recovered by the bonding company. The specific charge against the manager involved the theft of \$100 of the theatre's funds on two occasions.

Fotheringham, who is 46 years old, once managed the Franklin and Madison theatres for RKO.

## \$4,000 RED

Palace's 1st Loss Since Combo Policy—Needs \$10,500

RKO's Palace, New York, dropped \$4,000 last week, its first loss since the advent of combination bills at the former straight vaudeville ace. Gross was \$12,400. Needs \$16,500 to break.

Glens Falls' Vaude  
Glens Falls, N. Y., Aug. 22.  
Reopening of Rialto and Park Sept. 1, by Rialto Operating Corp. announced.  
RKO vaude Thursdays to Saturdays at the Rialto.

## 'Bergere' a Specialty Show Until Let-Outs Changed Their Minds

'Folies Bergere' revue presented by Max Rudnick, heretofore a stock burlesque manager, opened raggedly at Long Beach, Friday (13). Show played until Sunday night, but laid off Monday for revision and rehearsal, being due to restart at Newark tonight (Tuesday).

Although a vaudeville and specialty revue, there was a running story which was dropped. Just in what form 'Bergere' will finally reach town was undecided. Scheduled to play two performances daily, including Sundays at the Harrie, but Equity will not interfere because several members have run of the play contracts which call for guarantees and percentages. Equity officials admitted that the violation of the eight performance and no Sundays slipped by them because members reported the show was framed as a vaudeville unit.

Whereas most of the 'Bergere' players favored Equity leaving hands off because they needed the jobs, some who were let out at Long Beach have taken a different attitude. They were paid three-fourths of a week's salary, whereas had the show been under Equity control they would have had been protected to the extent of two weeks' salary. The let-outs were particularly aggrieved because they rehearsed five weeks.

James Barton, Ada May and Fred Hildebrand head the cast. Harry Carroll of vaudeville is in on the venture as stage.

**ROXIE'S GLOBE GIRLERS**  
Los Angeles, Aug. 22.  
Wandervells, world-touring motorists, booked for week of personals at the Roxie, 15-cent grind.

**RYAN and NOBLETTE**  
Answering DE VITTO and DENNY—AND DOT STEVENS  
"Yes, in the Olympic games this year the Quilt Throwers are pitching pennies."

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## I'm Telling You'

By Jack Osterman

### A COLUMNIST STARTS DOUBLING.

#### Looking in the Mirror

Beginning this Thursday (25) this columnist starts doubling between 'Variety' and the N. Y. Daily Mirror.

We closed this big deal last week. When it came time to talk salary the head man referred us to a man on the second floor, who gave us a cut immediately, and sent us to another man who asked us again. All we had to do was see two more fellows and we would probably pay the 'Mirror' eight bucks a week. Anyway, the big opening is Thursday and we've already received an invitation for a congratulatory dinner given by the 'Daily News.'

#### Obituary Notice

Here's an obituary notice seen in a trade paper: 'In Loving Memory of our Dear Departed Father—The Four Happy Wowskys.'

#### Smart Girl

There's the story about the girl who worked at Macy's and called up one morning to say she was ill and unable to come to work. 'Who's calling?' they asked. 'My mother,' replied the girl.

#### Suggestion

These hot days you can find several members sitting outside the Friars Club.

As Pat Rooney passed the other day he suggested to the boys that they pay their dues and sit inside.

#### Snappy Advertising

The dailies carried ads on Chevalier's new picture 'Love Me Tonight,' quoting critics from Cleveland, St. Louis and other key cities. The next day they ran an ad announcing 'World Premier Tonight.' Maybe it's the heat.

### Never Thought of It

When Weber and Fields went to the Coast to make a picture one scene called for a replica of the old Weber and Fields Music Hall. They sent men to N. Y. to get the exact location and upon returning the men said it was in the middle of the block. The exec argued it was on a corner and sent the men back to N. Y. to verify it.

Then a stenographer asked the boss if she might make a suggestion. 'Go ahead,' he screamed, so she coyly said, 'Why not take a chance and ask Weber and Fields, they're here on the lot.'

#### These Charming People

At an affair the other night a little girl singer went up to one of the men in charge and said, 'You know this is my debut.' The man said: 'No, I thought it was your first time.'

### ARE YOU READING?

#### STAGE WEDDING

Atlantic City, Aug. 22. Helen Cameron and Henry Twiford, members of a burlesque troupe playing at the Globe, were married on the stage of the theatre Friday (-9) after the evening performance. Audience was invited to remain and witness the ceremony.

#### MISSION PULLING

San Francisco, Aug. 22. Henry Heber has put a burlesque show into his Mission, Sacramento, operating house at 40c, with subsequent run pictures. Business excellent so far.

#### MRS. AARONSON IN FILM

Hollywood, Aug. 22. Christine Marson, wife of Irving Aaronson, bandleader, is in 'Hat Check Girl' (Fox). Does a specialty dance in a cafe sequence.

### Tough on Benefits

From present indications it's going to be tougher than ever to secure name talent for benefits this winter. Name performers are talking more than ever of the futility of maintaining a high salary level and a strong value if practicing voluntary appearances to many benefit shows.

Fannie Brice's aloofness is cited as an example, in that she's maintained her professional standing 15 years without doing her stuff gratis. Instead, it is said, Miss Brice and others of equal mental stance and professional standing have found it pays to send in a check in lieu of gratuitous services on a benefit bill.

### ARCADE, L. A.

Los Angeles, Aug. 19. Dalton Boys of Main street have returned to Broadway here. They reopened the Arcade as a burlesque house two weeks ago. House was operated by them several years ago but recently has been straight pictures, with Gus Metzger as the operator. Metzger found the sledding too tough with two houses in one block, both double billing and with a come-back. They took over Metzger's picture commitments so they have product with which to augment the girls' show.

There is no comparison between their 'Main Street Follies' show and the new offering at the Arcade. Latter is not burlesque, it's just a tab show with blackouts. While the bits are suggestive, they are not the usual dirt handed out by the majority of local burley houses. Line of 16 girls hops on and off in what seems to be the same tap routine. Strip numbers are all worked with drapes, the grinders showing little. Daltons are evidently aiming at family trade, but it's not in the cards for this type of entertainment in the neighborhood.

Current show consists of four bits and eight numbers. Comedians are mediocre. Handling the comedy are Eddie Collins, Lou Costello, George Clark and Louise Morton. Clark is the stager. Unusual in a burley is Miss Morton's work. Evi-

### F&M's 5 Acts Wkly at Arthur's College, N. H.

Harry Arthur will reopen the College about Sept 1 with single feature first runs and five acts of F. & M. vaude. College was formerly double feature house.

Vaude policy of five acts on Friday and Saturday together with two features at the Bijou, also an Arthur house, has been abandoned and theatre returns to straight films.

Setup for the Poll (Arthur) is indefinite due to current labor trouble. Arthur states he will bring F. & M. tabs to this house if settlement is made with union. Otherwise house will play F. & M. vaude with opening tentatively set for middle of next month.

### 2 in Buff.

Buffalo, Aug. 22.

Gaiety reopens this week with stock burlesque under management of Ed Daley at 50c top.

Mayfair, formerly Palace, also reopening currently with burlesque as part of new four-stand circuit. Jerrie MacCauley's 'Sugar Babies' is the opener.

Apparently a character player from stock or musical tab, she walks away with the show as a frowsy old maid. Her dancing and general ability stamp her as a player who should be doing better stuff. Paul Locke stages the dances.

Marion Morgan, Jean Lee and Rita Cummings work the teasers in a weak manner, drawing out little encouragement from the mob. Parker Gee, Jack Kelley and George Crump do the straight and general business.

Neither as burlesque nor tab does the Arcade's offering mean anything. House has been capacity since it opened, but about 75% is paper, the kind of paper that requires no b. o. exchange. Admission is 20-30-40 cents, with boxes at 75. Nut is about \$1,500 weekly, which includes an eight-piece colored band. Even band gets away from the burleyopening. Instead of the inevitable 'Light Cavalry' overture, they took a stab at the 'Peer Gyn' suite.

### L. A. Nabe Vaude Revival With F-WC Booker Active

Los Angeles, Aug. 22.

Neighborhood vaude of one, two and three-day stand variety, is gaining headway locally, with Sidney Schallmann, junior booker for F-WC, lining up houses and bookings. Plaza at Hawthorne (suburb) started a Saturday night vaude only policy Aug. 20, and the Scenic, Whittier, a Fri.-Sat. booking (19). Mess and Adams, both F-WC, also have been lined up, with Schallmann figuring on additional dates by Sept. 1.

### College's Theatre Idea, Produce for Tuition

Des Moines, Aug. 22.

Halls of learning are following a precedent set by Iowa cinemas in the rural districts the past few years.

Hold as an innovation when the small town picture b.o. accepted eggs, onions and ears of corn as admission. Penn College, Oskaloosa, Ia., announces it will accept as tuition for the school year such items as corn, oats, wheat, hogs, poultry, eggs, vegetables and fruits which are in marketable condition, at 5-10% more than current market price.

### Prignano's Plum

Chicago, Aug. 22.

Al Prignano, Democratic politician, popular with theatrical folks, became clerk of the county board last week. Position is considered a political plum.

Prignano is married to Jean Gibson, former vaudevillian.

### BENTHAM-WEINER 50-50

M. S. Bentham and Jack Weiner have formed an equal partnership in an RKQ agency that will bear both names.

The two franchise holders were amalgamated under last month's RKQ agency changes, but the partnership arrangement for them is recent.

# The AMALGAMATED VAUDEVILLE AGENCY, INC.

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## East

Boardwalk at Coney Island opened last Thursday (18) with the construction of a section by fire July 13.

Marathon dancers in Laurel Springs, N. J., quit dancing to hunt Thomas Morris, manager of the affair, who is shy \$500 in wages and \$150 local accounts.

DeVoe Hopper, now 75, is going back on the stage in "The World Between."

Sheppard Traube denies that he is in with Arch Selwyn on "Square Heads." On his own, he says, and ready to start in about four weeks.

Joseph Emont, cellist in the N. Y. Philharmonic, recently arrested for kidnapping his daughter from the custody of his wife, now suing for legal possession of the child. Decision reserved when case was heard last week.

Theodore Dreiser narrowly escaped death when a car in which he was driving crashed another and was over an embankment on the Saw Mill River road near Mt. Pleasant, N. Y. The author and Mrs. Clara L. Clark, who was driving, were uninjured. The writer's daughter, Helen Dreiser, was treated for contusions in a hospital.

Helen Ford to do a dramatic role on Broadway. Will be seen in "The Other One."

That Spewack comedy may be called "Clear All Wires."

Looks as though "The Passionate Pilgrim" would go into rehearsal next month. Has had hard sledding.

Bank checks beat theatre ticket tax as revenue getter under the emergency income tax. Theaters paid \$1,034,287 during the first nine days in which the law was in operation. Theaters for the month of June, including tax above \$3 prior to the new impost, was \$343,651.

Ernest Schelling, pianist and composer, back from Europe and plans to resume his piano playing, while he was forced to abandon due to a felon on this thumb.

Last week the "Herald Tribune" carried the advertisement of a "Mr. L." who described himself as a "program maker and asked for a job. Said his qualifications were that he could keep his mouth shut, his eyes open and present a good executive appearance. He got a job with a doll firm, but his name not revealed.

A. C. Blumenthal in court again. This time he seeks to vacate the receivership of the Fox theatres in the allegation that the equity action was a sham to benefit the film artists. States that he stands to lose a large sum. He holds a judgment for \$355,000, part of the sum returned him by note holder by the N. Y. State Supreme Court last January.

Dixie days in West 21st street last week. Warehouse destroyed by flames of fire in the order of the owners, a huge concern, so found the product not salable. Poured into the gutter, but much rescued by trams with tin cans and milk bottles.

Earl Carroll brings in 35 foreign players for his "Vanities." Paraded uptown in banneted taxis with a kilties band in honor of Will Fyfe.

Cole-Redding has taken an option on "She Mat," described as a satirical comic opera. By Frank Lea Short and Lou Merrill.

Adelaide Hall, Negro night club and musical comedy star, has purchased a \$35,000 home in Larchmont, N. Y.

Jean White, burlesque, arrested on a charge of strapping her roommate, Florence Miller, arraigned in General Sessions last Thursday (18), pleading not guilty. Bail of \$5,000 offered \$5,000 bail, but on request of the D.A.'s office bail was set at \$20,000.

Bernard Levy, producer, frat of the U. S. P. veterans to receive the Purple Heart Medal for military prowess. Instituted by George Washington for Continental Army and revived to commemorate his centennial.

Mrs. Gifford Pinchot, 2nd, former Janine Volson of the French stage, says she doesn't know when asked if her marital boss is Reno bound.

Equity suggests that Federal Reserve bring back prosperity by exchanging credits for established theatrical producers.

Frank Mandel back from France.

U. S. Senator James J. Davis, Secretary of Labor in Harding's and Coolidge's cabinet and head of the Lloyd Order of Moose, indicted for conducting a lottery to raise funds for that or-

# 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.

ganzation. Other fraternal orders under investigation, but indictments found only against the men who ran the lotteries. Figured that these lotteries have brought in more than \$5,000,000, of which the winners received only \$225,000.

Tamara Geva confined to her bed with a knee ailment. Albertina Vitali will sub for Miss Geva in the Philadelphia engagement show, "Flying Colours." Latter hopes to be ready for the N. Y. opening.

Lily Pons broke Caruso's b.o. record at the Colon theatre, Buenos Aires, last week.

Charlie Rose, boxing manager, sued Joe Jacobs, manager of Max Schmeling for \$4,000 as his share of the earnings of the fight in 1928-30. Compromised for \$10 before the trial and suit withdrawn.

Miami Civic theatre, little theatre movement, gets a four-toothed warehouse valued at \$15,000 which it will convert to its use. Financing handled by a committee of business men.

C. Martin Coffin, who got in a jam with Equity last season over his brief season at Locust Valley, L. I., was to head the Lake Players, Lake George, this summer. When Equity demanded that he deposit for this season out one quarter of the back debt, Coffin made over the business interest to Harry Weiss, who filed a bond for the season. Coffin remained as director but without a voice in the management. Weiss, who is a member with Equity in the hope of being able to try B'way this season with a new play.

Harry Lorcher, former western sales manager for Universal, has joined Irving W. Mandel to set up the Security Pictures Exchange in Chicago.

Renee Carroll, Sard's hatcheck girl, to be married. Solly Rosen, racing reporter, is the man. No date set.

Miss Georges Leyvis u, in supplementary proceedings, over her failure to pay costs assessed against her in her unsuccessful suit against Eugene O'Neill, and others, for plagiarism of her play, which she contended was the bond of "Strange Interlude." Costs were \$17,500, and she testified she had received no money from the play. Hearing to be resumed Sept. 8.

Unable to get a new lease on the former Carroll theatre, which has been taken by A. C. Blumenthal, Earl Carroll has taken a lease on the Broadway theatre, (Moss) at 53rd street.

Alla Nazimova back from Europe for "Good Earth" and the Guild.

Wife of Freddie Rich, radio orchestra leader, files papers asking for a \$7,000 weekly allowance and \$75,000. Says her husband makes \$125,000 a year and before their trouble she used to spend \$1,000 on her apartment. John L. De Ruyter, who was there at the time, submits that both were in their retreat clothes and that he is no more than a friend. Mrs. Rich is the former Joan Lawton, chorus girl.

Discovering that the late Pat Jones, court stenographer, had not been paid for his services during the Erlanger-Pixel case, and that no payment had been made his heirs, Arthur Jones, of the firm of Barron that settlement of the bill was a matter of sentiment with the late Jones. He has been stenographer in the Surrogate Court for years, died during the trial.

Weber and Fields to be given a dinner at the Astor, Sept. 25, to mark their 69th anniversary.

Lake Players, Lake George, N. Y., summer stock, evicted from schoolhouse where they were during when board of education ruled that law prevents such use of school buildings.

Sherwood Anderson's "Winesburg, Ohio" being made into a play by Arthur Cayton. Horace Liveright expects to produce it.

George Hale replaces Bobby Conolly as dance director of "Tumpty Dumpty."

Jacob Cottin, atty, made a date with Wm. H. Marron to go fishing last Labor Day. Marron came all the way from the Bronx to pick

Cottin up at 5 a.m. Cottin told Marron he was going to go fishing so Marron pushed his way into the room and discovered a brunet who was the cause of the fishing. Marron, formerly Pauline Miller, of the stage. Last week the court awarded her divorce and the custody of their daughter.

"Come the Dawn" now in rehearsal at B'way, starting out at Sharon, Conn. this week.

Provincetown, Mass., police prevent showing of "Ten Days That Shook the World" for the benefit of the Harlan miners. Closed on the claim that the use of film constituted a fire menace. John Dos Passos headed the movement.

A. C. Blumenthal, who, as holder of Paramount bonds, brought suit to dissolve the Film Securities Corp., subsidiary under which Par. obtained a loan, now seeks to join the banks and banks to sue. Banks named include Bankers' Trust, Central Hanover, Manufacturers' Trust, National City and others. Blumenthal asserts they knew the loan was contrary to the interests of the bond holders.

Hearing on the accounting of the estate of A. L. Erlanger by Saul E. Rosenberg to Sept. 1. Surrogates anticipates more objections.

W. I. Slovich, Congressman who doesn't like critics, is to run for his fourth term of office. Notified last week by the Twentieth Congressional District, N. Y.

Hebrew Actors' Union in accord with Yiddish theatre. Those getting in excess of \$65 a week will take 25-30% slice. Those under that sum will take 10%. No work of any kind during intermission to be cut out and to speeches to raise money for various funds.

Eva LeGallienne's Civic Republic theatre to light Oct. 26 with "Lillom."

Maria Olszewska to switch from Chicago to Metropolitan. Wouldn't sing with Jerizta, but the latter now.

Harry Rosenthal, actor and comedian, for \$500 to take a tour. He has announced their engagement.

Wilda Bennett charged with disorderly conduct at Allenhurst, N. Y., when she went over to the police station in her bathrobe to complain of a row in her cottage.

Society of Motion Picture Engineers has applied to American Standards Assn. to standardize technical terms in the industry. Includes terms and exchange equipment, etc.

A. E. Lefcourt, who used to specialize in building office structures in New York, is now president of Bengtson-Pickens Co. of Los Angeles. Louis Schneider and Sam Friedman also interested. Last named was in Hollywood. Pictures to be made in Hollywood.

Victor sound engineers have developed a new microphone which dispenses with the usual diaphragm and has a more sensitive ribbon of duralumin capable of recording up to 14,000 cycles. Claimed it is free from distortion.

Albert Shiofot, Coney Island concessionaire, borrowed a snake to bite a woman. The snake bit him, but condition not serious.

Cecil Ciovelty, Tom Adrian Craggart and Martin Beckley have formed a new company carrying their names in that order. Will do play producing, starting with "Home Is Best," by Charles Divine.

Bela Blau to Magnolia, Mass., to get a divorce. He and John Halloran authorized.

Belle Blanche, who used to be an impersonator, plans a vaude comeback. Married a broker and retired 16 years ago.

Trenton, N. J., police order repeal signs of local auto, but will not molest tourists. W. C. T. U. protested and old law dug up.

Guy Bates Post to have a Broadway engagement this season. Play or date not announced.

Dan Kussel is looking around for someone who wants to produce a musical comedy. Has just completed the book of one.

Offer of Chester D. Fugely, of Princeton, for \$500,000 for the best sound picture and the best daily radio broadcast, formally announced last week. Dramatists get

the money for the picture and the advertiser. The advertiser gets the reward for the radio feature. First decision in 1934 on the 1933 awards. Awards to be made under the supervision of American University, Washington, D. C.

Jed Karris having "Salt of the Earth" retitled to fit George Jessel.

Cameramen's holiday at the Hoover camp at Rapidan last week when the President posed for more than an hour for the newswires and still photos. Posed in every form of camp activity. Made costume changes as requested, too.

Pauline Lord expected back on Broadway in Sidney Howard adaptation of "Premez Garde a la Peinture." Time, house and title yet to be set.

Frances Williams may have lead in a new musical comedy adapted from the French by Gladys Unger. Harry Tierny is writing tunes for it. Titled "Life in Athens."

Phil Baker says his "Laugh It Off" will stay staged off until November.

Arch Selwyn and Cecil B. DeMille planning to collaborate on stage production "Chocolate and 'Tis Squared Circle." Both from Russia.

C. Stanley Reed Riches, who was Betty Compton's husband in 1922, remarries in Toronto.

Betty Andrews, American performer, now in Colon, in the Canal Zone, taken from bed by two fake police officers. One a shadow on the outskirts of the town and as used her. Police officials expressed some belief that the masqueraders were soldiers. Now the army is boiling and the case is getting heavy publicity.

Possibility that Will Rogers will return to the stage this season for Jed Harris.

Greta Garbo, through an agent, purchased for \$10,000 the \$150,000 summer estate in Sweden of the late Ivar Kreuger, the former match king.

Philco radio took space in the dailies to advertise announcement of a prize contest to be given over the radio the same evening. Trip to Havana is "super grand" prize, so lists listened in Friday (19).

Lyde D. Andrews, who started out to make an intimate review of material from the "Nine O'Clock Revue" shown at Barbizon Plaza last spring, now has added the idea of making a more sensitive ribbon from the "New Yorker" to make big show out of a little one. Morrie Ryskind may write the book. Robert A. Simon and Joseph S. Souvaine on the lyrics and music.

S. J. Burger, fight promoter, is readying a troupe of eight girls to take on tour in boxing contests. 14-couples given and don't hit very hard, but all lookers. Working out in a Times Sq. gym where an admission is charged.

Richard G. Herndon holding previews at the Belmont in the hope of finding sufficient new talent for his "Impromptu Revue."

Just for a change A. C. Blumenthal, who has sold to Bert Co. of Phila., asking for \$4,485, profits on production of "Girl Crazy."

Elmer Rice back from Russia and amazed to find packed theatres in the Soviet country as against dark houses here. Brought back the picture script of "Counselor at Law."

Ted Healy officially out of the Shubert "Fading Show." Equity refuses to compel him to fill contract as that paper did not conform to Equity requirements. Shubert may seek to enjoin Healy from other appearances.

Billy Rose will produce his revue at the St. James, formerly Erlanger's.

Le Shubert has bought the rights to "A Perfect Marriage." Formerly held by George M. Cohan.

Premier of "The Comic Artist" postponed by A. J. Beckhard. Was due here Sept. 12.

Al Shean backs out of "Varnish."

Germinda Farrar back in town after a trip to the North Cape. Laid a memorial on the tomb of Grieg and permitted to play on the piano he used.

## Coast

Anyone crossing the border into Juarez, Mexico, must have at least \$6 in his pocket. Regulation is to put damper on beggars.

George Cohan honored at testimonial dinner given by songwriters at Ambassador Hotel, Los Angeles.

Los Angeles will have opera this fall at the Los Angeles and Gaetano Merola materialize.

San Francisco's \$6,000,000 muny opera house will be dedicated next month. Opens Oct. 15 with "Tosca."

Dorothy Lee awarded final decree in Los Angeles Superior Court in divorce from James Fidler, p.a.

Proviso that he enter private sanatorium gave Monte Katterjohn, scaramin, parole in Los Angeles psychopathic court. Suffered delusions that m.p. studio sent out other waves preventing employment.

Just \$1,000 for return of Angora cat offered by Constance Talmadge.

Joan Blondell kidding Los Angeles news hounds by easiness regarding reported marriage to George Barnes, cameraman.

Back alimony of \$300 must be paid before Busby Berkeley, dancer-director in Hollywood, can seek abatement of his \$100 weekly alimony.

L. A. Superior court, on Sept. 7, will hear petition by Tom Mix for custody of his daughter, Thomasina, 10.

Four men and three women arrested at the Majestic, L. A., on charge of giving indecent performance.

Los Angeles Superior court approves distribution of \$100 estate of late Kenneth Hawks, director killed in plane accident during filming of Fox picture.

Suit of Clair Calhoun, soprano, for \$6,000 against L. A. and Frisco opera associations, dismissed by Superior court.

S. George Ullman, former executor of estate of Rudolph Valentino, ordered by the superior court to reimburse estate to estate of \$133,754. Ullman charged by late star's brother and sister with making unauthorized expenditures.

Estate of late Maurice DeMond, once president of Breakfast Club, ordered by the superior court to reimburse estate to estate of \$133,754. Ullman charged by late star's brother and sister with making unauthorized expenditures.

Marjorie March, London actress now in Hollywood, announces engagement to Walter Elba, publisher.

Max Schlesinger & Co., N. Y., accused of shipping through Mrs. H. Ackland are suing James Cruse Productions for \$2,044, alleged due for services.

Grease, paint and lipstick splotches on his face was evidence presented in Los Angeles Superior court, charges amount was given to DeMond for "safe keeping."

Marjorie March, London actress now in Hollywood, announces engagement to Walter Elba, publisher.

Cliff Edwards' ex-wife, Irene, asks Los Angeles Superior court to compel him to return to her, which she claims from comedian for back alimony.

George Brown, suspended Los Angeles copper, freed of charge that he was party to hijacking \$4,000 stolen from Million Dollar theatre in L. A.

John Blyth Barrymore, infant son of John Barrymore, actor, more, christened at St. Andrew's Catholic church, Los Angeles.

Conrad Nagel injured slightly in auto accident at Santa Monica, Cal.

Basel Rathbone and wife defendants in suit filed in L. A. Municipal court charging couple owe \$771 in back rent, and for dishes, books and other articles missing from a Beverly Hills home.

John W. McDermott, scenarist, in hospital with ruptured blood vessel.

Constance Binney divorced in Reno from Edward Coting, non-pro.

First National Pictures and Robert C. Fairchild made defendants in \$151,761 suit in Los Angeles. Dale E. Crank charges auto accident blinded him, one eye, they told "Frisco district court of appeals in fight against order granting Los Angeles.

Mac Murray and her husband, Prince M'Divani, want more than the kitchen sink on their property near Venice, Cal. they told "Frisco district court of appeals in fight against order granting Los Angeles.

(Continued on page 40)



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## 15 YEARS AGO

(From 'Variety' and 'Clippie')

Harry Weber and Max Hart claimed Blossom Seeley act. Booking office refused to intervene, so they flipped a coin and Hart won.

Allen enemies holding permits to enter the Chicago Loop said they could not visit show managers warned not to admit them.

Shubert advance men told not to take their wives along when they went ahead of a show. Family jinx had caused trouble the previous season.

Martin Beck ordered new faces for Orpheum shows. Tired of the same acts year after year.

Albertina Rasch ballet booked for Bernhard's tour around the world, but pulled by Booking Office on a prior contract. Only one troupe then.

Cotton was bringing 25 cents a pound down south and business was up. Helped by training camps in many spots. Following year staple was down to 10 cents and planters were frantic. (It's now 10c.)

Now it was a shortage of baggage cars for theatrical transportation that was headaching the managers.

Equity was campaigning for cleaner dressing rooms.

Soldiers were kicking at being called Sammies in pop songs. Tin pan alley was strong for the idea, but the uniformed men no likes.

Sam Triggs gave up office in the old exhib organization to promote a new one.

N. V. A. took over the White Rats clubhouses.

## 50 YEARS AGO

(From 'Clippie')

'Old' John Robinson offered the orphans in a home in Valley City, a visit to his circus. Managers of the home did not approve of any amusements for the kids. They didn't go.

W. C. Coup's circus in a crash near Cairo, Ill. Engine of second section telescoped the coach on the rear of the first section, killing three and injuring 25.

John Worland, a leaper, advertised his willingness to contract that he would do a triple somersault over an elephant at each performance the following season.

Mike Teller opened his new hotel in Philadelphia. Lots of oldtimers still talk about Mike. A character.

London theatre architect was planning a house with three stages. Madison Sq. theatre, N. Y., had two. Idea was to do away with stage walls, but that was not popular with the men in the audience.

French dwarf, 17 years old and only 21 inches tall, was sold to a 12 inches man for exhibition. Later conceived the idea of an act. Painted cats to resemble tigers and had the boy go into the cage. Cats almost caused the unfortunate to death.

Whales were having tough times 50 years ago, too. One was in hook for about \$900 worth of judgments.

'Clippie' told an inquirer that marionette shows were on the wane and advised against purchase of one for \$1,000.

New Portland (Me.) theatre one of the first to dispense with private boxes. Never profitable and removal gave 75 more orch. chairs.

Henry Miller's theatre in Philadelphia went electric. Two out front and one in the lobby.

## Inside Stuff—Pictures

After years of open antagonism against theatres and amusements generally, Downtown Association of Los Angeles has done a complete about face. Association's August bulletin devotes nearly half a page to extolling RKO's Greater Show Season, and the benefits to be derived therefrom by business in general.

Association takes the stand that while primarily "it must be admitted that RKO is interested in filling the chairs of its theatres over the period, that the downtown merchants should profit materially cannot be denied." Hereofore the association has objected to various types of theatre exploitation and many members were loath to tie up their stores, or give window space, being influenced by the stand of the merchants' body. Bulletin directs attention to statistics proving that when a theatre has a particularly appealing picture or show on its schedule, the business done by area merchants increases in proportion to the increase in theatre crowds. Likewise, poor attractions curtail downtown crowds.

Error of a secretary to an editorial head in a major studio cost a couple of young authors at least \$1,750 on the sale of their story. Secretary had returned the script to them with a rejection slip after a producer had been assigned to it. But some one on the lot tipped an agency off to the mistake. Agency, which was representing one of the writers, told him they had a spot offer of \$500 for the story to be used as a play. Couple of days later sum was cut \$100 and the story sold to an attorney.

Following week the agency man appeared on the lot and decided the story was worth \$20,000. Studio story head burned, as to how and where a couple of writers were getting away. Sent for authors and was told transfer had been made for \$750, less 10% agency commission. So the studio exec told the agent he had the inside on the deal and said he would absolve him of any intrigue if the story were turned over for \$2,500, which was done.

Indie producer who made a picture of Harlem with colored players, and unused to the regular distribution systems of the industry, is attempting to get off the nut by offering the film on a percentage basis to exhibs with the condition attached that if the film doesn't gross satisfactorily the first week, exhib gets film for a second week gratis.

Exhibits take advantage of this clause in a manner that has set the producer thinking about changing the selling system. Particular exhib spotted the film in a 500-seater for the first week's showing and packed 'em, but claimed "unsatisfactory biz," although playing to around \$2,600, an unusual figure, according to report. With no out for the producer on the exhib's claim, film got a second week gratis in the exhib's bigger house.

Build-up for Dorothy Wilson, Radio studio stenographer who was top spotted in 'Age of Consent,' is to be followed by teaming her with Joel McCrea, studio hoping to develop another Gaynor-Farrell combination. Several writers and the story department have been assigned to concoct a cleverer story with gum story. Sent for authors and was told Result of the exploitation for the 'find' resulted in Miss Wilson being billed above the picture in ads during the Los Angeles showing, although she previously had no film experience. Amount of plugging may be glimpsed in that, during the two weeks preceding the opening of 'Consent,' clippings from newspapers on the girl far exceeded the total publicity of all the names on the lot, including Constance Bennett and Ann Harding.

Paramount is thawing out all frozen capital represented in emergency manuscripts. Where a year ago it had on an average of three stories for every feature on the release schedule, that figure has been cut to slightly over one story per picture for '32-33.

As a part of the lesser library policy Par is also letting fewer options on stories lapse than before. This means that once money is advanced for a story every effort is exerted to make the theme usable. At the same time the policy calls for keeping stories closer to actual production programs. This signifies that the story department cannot get more than about five stories ahead of the studio. In past years this company, as well as several others, thought little of lining up from 15 to 20 stories in advance of actual camera work.

Edgar Hart, just appointed to a managerial job in Spokane, is one of the champion long distance leapers in the business.

Originally manager of a theatre in El Paso, Tex., he went to San Diego, Cal., where he changed his name to Harry Grayson. He was not more than settled when he was whisked across continent to take a job with the Black New England circuit in Augusta, Me. Later he was transferred to Portsmouth, N. H. When Paramount took over the Black houses, he went back to his home in San Diego and then up to Astoria, Ore. Later he got out there and headed back to San Diego, barely arriving before he was given the Spokane job.

Hart is an old-time actor.

Protection fight in Kansas City is held by industry heads as an old story. Current trouble is not inspired by the success of Sam Horwitz's devotion to the deletion of the Hays Organization. They hold that this has become an annual event in K. C. since the distributors ruled out zoning regulations two years ago.

Last year, film officials claim, the Indies hired R. R. Brewster, attorney, to see that protection would not exceed that instituted originally by the state. "This year the state, they are making the same move and will probably make out the same as in '31-32. In other words, distributors figure that if the Indies press the litigation issue sufficiently they will win.

Many squawks from the New York picture reviewers at the annoyance of the tax thing in their press passes. The scribbles don't mind the penalties as it's the nuisance of standing in line with the rest at the average grind openings.

The Broadway legit is absorbing the tax themselves; ditto the sports' impresarios. Film reviewers holding press passes opine that it wouldn't be placing too much of a burden on the industry if it did likewise, what with the difference in admission scales, and with some system to take care only that way of the working press.

Former publicity man in a major studio, advanced to production exec, he died himself in a tough spot. After seeing the first home opera turned out by an indie producer for the company at a cost of \$50,000, former p. a. went to his superior and advised him that he (the former p. a.) could turn out better pictures for the same money.

Indie producer's contract thereupon was cancelled with the former p. a. handed the job. On his first, the nut was close to \$40,000 before turning the camera.

Exec is now on the fence, trying in 'round about fashion to have another indie bid to make his westerns. So far the studio is sitting tight.

Four years ago a story head at a big studio recommended that a novel by a famous foreign author, in the public domain, would be perfect for the ace femme star. No one paid any attention to the suggestion. But with a new contract signed by the star, it was reported that her first picture would be a story with the same name as the novel.

Checkup disclosed that characterizations, locale, etc., were similar to the novel, and that the studio had bought it as an original from two

## Inside Stuff—Legit

George S. Kaufman, Morris Ryskind, George and Ira Gershwin who wrote the book, lyrics and music of 'Sing,' are not apprehensive of the outcome of Walter Lowenfels' plagiarism action, recently filed in court, but they are somewhat put out over the cost of defending the suit. Similar case is that of Georges Lewys who sued Eugene O'Neill, averring that his 'Strange Interlude' was an idea lifted from her book 'The Temple of Solas Athens.' O'Neill won and Miss Lewys was ordered to pay the costs.

It cost O'Neill \$17,000 to defend the case which sum he seeks from Miss Lewys. Judgment was taken against her for that amount, but at a hearing last week, the girl, who has written several books, testified she has no money and her assets consisted of her 'genius and her debts.' Case was put over until Sept. 8. Miss Lewys had asked \$100,000 from O'Neill, the Theatre Guild which produced 'Interlude,' and Horace Liveright who published it in book form.

Lowenfels claims that Ryskind had the script of his play, 'U. S. A.,' a year or so before 'Sing' reached the boards. Ryskind denies that he ever had the Lowenfels book. Originally the latter intended suing only Kaufman and Ryskind, but the Gershwins are now coupled in the complaint. Daniel Blumenthal, attorney for Lowenfels, stated he took the case on a contingent fee basis.

George Antell, who composed part of a score for the Lowenfels piece, wrote the Gershwins explaining that he was in no way concerned with the suit and would not participate.

Screen stars and players of silent days, as well as some who have made a go of it in talkers, are willing to take peanut wages today for stage engagements—when and if they can connect.

In casting plays for the Coast the occasional producer is setting \$20 weekly as top for his lead with wages for supporting principals graduating down to \$75 and \$50.

Savvy money is collected, in most cases, for Coast dates only, with a boost written in for possible engagements in New York. These seldom materialize.

Lawrence Langner's Country Playhouse, Westport, Conn., stands out among summer show places through the presentation of two new potential Broadway plays. Shows are 'Chrysalis,' which will open at the Beck and 'For Husband's Only,' tried out last Wednesday (17) and deemed to have a good chance by showmen who saw it.

Letter piece was ostensibly authored by Basil Lawrence, Langner's pen name. It is a five people, one set show. 'Chrysalis,' written by R. A. Porter, a new playwright, is a melodrama calling for a large cast. After its original showing at Westport it drew capacity.

Although options rarely give a playwright the satisfaction of seeing his brain child produced, they do provide 'ham' and for the writers. One author, who has been identified with both legit and screen found, in a check of his ledger, that during the last five years Broadway producers have handed him \$22,000 in option money with nine of his plays never reaching production.

On one play, now scheduled for Los Angeles production with a cast of film players, author has received \$3,500 from six producers.

Busy Bobby Connolly will not stage Schwab & DeSylva's 'Humpty Dumpty,' George Hale being suddenly called in last week by Schwab.

Schwab told Connolly last week he would have to get on the job or else. It was a matter of Connolly complying or walking out on 'Ballyhoo of 1932' in which he had a partnership with Lewis Gensler, Norman Anthony and Russell Patterson. Connolly remained in Atlantic City where 'Ballyhoo' held over a second week for revamping.

Mrs. Robert Henry, Jr., daughter of Madame Louise Homer and Sidney Homer, is a member of the executive committee of the Green Room Club, recently organized as an adjunct to the Lake George (N. Y.) Repertory company (a professional group recruited in New York city).

The club, which has on its membership a number of the younger society set, of both sexes, summering at Lake George, was formed to push subscriptions for the theatrical season and to supply extras for the plays.

In 'Domino,' New Yorkers see another play that pleased Europe. Show drew poor notices with those who read the scripts of the play in both languages and in which the play in French and English, insisting that producers on Broadway constantly and merely translate foreign plays rather than adapt them.

Lodewick Vroom will have Bertram Harrison as an associate in production during the coming season. Vroom recently took over Erlanger's theatre after the house was permitted to revert to Vincent Astor who, owns the ground.

Name of the theatre was changed to the St. James.

With Laurence Schwab teamed with Buddy De Sylva in the production of 'Humpty Dumpty' the managerial duo of Schwab and Mandel appears definitely split. Frank Mandel is to produce on his own.

Mandel's maiden effort is slated to be an operetta by Sigmund Romberg and Otto Harbach.

Looks like Arthur Hopkins will start the season with 'Master Melody,' by Barton MacLane. Ruth Fallows has been signed and rehearsals may start any day.

Meantime Hopkins is holding up the two plays for Hope Williams and Ethel Barrymore pending the actresses' availability. Miss Williams' play, 'There Was I,' will go into work in October, while Miss Barrymore's opus, the Sheridan Gibney play, 'Encore,' depends on when the Barrymore clan is through picture making for Metro.

women, one the wife of a director and the other related to a scenarist, Studio paid \$10,000 for it.

McVicker's and United Artists reopening in Chicago, as extended run houses, will be pegged at 75 cents top. That's inclusive of tax. Scale would be 35-55c.

Two houses will be closely watched in the Loop as barometers for the new season. It is figured that straight pictures will be on trial contrasted with which the deluxers continue to use stage names and elaborate presentations to fortify the screen.

Former price of 85 cents for the extended run pictures was believed too high in these days of careful arithmetic.

Warners drew a call in the east from the Hays office on its billing for 'The Crooner.' Officials resented the term 'hellotrope' as applied to these radio singers. Film company's reply is said to have been that 'hellotrope' didn't necessarily imply what they took it to mean, there also being various ways to term a 'sissy.'

Company has now what a firm manufacturing those Bronx cheer blowers to peddle. The theatre play the picture, idea being for prospective patrons to drop in and hang 'the berry' on the principal character thereof.



# BROADWAY 50% DARKER THIS SEASON

## Flying Colors' Opens Philly Season.

### Five Houses Likely, Garrick Indie

Philadelphia, Aug. 22. The legit season opens today (Tuesday) with one place, nothing set to follow for three weeks, but with more promise of activity than there has been heretofore for a couple of years.

Tonight's show is "Flying Colors," new Max Gordon production which bows into the Forrest for a fortnight. Philly will have its first real taste of a "Hollywood opening" for a legit show. Local radio station (WIP) has the hook-up which will call for introduction of celebs, local and New York, as they come in lobby. Mrs. Ella Waters will be mistress of ceremonies.

Next opening, according to present schedule, is "Never," new vehicle for Lenore Ulric, scheduled for Sept. 12 and produced by Peggy Fears who as now planned, has her entire seasonal output, five shows, all set for first performances at the Garrick.

The local situation is still scrambling. The "Forrest" and Chestnut are the two definite houses for the Shubert-Erlanger merger. Garrick is to be booked independently with Samuel G. Nixon-Rindler, formerly general manager for Erlanger interests here, as lessee. The Fears show booking and the Irish Players are the only names so far mentioned, but Garrick is supposed to have a full season's line-up.

Post-3:30 also that Nirdlinger, who has Broad Street theatre control, will also open that house. Rumors are around, too, that Shubert formerly Shubert chain house, will be lighted.

In other words, present indications point to five legit houses doing business for at least the start of the season instead of the two mentioned two months ago.

## REUNION'S B.O. FIZZLE DARKENS L. A. BELASCO

Los Angeles, Aug. 22. Caught with no production ready, due to unexpected short stay of Ina Claire in "Reunion in Vienna," Belasco & Curran closed the Belasco here Saturday (20).

Firm's musical, "Cat and the Fiddle," has caught on in Frisco and probably will stay there for another two weeks, after which it will be rushed here.

B. & C.'s other "Frisco house, the Geary, went dark two weeks ago, with nothing in sight.

## Werrenrath in Musical

Reinold Werrenrath, baritone of the concert field, will make his debut as a legit actor in the forthcoming Kern-Hammerstein operetta which Peggy Fears is producing. Great strength of the show is also indicated by the presence in the cast of Albert Slezak, German tenor, whose father was a Met opera star. Al Shean formerly of Gallagher and Shean is also in the cast.

## GOLDTREE SUES EX-PARD

San Francisco, Aug. 22. Sid Goldtree is off for Los Angeles, where he will bring to a close his suit against Dick Wilbur, his partner in the recent L. A. presentation of Goldtree's "Easy for Zee Zee."

Goldtree asks \$600 as his share of intake on "Zee Zee's" run. Wilbur is now operating a stock company at the Fulton, Oakland, while a Goldtree piece, "Married Virgin," is playing at the captioned Moulin Rouge, operated by Allen King.

## 'Hangman's Whip' for N. Y.

Hollywood, Aug. 22. Merlin Taylor has accepted "Hangman's Whip," play by Frank Butler and Norman Kelly Raine, for all production in New York. Deal arranged by Brant & Brant.

## HEY BROUN REVUE SET

'Heaven Help Us,' Title, But Columnist Won't Act in It

'Heaven Help Us,' an intimate revue, will be Heywood Broun's contribution to Broadway's fall list. Broun will be the producer, but he has no intention of being in the cast, as he was in his first "Shoot the Works." The columnist, however, retains the privilege of changing his mind about the urge to act.

John Boyle and Jay Gorney are reading the show, latter contributing the score and the former the staging. Sketches from about everyone.

## Shubert's Contract in Healy Walk-Out Claim Is Now Under Attack

The Shuberts have demanded arbitration on the walkout of Ted Healy in "Fishing Show," based on the late "Hey, Nonny, Nonny." Equity takes the position of being inactive in the case, because the Shuberts issued a letter form of contract to Healy instead of using the standard Equity forms as called for in the basic minimum agreement. Understood Equity warned the Shuberts several times not to violate that clause of the agreement.

Healy walked after his attorney had advised him the contract was "unilateral" or one-sided. There was no opening set forth, and it is pointed out the managers might keep the comic idle indefinitely. The contract was issued by the Shuberts personally through one of their newly formed companies, the Producing Associates, Inc. That indicated the receivership is not intended in "Fishing Show." Equity is not wholly insistent that the standard contracts be used, but when other forms are employed the contracts must be submitted to Equity before they are signed. The Healy contract stipulated that except where there are confessions with the conditions set forth, the Equity forms were to apply. That feature was particularly objectionable to Equity.

## N. Y. 'MIRROR' ADDS SOBEL AND OSTERMAN

A. J. Kobler, publisher of the New York "Mirror," morning tab, is out to build the dramatic and Broadway features of his paper, for which objective he has added Bernard Sobel, Ziegfeld p. a., as dramatic critic and editor with Robert Coleman to remain and also dramatic producer. He is principally to continue handling the theatre ads. Coleman has a year's contract with the "Mirror."

On the Broadway end, Jack Osterman, "Variety" attracted him to Kobler's attention. Osterman starts this Thursday (25) with a boxed half-column of gagging material on current topics.

Paul Yawit continues substituting anonymously for Walter Winchell, with the Winchell banner besides doing his own by-lined Sun-day Broadway column in the "Mirror" and the half-col. of "Little Red Book." Winchell is expected back in New York in a week and will resume his column in the "Mirror." Sobel started yesterday (Monday) on the "Mirror." He will be the senior dramatic critic.

It is a rather vague arrangement to both Coleman and Sobel all around, say both, with each to receive billboard and other ballyhoo. Sobel was accorded the preliminary advertising to herald his advent, mentioning his past academic association. (Continued on page 38)

## 24 THEATRES OPEN IN OCT.

Of New York's 55 Legit Houses, 35 at Most to Be Occupied at Any One Time—Impending Season an Open Guess, but Activity of Younger Showmen Called Encouraging

## A TURKEY TOWN

Although a flock of new shows have been placed into rehearsal, showmen, who are watching the legit theatre situation in New York predict that Broadway will average less than 50% in lighted houses during the season.

Expectation is that two dozen theatres will be operating by early October and that the total list will not mount much over the 35 mark, thereafter sliding downward.

Broadway has 55 legit houses, several have been taken out because of stock burlesque, which policy may hold over into the new season.

Poor business is not the only reason for the prediction, which is based on convincing data. With last season as a demonstration New York became a turkey show town. The number of attractions of poor quality, badly staged and shoddily produced resulted in a record group of flops. Chicago, when it was a producing center for small stand troupes, is only comparable with New York, as it was last season.

The impending season presents an open guess. Indications are that the attractions in sight have more production ability than was anticipated—and from the younger school of showmen, which is encouraging. If their shows have merit, they should get a better break than ever before, because most of Broadway's houses can be had without entangling alliances.

It is claimed there are plenty of good scripts available but very little money to turn them into shows. Outside money, not attracted by or from shoe-stringers, may solve that problem. It should be easier to secure new and substantial backing because the old game of muscling in on likely try-outs appears to be doomed.

## Long Run Signs

A number of Broadway show shops adhere to the "long run" turkey show town idea during the summer and even now. Canopies and house boards still hold the billing of shows which quickly flopped and have been closed for months. Some of these theatres are now in the hands of receivers or bank affiliates, with none of the latter authorizing release of the money, signs a matter of a few dollars.

By Oct. 1 all of the current shows will have passed out or to the road with two exceptions, "Of Thee I Sing" and "Another Language," and possibly "The Great Gatsby." In the past an appreciably larger number of hits held over, but Broadway's past season was a lean one.

There has been no further change in this theatre set-up since Erlanger's (now the St. James) was foreclosed. The Shubert receivership was on the verge of losing the Imperial and Chanin's 46th Street theatre to the mortgagee. The latter to be heard early last week were discontinued.

Plan of the receivers to operate both houses is reported having been accepted by the mortgagee. Latter assumed payment of the fixed charges, and are to be repaid from the operating profit before the receivership participates. The mortgagee forecloses to the conclusion that so many theatres were available on Broadway that they stood a better chance to secure profitable bookings from the Shubert office than if attempting to operate independently.

## Old Wrangle Over Contract Terms Up As UBO Issues First Routes

## MAY CO-STAR

Judith Anderson and Helen Menken Mentioned for 'Antonia'

Judith Anderson and Helen Menken may be co-starred by Peggy Fears in Establishment of Madam Antonia. Leyla George, who wrote the novel the play is based on, and who is co-authoring the adaptation with Gladys Unger, is another candidate for the cast. Miss Anderson is the only one definitely set.

If Miss Menken goes into the play it means either she will drop out of the John Colton play, "Devil's Flung Tree," for which Miss Fears originally signed her, or the latter play will be postponed.

## EQUITY VOTES PRE-ELECTION LAY-OFF

Acting on information that managers are holding back the opening of shows because they do not care to risk sure losses the week before election, Equity's Council has granted layoff privileges without pay for that week, same as applies to the weeks prior to Christmas and Holy Week. The pre-election layoff is for this season only, when it is figured the presidential contest will center interest in radio broadcasts of the parties.

It is hoped the move will speed up production. There are stipulations attendant to the layoff rule, however.

A show must have been open at least three weeks in order to be inactive without salary obligation. Should any such attraction lay off, it must guarantee to play at least two weeks after election.

## LESLIE DROPS 'CLOWNS' FOR NEW 'BLACKBIRDS'

Low Leslie has abandoned his idea for reviving "Clowns in Clover" which, as a summer revue, was short-lived in Chicago, and will instead produce a new "Blackbirds" review. The success of his tabloid "Rhapsody in Black," which has been getting \$11,000 and \$12,000 on percentage and guarantee in the picture houses, now being booked by William Morris in the Midwest, prompted the colored show idea instead.

Leslie figures that money for name talent for a regular musical is at its peak and figures that he can do better economically with dusky talent. Still, Ethel Waters, when playing to money wells, gets \$3,000 for herself. In the "Rhapsody" regular legit version she was in for 10% of the gross with a \$750 guaranty.

Leslie now is netting around \$2,000 for himself from the tab "Rhapsody."

## 'Ballyhoo' Deferred

"Ballyhoo" of 1932, which was slated for premiere at the 44th Street Wednesday (24) has been set back and is due Sept. 5. Introduction of new material necessitated further preparation.

Season's first revue was brought back from Atlantic City. Show laying off this week, goes to Newark next week.

McEvoy Revue Renamed J. P. McEvoy's revue, "Americana," has been retitled "The Forgotten Man." Proposal is to open it about Sept. 12, probably in Philadelphia. Jay Gorney is writing the music.

The United Booking Office, Shubert-Erlanger merged road booking enterprises, began issuing contracts and routes to attractions last week. There was a report that the contracts were not uniform.

Managers have long complained about varying contractual conditions and unequal sharing percentages accompanying bookings by the Shubert and Erlanger exchanges, especially the Shubert office. What is known as "One X" contract is regarded as the fairest for dramatic shows and there is a counterpart to musicals, stipulating that number of stage hands and musicians the house pays for and shares in. Certain clauses inserted in some contracts have angered managers who feel the writers of booking men or forced to accept proffered terms for one reason or another. It is the idea of showmen that legit business on the road can be greatly strengthened by U.B.O. eliminating opposed bookings out of town both in the week stands and the principal keys other than New York.

However, if the new circuit resorts to methods of other seasons bookings may be diverted to theatres not in the U.B.O. set-up. This could create an opposition circuit, defeating the purpose of the long planned combination. In every stand there is a theatre to parallel the U.B.O. house or houses, waiting for the attraction of Peggy Fears and her husband A. C. Blumenthal, latter's activities being coupled with the late Flo Ziegfeld under whose name a new "Follies" is to be presented next season. There is office which promises a number of productions is independent. Blumenthal is handling "Show Boat" at the Casino, that attraction being due to start in October. No difficulty is anticipated in securing U.B.O. bookings in other spots, if desired.

## Booke 16 Weeks

Understood that it must one out of town theatre has protected itself by booking 16 weeks. It is the Garrick, Phila., which is not in the U.B.O. The shows will principally be to taint in October. No difficulty is anticipated in securing U.B.O. bookings in other spots, if desired.

The theory of protecting attractions on tour by eliminating opposition was put into practice by the U.B.O. when it refused to book another musical into Philadelphia against "Flying Colors" which opened yesterday (Monday). "Ballyhoo" of 1932, the Atlantic City wanted an additional week out of town. A Philly house was sought, but the bookers stated the town could not support two musicals at this time. No indie house there was sought because the Shuberts have an interest in "Ballyhoo" which was brought back to New York.

## Behrman, East on Leave, Hopes for Play on B'way

Hollywood, Aug. 22. S. N. Behrman is on route to New York, on leave of absence from Fox writing department. Due back Feb. 1.

Writer is taking a play with him, which he will try to have produced on Broadway this fall.

## 'Erlanger' Off Theatre

Understood the name of Erlanger's theatre in Phila. will be changed to the New Amsterdam. None of the theatres built several years previous to the showman's death are carrying his name, have fared well. That takes in Erlanger's New York, Chicago, Buffalo and Atlanta. New York house is out of the estate's hands and is called the St. James. Majority interest in the Philly house is owned by Warners. It will probably be supplied with shows through the United Booking Office.



# First Call on Big London Stages As Means to Promote Type Shows

London, Aug. 22.  
 A separate independent company. In which several of the directors of Associated Theatres Properties are concerned, has just been formed.

Its purpose is to encourage and enable English producers to establish themselves with definite policies at the various theatres controlled by the A. T. P. The theatres involved are the Cambridge, Gaiety, Adelphi, His Majesty's, Lyric, St. James', Shaftesbury and Apollo.

Arrangements so far made are that Charles Cochran will concentrate on the Adelphi and His Majesty's for English and continental musicals. Gilbert Miller will have first call on the St. James', Lyric and Apollo, with the Daniel Mayer Company having second call. The Shaftesbury theatre will maintain the Basil Foster policy, established by Basil Foster and Tom Miller some years ago, to produce light farces and comedies by Ian Hay and E. Woodhouse.

**Gaiety Goes Non-Musical**  
 Ivor Novello may lease the Gaiety for his shows, two of which already are lined up. He may even transfer his current 'Party' which has to vacate the Strand, to make room for the new Hanson & Shepherd farce, starring Sydney Howard. The move to establish the Gaiety as a straight playhouse is a precedent, this theatre having been a musical comedy house since the days of George Edwards. The reason for such a change is the dearth of musical shows all over the world.

The fact that the London show producers are definitely identified with this company does not mean no other producers will rent any of the A. T. P. What it actually means is that these producers will be given every facility and, if necessary, financial assistance, to enable them to produce suitable plays at the houses within the group.

It is also understood Cochran and Gilbert Miller can produce at other theatres, when A. T. P. are tenanted.

## Find Buried Theatre

Paris, Aug. 13.  
 Largest orchestra in France is now that of a theatre in provincial Auvergne. However, no hope for Romans. Theatre was built by the Romans, and a school was erected on its site in the seventeenth century.

Substructure is now being unearthed, and theatre appears to have been one of the largest of the Roman Empire.

## Jealousy Suicide

Paris, Aug. 13.  
 Out of jealousy of Alice Cocea, screen and stage actress, Naval Lieut. Victor Point committed suicide on the Riviera.  
 He was a promising officer and was to head the next Citroën expedition.  
 Victor Point had been in love with Alice Cocea for about four years, and had already threatened suicide once before. The lovers arrived in Cannes three weeks before the happening and hired a yacht for a month. Suicide took place just off the beach while the actress was on deck, and the officer had just had a discussion with her from a small boat.

## New Maughan Plea

London, Aug. 22.  
 Dora Maughan, set to sail on the Levantian Saturday (20), changed her plan at the last minute and departed for Paris instead. During her stay of the Home Office to grant her further work permits here, she is constrained to embark.  
 She will renew her efforts from Paris to obtain a permanent alien's permit. Independent showmen are resenting the business attitude of the concern, and the army asked for programs of a mediocre variety.

## Michie Quits Stoll

London, Aug. 22.  
 Gordon Michie, director and secretary of the Stoll, and its subsidiary companies of the Stoll group, has suddenly resigned.  
 He was the confident and adviser of Sir Oswald Stoll for the last 27 years. Resignation causing beautiful comment in town.

## BYE BYE FOR TREVOR

England Ends Stay of Dancer in London Sans Explanation

London, Aug. 22.  
 Ted Trevor, dancer, has been given one of those Home Office requests to end his stay here. Never any explanation with orders of this kind from what amounts to England's State Department.

Trevor, formerly teamed with Dina Harris, has been going it alone for some time here in west end night clubs. He will sail Wednesday (24).

## More Vaud for London As Phoenix, Pioneer, Goes Dark for Month

London, Aug. 22.  
 The Phoenix, one of the first London houses to slick with continuous vaudeville, closed for the present Aug. 20, while two others in the same field have gone commonwealth with action in on sharing terms.

Phoenix renews about the middle of September under the same management, although it will have new backing.

The Victoria Palace, meanwhile has fixed its switch to the continuous policy to start Oct. 10.

The story has gained currency that the Hippodrome and Vaudeville have to have the theatre closed, but likelihood of such a move is regarded generally as remote.

## Mexico to Finish Its High Cost Nat'l Theatre

Mexico City, Aug. 18.  
 Government has decided to finish the National theatre here, a handsome edifice which was started back in 1906. Action in this regard is assured by the Ministry of Finance's announcement that it has apportioned \$600,000 and intends to have the theatre completed by Christmas, 1933.

Theatre was started with the intention of making it not only the finest playhouse but the best show place of its kind in Spanish America. Work was halted when funds for the purpose ran out with the outbreak of the revolution in 1910. During the 27 years that elapsed since the foundations were laid, theatre sank six feet below the street's level. Thoughtfulers squaring the pile were lowered.

Theatre has magnificent interior, features of which are a glass stage curtain, supplied by Tiffany's, New York, valued at \$250,000 and boxes that cost \$2,000 each.

## Dutch Seer to Tour U. S.

The Hague, Aug. 13.  
 Several foreign clairvoyants have been operating in Holland lately, some with good financial results.  
 The most successful of the lot was Malotz, whose experiments baffled the police. He gave his last seance here and is now on his way to America.

## South Africa

By H. Hanson

Capetown, July 20.  
 Wintry weather, with heavy rains, still continues throughout the country and amusement business is at ebb.

Musicians are in a bad way through the country, due to the talkers. Before the talkers they earned 12 to 14 pounds weekly.

Schlesinger still dismissing managers and closing down cinemas.

The Entertainment Tax is to be increased. The previous tax of 6 pence, increased by two pence exceeding sixpence but not one shilling and six pence extra. Entertaining one shilling and sixpence for every sixpence or portion thereof, an additional penny.

Rumors current that things are far from happy with African Consolidated Theatres. Independent showmen are resenting the business attitude of the concern, and the army asked for programs of a mediocre variety.

## Asia and Europe Tour For Carter Magii Unit

Los Angeles, Aug. 22.  
 Charles Carter, 'Carter the Great' magician, is building a magii show to tour China, Japan, India and Europe, leaving here on 'Mariposa', Sept. 23. Will carry 42 people.  
 Show will break in locally, possibly at Hollywood Playhouse, for two weeks beginning Sept. 4.

## MILLER'S FIRST GETS PANNING

London, Aug. 22.  
 Gilbert Miller opened the new London season last Tuesday (6), with 'Behold We Live', new play by John Galsworthy. Pretty generally slated by the press and looks floppo.  
 Several important items about the play which brought considerable attention to the opening. It's at the St. James and was staged by Auriel Lee, who came back from Hollywood and the Metro lot purposely to put it on. Gertrude Lawrence and Sir Gerald Du Maurier head the cast.

## Fox—G-B

(Continued from page 11)

will appeal to the shareholders to alter the by-laws in this instance.

In the matter of the Bradstone & Metropolitan, local and drastic changes will have to be made if the thing is to go through. The impartial member undoubtedly will be the Lord Lee who holds the one deciding vote in the company. Fox and G-B each having 49½%. Which of the Gaumont people will be dropped from the board to make room for the Americans is the problem, with considerable local conjecture. Certain that the two Ostrer brothers and C. M. Wolf will be three of the four Britishers. The choice for the seat lies between William Gell, head of the Gaumont Company, Jeffery Bernard, head of W. & F. Film Service, and Simon Rowson, head of Ideal Films. All three of these companies are Gaumont-British subsidiaries.

Rumor current in London is that all three, Gell, Bernard, and Rowson will go off the holding company board, and end the matter by continuing to head their individual units.

Sidney Kent, Fox president, who had intended to leave for the Coast for a few days after the New York arrival, has postponed his trip, with Sept. 5 now the date. That would allow him about a week in New York with the British members of Gaumont and British.

When negotiations have reached a satisfactory stage, program is for the trio to travel to Hollywood together, where George Eastman will make a survey of production conditions.

## Writs Issued in Fox Suit Over Hoyt Houses; Settlement Expected

Sydney, July 20.  
 Fox Films (Australia), Ltd. issued writs last week claiming 100,000 pounds from George Griffiths and H. Challingsworth for alleged breach of warranty. Griffiths and Challingsworth were formerly partners, interested in the Hoyt chain, but with Sir George Tallis and F. W. Thring sold their holdings to the Fox organization. It is in connection with this sale that the action is being brought. Hoyts also issued writs a day or so ago against the same persons, claiming a like amount.  
 Both actions were brought following the return from America of Charles Munro, managing director of Hoyts. Stanley Crick, managing director of Fox here, is also governing director of Hoyts.

Clifford Mintern, Australian lawyer and Fox legal representative in this continent, is expected in New York currently. Mintern is on one of his periodic trips to the States, which he makes about every two or three years to talk things over with the Fox people. He has been representing Fox Film in Aus-

## London Show World

### PARIS ALHAMBRA VAUD

Film Shortage for Indies Forces Change of Film Policy

Paris, Aug. 13.  
 Difficulties encountered by indie theatres in finding film programs will cause the Alhambra to revert from vaude-film to straight vaude in October. The house is a big neighborhood house with 2,400 seats, and was rebuilt two years ago at a cost of \$770,000 by Gaumont. Last year house played successful vaude-film policy with seven or eight tracts; but now finds it impossible to carry on.

As a straight vaude house it will become opposition to Natan's Empire.

Rottenburg & Goldin, agents, are supplying the Alhambra's talent, while most of the Empire's is booked by the Lutetia agency, which Natan took over when he stepped into the property.

### BEAVERBROOK'S MOSS OFFER WITH A STRING

London, Aug. 22.  
 Commercial Union Insurance company and the Westminster Bank have refused further weekly advances to Moss Empire. This was revealed at a directors' meeting of the circuit. Chain has been losing a steady \$11,000 weekly, although the company is still solvent.  
 Williams Evans, one of the three managing directors and a Beaverbrook nominee intimated at the meeting that Lord Beaverbrook prepared to advance money to the circuit providing certain changes are made in the directorate and policy. He has intimated as much several times in the past.

### Paremma Music Branch Goes Under New Group

Berlin, Aug. 13.  
 A new employment agency for vaudeville, cabaret, and other theatre artists has been formed under the name of the International Associated Booking Exchange. It was controlled by Paremma, the governmental Office for stage employment.

Several of the best known agents, Robert Wietseke, Riess and former Paremma manager Fechner are the associates. The entire Cologne Paremma office has been taken over, its specialty being agency for bands.  
 The commission of 6% will be raised to a sliding scale depending upon salaries paid.

### Mirror Adds

(Continued from page 37)  
 citations as a college professor and student of the drama, besides being a writer, a dramatist, and, presently identified with Ziegfeld.  
 Sobel resigned from Ziegfeld publicity where he was handling 'Show Boat' under the A. C. Blumenthal management, and also gave up the exploitation reins of 'Ballyhoo'.  
 Sobel is no relation to Louis Sobol, who spells his surname differently, Broadway, and was a columnist on the N. Y. Journal.  
 'Mirror' is dropping its book and music reviews and reviewer, Gustav Davidson, and will devote that extra space to the drama dept.  
 With Sobel resigning, Marc Lachmann takes over exploitation on 'Ballyhoo'. The Ziegfeld publicity berth will not be filled as Arthur Levy, now with the Blumenthal and in charge of publicity for Peggy Fears' theatrical enterprises, will pinch-hit for the remainder of the run of 'Show Boat'.  
 Lachmann will also handle the Low Brown-Jay Henderson show 'Forward March', along with 'Ballyhoo'.

tralla for 15 years. Present trip may result in some new and definite policy by Fox Films relative to its Australian holdings.  
 The situation with Hoyt's, so far as Fox Film refers to, has not been altogether favorable since it was acquired. After Sidney Kent, Fox president, returned from Europe on his recent trip, he indicated that a smooching over of that situation was to be expected soon.

London, Aug. 18.  
 Lowe, Bernoff, and Wensley scheduled to sail on the new French liner, the Chaplain, found the boat booked to capacity, and were compelled to sail Aug. 13, three days later, on the France.

**Duck 16-Show Schedule**  
 The Berlin edition of the Prince of Wales' continuous revue was to have had 16 German chorus girls and two acrobatic dancers. The show was to be on Sunday, August 19, prior to the Monday evening. They asked how many times they were to perform. Told the show plays four times daily, they replied, 'make two appearances at every show, 18 appearances in all, they flew back to Germany the same day.

**Hasard Short Feted**  
 The Alhambra management tendered a dinner cabaret dance at the Cafe Royal Sunday evening, Aug. 22, to Hassard Short, in honor of the year's run of 'Waitress from Vienna', which he produced and which closed the previous night.

**Toto's Foll Weds**  
 Ernest D'Avanzo, Toto's straight man, here on flying trip to marry Cracina Esmeralda, dancer, who was in the Toto touring show in England 18 months ago. Girl, despite her name, is English.

**Apollo's Profit Week**  
 London's D'Avanzo, two week's gross with Dave Apollo, who is, for four weeks, amounted to \$11,550, which means a profit of over \$1,760, very excellent considering heat wave.

**London Night Life**  
 Ernest D'Avanzo, Toto's straight man, here on flying trip to marry Cracina Esmeralda, dancer, who was in the Toto touring show in England 18 months ago. Girl, despite her name, is English.

**Shaw Film Panned**  
 Opening performance of Bernard Shaw's 'Too True to Be Good', at the Malvern Festival, Aug. 8, was distinguished by two things. The sickness of the London dramatic critics who were taken down by plane, and the severe panning accorded Shaw's factor in the picture. About 28 serious-minded critics lined up at Croydon for the plane and discovered on crossing Malvern, they were dipping in salute of the town. The dipping made them green, and probably prejudiced them against the play. They panned it.

In the States, Beatrice Lillie had the part played by the actor Coburn here, a complete dissimilarity of types.

Death of Cedric Hardwicke, incidentally, was brilliant.

**Peer in Show Biz**  
 The Marquess of Donegal is making his first foray into the show business and will present a revue written by Lance Lister, Rowland Dight, and John Galsworthy, with a libretto by Marc Anthony, entitled 'After Dinner'. Show will be produced by Lance Lister, and already lined up are Owen Farrar, Betty Franks, Hermoine Baddeley and Lance Lister. Show opens out of town in September and the tour goes to the West End middle of October.

**Amateur Shows Go Big**  
 Wallace Parrnell has lined up a new angle on revues for the English provinces and London suburbs, in association with Water Parkin, formerly provincial revue producer. Idea, from America, is to line up amateur talent. Show opened Birmingham, and is now touring, and was real clean-up, playing to over 43,000, which is about \$2,100 profit, shared between Parrnell and the theatre.

In order to monopolize the provinces Parrnell has come to an arrangement with the series of provincial revue producer, to work north of England, while he concentrates on London and the provinces are booked for English circuits. So far General Theatres has booked three acts, and Syndicate halls two.

**'Orders' Looks a Hit**  
 The newly decorated Shaftesbury reopened Aug. 3 with 'Orders Are Orders', an anticlimax of the series of successful satires by Ian Hay. This time the locale is an army barracks. 'Orders' is a comedy, and is being played by an American film company. Imagine the film director calling the 'Colonel Sweetheart' and you have the idea.

Looks like the Shaftesbury is in for another hit.

'Direct pinch from the London Palladium' is the billing at a provincial Fox Film reference to the management putting on a bill for a week with a comedian 'running the show'. The pinching refers to the fact that the management of Palladium's 'Crazy Moon'.

Honest folk, these British. Oh, yeah!

# B'way Back to 6 Shows, Grosses Up, Sept. Starters Gain in Promise

A score of shows are now in rehearsal, most of them aimed for Broadway. Included are several plays in the country show shops where some likely material has been recently developed. Four openings in the rural spots this week will be watched.

Meantime Broadway's list of attractions shrank again to six in all. That came about through the cancellation of two premieres which were scheduled for this week and the quick demise of 'Domino' at the Playhouse. Latter, accredited with being a Parisian sure thing and with favorable reports from out of town, drew unfavorable notices. It faded in five days, being the new season's first flop.

No openings this week. Three are scheduled for next week while the incoming card for Labor Day looks much better than indicated earlier, six new productions being due then.

They are 'Ballyhoo of 1932' (44th Street, postponed from this week); 'Here Today, Barrymore'; 'Flying Colors'; 'Imperial'; 'Best Years, Bijou'; 'Smiling Faces'; Shubert; 'Man Who Reclaimed His Head,' Shubert.

Next week's premieres: 'Folies Bergere'; Harris; 'Satan,' Forrest (postponed from this week) and 'Varnish,' a co-operative show, house indefinitely.

Business held up fairly well last week, with two musicals bettering the marks of the previous week.

Estimate for Last Week

'Another Language,' Booth (18th week) (C-708-\$3,300). Aids to professional business; current company leader will have little opposition for a month; \$9,000 to \$10,000.

'Ballyhoo of 1932,' 44th Street. Postponed until Sept. 1st, show for further rehearsal; plays Newark next week.

'Bridal Wise,' Cort (13th week) (C-438-\$3,300). Aids to professional business; current company leader will have little opposition for a month; \$9,000 to \$10,000.

'Cat and Fiddle,' Cohan (46th week) (M-1,400-\$3,300). Attendance improved here last week; gross around \$12,000; goes to road next month with 'The Du Barry' probable successor.

'Domino,' Playhouse. Withdrawn last Saturday. Early playing, five days; announced for road later after revision and recasting.

'Of These I Sing,' Music Box (35th week) (M-1,000-\$3,300). Improved again last week when the gross approximated \$27,000; looks like a cinch to the first of year; moves to larger house at reduced prices.

'Satan,' Forrest. Postponed until next week.

## FIDDLE, 'CYNARA' HIT FRISCO FOR \$24,500

San Francisco, Aug. 22. Town's two legits are coping pretty fair money for the week, although symphony concerts, horse shows, dog races and other attractions patronized by carriage trade are getting the big play.

'Cat and the Fiddle' and 'Cynara' only things on the boards. Former at the Curran is still healthy in its third week around \$15,000. Contingent 'Cynara' which opened two weeks, final take being about \$5,500.

'Fiddle' now has 'Frisco to itself until Aug. 28, when G-2 opens at the Alcazar at \$1 top, with Emil Bondeson and George Bole impresarios of house formerly operated by Duffy.

## Engagements

Eddie Poy, Sarah Jane, 'Humpty Dumpty.'

Ruth Gordon, Sally Bates, Donald McDonald, David Gray, Granville, Chas. D. Brown, Paul McGrath, Geoffrey Bryant, 'Here Today' (revival cast).

Emily Ross, Suzanne Freeman, Henry Sherwood, Clyde Veaux, 'Disappearing Men.'

Ross Alexander, Robert Vivian, 'The Stork.'

Dorothy Hall, James Bell, John Lill, Clara Lill, Granville, Bates, Joseph O'Connell, Robert Barrat, Byron Shores, Percy Kilbride, Desmond Gallagher, 'Lily Turner' (complete cast).

Sydney Greenstreet, 'Good Earth,' Helen Ford, 'The Other One.'

Ar. Garrett, Arthur Page, 'Forward March.'

## Figure Guarantee Plus Sharing Beats 75-25

The Buddy DeSylva-Lawrence Schwab musical, 'Humpty Dumpty,' will probably go into the Apollo on an odd sharing arrangement with both a guarantee and a percentage over a certain mark. If the attraction does business, the management figures it'll be a more advantageous sharing arrangement than even a 75-25 split.

Musical is geared to break at under \$20,000.

## Billie Burke Reunites To Make Home in West After Sept. Trip East

Hollywood, Aug. 22. Billie Burke, widow of Flo Ziegfeld, will return to New York in the latter part of September at the time her attorney, Louis B. Levy, arrives from Europe. She will take the body of late producer with her. After funeral services she will put her affairs in shape, as she intends reuniting to California late in the fall to make her permanent home here. It is expected Radio will take up its option after preview of 'Bill of Divorcement.'

Miss Burke stated to 'Variety' that A. C. Blumenthal would continue to handle her affairs in East and look out for 'Show Boat' when it goes on the road. Also, that there is a likelihood of another 'Follies' being produced, but that she had no intention of appearing in it.

Her daughter, Patricia, will go East, but will return in time to enter one of the universities here this fall.

## Ottawa Parley

(Continued from page 11) that the effect of the foreign film tax will not deter the importation of American films, because they will be necessary anyway to complete the year's program for every theatre and, moreover, the film exchanges will not foot the extra bill because it will be impossible to collect the new tax at time of entry into Canada. Further, owners of independent theatres, who have been proclaiming the fact that they are British subjects, will be assessed just as much proportionately as the big chain company which is controlled from New York, if the special levy becomes law.

There will undoubtedly be a big outcry by Canadian independent exhibitors before the measure is brought down in the House of Commons this fall.

To Help British-Made

The Conference Committee considered that the foreign film tax would provide increased encouragement for British pictures in addition to devising an additional source of revenue for the governments. The clause in the adopted report covering the point is as follows:

It has been suggested that aid might be given to the distribution of Commonwealth films and, at the same time, revenue might be derived by the imposition, in addition to the footage customs duties now in force, of a special levy on the value of all foreign films displayed, this levy being based on the value of such films for renting purpose while Commonwealth films are exempted from the levy. We appreciate that, in practice, the collection of the levy could not be made at the moment of entry because the actual value on which it should be assessed might not be ascertainable until renting contracts are made.

There would be no question of jurisdiction as between Federal and Provincial Governments in this special levy as would be the case in a revision of censorship fees which are under the authority of the Provinces.

For Free 'Samples'

Another consideration for British films was offered by the Committee in the recommendation that 'Those Dominion which levy a duty on films should consider the possibility of admitting a single positive of each Commonwealth film without payment of duty, under bond for exportation within 30 days in order to afford exhibitors an opportunity

## Shows in Rehearsal

'The Stork Is Dead' (A. H. Woods), Apollo.

'Follies' (Earl Carroll), Broadway.

'Passing Show' (Shuberts), Shubert.

'Of These I Sing' (road) (Sam H. Harris), Music Box.

'Humpty Dumpty' (Schwab and De Sylva), Fulton.

'Lily Turner' (Abbott and Dunning), Plymouth.

'Black Water' (Difference in Men), Carroll, Manhattan.

'Clear All Wires' (Nine Day Wonder) (Shumlin), Times Square.

'Here Today' (Sam H. Harris), Royale.

'Smiling Faces' (Shuberts) Harris.

'Nora' (Peggy Fears), Vanderbilt.

'Forgetten Man' (Shuberts), Bijou.

'Man Who Reclaimed His Head' (Hammerstein and Webster), Fulton.

'Another Language' (road) (Arthur Beckard), Booth.

'Follies' (road) (Ed Wynne), Imperial.

'The Good Earth' (Theatre Guild), Guild.

'Flying Colors,' 'Folies Bergere,' 'Best Years' now in try-out spots.

## 'REUNION' TOPS L. A., BUT SHOW QUILTS

Los Angeles, Aug. 22.

Hot weather, and with Olympics crowds gone, gave the three legits a leading and chorus, leaving the slide. 'Hang Up Your Hat,' intimate musical comedy, opened at the Music Box Wednesday and got about \$2,000 for first four performances.

Orchestra, stage hands bonded at last minute with chorus on show pay and principals and business staff in on percentage.

'Reunion in Vienna,' dipped to \$2,200, about three grand under previous week, and closed Saturday (20). Hot weather was too much for the 'Reunion' at the Music Box Playhouse, got \$2,500, about net money. Closed suddenly Sunday (21). Chance of keeping up three theatre parties a week under fourth week seemed remote, and they gave up the attempt.

Estimate for Last Week

'Hang Up Your Hat,' Music Box (1st week) (M-965-\$1,650). Estimated \$2,000 for first five performances, which takes care of orchestra, leading and chorus, leaving principals and business staff, in on percentage, to be paid off in old production.

'In the Best of Families,' Hollywood Playhouse (4th week) (C-1,150-\$1,550). Dipped about hitting the net at \$2,500.

'Reunion in Vienna,' Belasco (4th week) (C-1,103-\$2,500). Dropped to \$7,200, barely out of the red, and quit.

viewing the film without the payment of duty upon those films which prove unsuitable for display. In general terms, the committee expressed gratification in the 'substantial progress that has been made in the exhibition of Commonwealth films' due to their improved quality and 'in some parts of the Commonwealth progress is ascribed to the prior developments and financial arrangements give an advantage to other productions, and encouragement is required to ensure the development of the film industry through the Commonwealth.'

The committee took a rap at foreign control of theatres and film distribution in the following: 'The quality of Commonwealth films shown a marked improvement in recent years and their competitive value has been strengthened accordingly; but it has been suggested that prior developments and financial arrangements give an advantage to other productions, and encouragement is required to ensure the development of the film industry through the Commonwealth.'

The chairman of the Conference Committee dealing with films was Sir Atul C. Chatterjee of India while the sub-committee which studied the film question was Mr. Hon. J. G. Coates of New Zealand.

# Chi Unions Demand Work Pledge As Price of Concessions in Pay

## 2d Season for Religious Play on % and \$2 Top

Chicago, Aug. 22.

Rehearsals start about Labor Day for a second season of Joseph and His Brethren, religious play produced by Charles Lum for the Trinity Guild. Production carries 20 actors, 15 changes of scene and a full electrical switchboard system and play halls, auditoriums and schools.

Success of the piece last year warranted a second season. Playing on strict guarantee under sponsorship, show plays two nights and a matinee minimum and usually at \$2 top. Occasionally in minor towns it settles for \$1.50 top.

Principals this year will include Charles Grace, Charles Lum, Grant Forman, Edward Storm, A. C. Baxter, Rowena Scott and Harriett Gardner. Company travels by railroad.

Chicago, Aug. 22.

Lawrence Langner's Country Playhouse calls it a season Labor Day. The company will not go to New York. 'Chrysalis' owned by Theresa Helburn is set for production in October. Max Gordon is interested in the Mollere revival 'The School for Scandal' owned by Osgood Perkins and June Walker, leads, go into Guild production 'The Pure in Heart,' and Elizabeth Risdon troupe in 'Mourning Becomes Electra.'

Summer Co. Scatters

Westport, Aug. 20.

Lawrence Langner's Country Playhouse calls it a season Labor Day. The company will not go to New York. 'Chrysalis' owned by Theresa Helburn is set for production in October. Max Gordon is interested in the Mollere revival 'The School for Scandal' owned by Osgood Perkins and June Walker, leads, go into Guild production 'The Pure in Heart,' and Elizabeth Risdon troupe in 'Mourning Becomes Electra.'

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Chicago, Aug. 22. Stagehands and musicians will resist pay cuts and refuse managerial pleas for concessions. That is clearly indicated locally. A committee of legit showmen met Friday (19) to discuss their problems and the possibility of a united front in a union tiff.

While legit managers complain that the unions are hampering the return of prosperity to the legit theatre, the boys from the fly-loft and the trench take the view that 'no concessions without guarantees' is the only basis upon which they will consider any drastic changes.

Trading Stand

In other words, what will the managers promise them in return for favors. Stagehands are particularly Missourian as a result of an experience in June. They accepted a salary cut for the summer on the understanding that a number of legit houses were to operate through July and August.

After a couple of weeks everything folded and for the first time in theatrical history there wasn't a show running. Stagehands feel they made a useless sacrifice.

If managers can or will guarantee a 30-week working season it is understood the unions will be willing to listen. Otherwise they feel that for intermittent employment the managers should pay. Other side of the argument from the showmen is that the unions have set up such arbitrary and autocratic rules that Chicago, once an important show centre, is being converted into a one-week stand.

## Aim at Kedzie Stock

Chicago, Aug. 22.

Kedzie is reported in negotiations with Robertson-Gifford, the impresario who sponsored a season of 75-cent dramatic stock at the west side house two years ago. Since then Chicago has been with a stock company.

A. W. Roth, owner of the Kedzie, states nothing is beyond the conversation point. Meanwhile Robertson-Gifford have a tent show playing in Minnesota.

## Guild Role for Kelly

Paul Kelly has been engaged by the Theatre Guild for one of the lead parts in Jack Lawson's play, 'The Pure in Heart,' due to go into rehearsal for the Alvin theatre in about two weeks.

Kelly will get \$700 plus a percentage of the gross for the engagement.

## Egan East for Job

Hollywood, Aug. 22.

Ray Egan, lyricist, on his way to New York to see SE Fitzgibbon, with whom he is collaborating on a musical score for fall production. Said to be for the Shuberts.

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## Retailers' Own Daily

Major New York department stores are reported discussing among themselves the advisability of a "Merchants' Journal" in which to do most of their advertising. Such an undertaking would be a drastic blow at the daily newspapers' advertising columns, but this is said to be the way the stores feel about it at the present time.

Means of circulating their own daily, and making it interesting enough for the women, outside the daily recounting of the sales of the day, is being thrashed out.

Intent supposedly dates back to one department store's annual furniture sale, a long established event, which some of the other companies copied this summer. Whereupon the originating store blasted with ads telling the public to look around but not to buy until its own annual sale. Acceptance of this is what is said to have infuriated the other stores to the extent that the proposed "Merchants' Journal" crops up as a possibility.

## After 62 Years

The Graphic's English pictorial weekly, notice of whose subscription recently was received by subscribers in the U. S., had several claims to distinction.

During the 62 years of its existence, the paper featured photographs of news events done on fine color plates and superbly printed. The Graphic was the medium through which Dr. Erik Salomon, German photographer, whose pictures of statesmen in unconventional poses have attracted wide attention, first drew notice in the English-speaking world. The N. Y. Times' now handles a great deal of Dr. Salomon's stuff.

For years "The Graphic" featured, on a world-wide scale, what E. L. Monkman's "American papers, like items clipped from papers, large and small, exposing national hobbies, etc.

Early part of this year, illustrated Newspapers, Ltd., publisher of "The Graphic" and seven other English papers, changed its name to "The National Graphic" and appointed William C. Beaumont, editor of another publication in the string, director.

## Tarzan's Big Business

Success of Metro's Tarzan pleats together with other play plans for his Tarzan character, has led Edgar Rice Burroughs, the Tarzan creator, to believe that he can considerably boost the sales of his forthcoming Tarzan books. Accordingly, Burroughs publishes the Tarzan books himself, has appointed Michael S. Mill, New York, his Eastern distributor and general representative to thoroughly work that part of the country for the Tarzan books, while Burroughs himself works the West.

Burroughs publishes his Tarzan books at Tarzana, Calif., named after the Tarzan character. The triumph, "his newest book is 'Tarzan Triumphant', soon to hit the bookstores.

Complete sales of the Tarzan books have been well into the millions since the first 'Tarzan'. Even Burroughs is unaware how many copies have actually been sold, he having disposed of his early Tarzan works outright.

Hoffman Reviewing Again  
Irving Hoffman is back doing film reviews for the "N. Y. Journal of Commerce". Hoffman is also a caricaturist. While at the country "Beau Broadway" column, for the "Morning Telegraph" (N.Y.), he illustrated his own writings.

Among Hoffman's plants was the fact that the "Telegraph" uses his daily column items as a weekly spread in several tabs owned by the "Telegraph" or syndicated by the latter in other towns.

## Heads 'Photoplay'

Katherine Dougherty, for the past 12 years secretary-treasurer and business manager of 'Photoplay', has been selected to succeed the late James R. Quirk as president and publisher. She will retain her duties as treasurer.

Miss Dougherty joined the magazine 17 years ago, two weeks after Quirk launched the publication. She will be assisted in her new duties by board of six assistants of William T. Walsh, Leonard Hall, Frances Kish, Ruth Biers, Sara Hamilton and Margaret E. Sangs.

Walsh will act as managing editor. John S. Tuomey, circulation manager, will succeed the late publisher on the board of directors. This in-

cludes Miss Dougherty, R. M. Eastman, Frederick Secord and E. C. Crawford.

## Pyle's Libel Suit

C. C. Pyle has a \$100,000 libel suit against the Los Angeles "Record" which is about to come to trial. Based on a story in the daily that the publisher had been freed on bail on intoxication and evading tax fare charges in San Diego, Dec. 24, 1930. Paper published a retraction after the first edition, the arrested man was an imposter.

In "Record's" answer to the suit, 10 prior acts alleging non-payment of bills and intoxication on the part of Pyle were mentioned. Pyle's attorney tried to have these struck out, but Superior Court Judge D. L. Edmonds denied the motion.

## Reporter Jailed

Despite the strength of the London "Daily Mail", Frederick Budgin, one of its reporters, and social secretary of the Press Club, is in the hoosegow. Budgin was convicted of obtaining advance information on documents filed at Somerset House, depository for all legal papers. The clerk at Somerset House received a sentence of six weeks and Freddy got two months. Appeal was taken and the character of Budgin's business such as Lord Riddell, president of the Press Club, and millionaire owner of the "News of the World", the appeal court declined to alter the sentence.

## Femme Impersonator's 'Hookers'

Rae Bourbon, femme impersonator at the Back Bay Cafe in Hollywood, has had his first novel, "Hookers", published by Smith & Co. of Philadelphia. His second book, "Personal File", has just been completed, and a third, "Mont Market-A Fairy Tale", is at present in the typewriter.

Bourbon formerly was half of vaude team of Scotch and Bourbon.

## Morehouse Away—Anderson Back

Ward Morehouse is out of town again, this time on a vacation trip through the south. Last time it was because he was in Hollywood making pictures. Stephen Rathbun is handling Morehouse's column on the N. Y. Sun while he's away. John Anderson, "Journal", dramatic critic, who has just been completed, and a third, "Mont Market-A Fairy Tale", is at present in the typewriter.

## Sues Her Agents

Claiming that she has information that David and Ben Hampton, her literary agents, have sold "Speed" to a publisher, she turned over to them, Winifred Kay Knudsen, author, has filed suit in Los Angeles Municipal court.

Author's sues the New York agents for \$500.

## Newspaper Club Benefit

Newspaper club party at Ben Riley's Arrowhead Inn, New York, Sept. 4, for the purpose of unemployment fund with lots of celebs promised.

## Chatter

Lionel White the handsomest of the town's gay editors.

Robert being pointed to as possibly another Joseph Conrad.

Ray Long may do a book on that South Seas trip of his.

No longer news that Rian James will have another book published. This one is "Loudmouth", about a columnist's of course.

Livelihood has finally gotten that volume of Hollywood goss from Tay Garnett.

Lord Gorell will come over in the fall to lecture.

Sam Rosen works his typewriter in a bathing suit.

For the author of "Little Caesar", W. R. Burnett composed pretty good music.

Leroy MacLeod was once a newspaperman himself.

B. V. Lucas has written his reminiscences.

Gordon Kahn trying to place his "A Gentleman's Guide to New York" and "Speed" to a publisher.

Understood to have pointed out some of the places.

Francis Stuart nominated for the Irish Academy of Letters.

Random House will issue a book of George Gershwin's songs at \$20 a copy.

McBride has Paul Green's first novel.

Shorwood Anderson going to Russia.

John Hermann's first novel was barred here.

C. G. Green has another French Foreign Legion tale coming.

Rudolph Fisher is currently Harlem's foremost literateur.

## Over-Radioing

(Continued from page 1)

the helping hand for ambitious station operators.

Only difference between the factors in the analogy, say observers in the broadcasting business, is the foresightedness of the networks. By urging the stations to build 50,000-watt transmitters and to help finance the equipment, the networks have everything to gain, while the outlets leave themselves open to the eventual control by or complete loss of their facilities to the creditor chains.

## Wattage Ballyhoo

Networks figure that the more high-powered stations ticked on their affiliate lists the easier will it be to sell against the opposition. This rivalry for big wattage is brought home through frequent publicizing of the fact. Recently Columbia, for instance, sent out a squib boasting of the fact that in October its programs will pierce the air with an increased energy of 50,000 watts. Very recently NBC broke loose with a counter blast announcing that its scheduled increased power would amount to 297,000 watts.

But beyond this scramble for big wattage transmitters, there is another angle in point. NBC, which has been in the lead in this respect, that of show purposes for prospective clients. It's the attempt to counteract the headache spots with high-powered transmitters in nearby cities. Case in point, NBC said its maneuvering around WLW, Cincinnati, an affiliate that is installing upon the full local card rate for network commercials and picking up their program on the top. NBC at the present time is trying to induce a station not very distant from Cincy to build a 50,000-watt transmitter for its clear channel, with the network offering to finance the project. Suggested high-powered transmitter would cover much of the WLW area and do much toward diminishing the network's worry in that locality.

## Over-Powering

By yielding to the urgings of the networks, say observers, the majority of these high-power aspirants are going to give their listeners very few communities, they maintain, can afford to support these 50,000-watt transmitters. They're ok for the network's purposes, since they provide a good sales argument for national advertisers who want wide coverage and as few stations as possible to pay for. But local advertisers cannot stand the rates demanded when a station jumps its power from 5,000 or 10,000 watts to 50,000 watts. The latter coverage is so much overlapping to them, going "way beyond their circle of potential sales sources.

Construction of a 50,000-watt transmitter entails a cost of around \$200,000. It also necessitates an elaborate engineering staff to maintain it and the electric bill is proportionately high. Average depreciation of a transmitter is 2% a year, which means that in five years a new set of equipment will be required. All this lifts the operating cost of the outlet and the owner eventually may find out that the income from the community is far out of line with expenses. The increased rates are apt to drive off the old local customers and even the national advertiser is complaining that the time asking price is not commensurate with the sales possibilities in the community covered.

Best illustration of this situation is the 50,000-watt applicant in the "Southwest". Built at the persuasion and financial help of a network, in due time the ledger showed heavy losses. So it resorted to changing the network's terms of sale, and when this didn't relieve matters the station turned to the network and demanded more money for chain commercials. It had discovered, say the planners, that the network's local business to carry the load of a 50,000-watt and the only way out was to get more money from the network.

Network prevailed upon the station to let it send a staff of specialists down and show the station how to make money. Staff stayed a month and the losses were bigger than ever. Station, in desperation and in the hope of forcing the network into increase from the 2% to 5% rate, decided to reject one chain commercial after another. But the chain still refuses to yield and is biding its time.

## News From the Dailies

(Continued from page 34)

goes title to land. They would lose all but kitchen of their 450,000 home under lower order is rescinded, they said in appeal.

Judgment for \$350 back rent slapped on Rowland Brown in Los Angeles Muny court on eve of director's departure for Europe.

Margin of 23 votes given Long Beach, Calif., Sunday dancing.

Barbara Bedford drops wage claim of \$200 against Robert E. Tansey of Congress Pictures in Los Angeles.

Ann Alvarado, in Hollywood, received final decree of divorce from Don Alvarado, actor.

Desertion charge offered in Los Angeles Superior Court by Mary Elizabeth Golden in divorce suit against Louis J. theatre manager.

Los Angeles Superior Court approves Roscoe Ales' adoption of his stepchild, daughter of former Dorothy Adrian.

"Lysistrata" cast wins tilt in L. A. Superior Court in divorce suit. Members of vice squad who raided show must stand trial on false arrest and malicious prosecution charge.

Glendale, Cal., has turned down Thomas Jewell's application to build dog-racing plant.

Metro's new screen importation, Charlotte Suss, arrives in Hollywood from Germany.

Because her husband said he would marry her, San Quentin, then married to her, Orval Benedict, actress, gets divorce in Los Angeles.

Damages of \$7,500 demanded of Carlos M. Hernandez, technical director, by W. Hopkins, and \$4,466 demanded of Hopkins by Hernandez, denied in Los Angeles Superior Court. Judge ruled fight between the two was "spontaneous."

Sheriff William Traeger of Los Angeles county temporarily restrained by Superior Court from dismantling Gloria Swanson's home to satisfy judgment obtained by William Saylor, Ltd. Firm charges actress still owes \$14,000 on furniture bill.

Waldo Tupper, directing rodeo phase of 150 stunts of the rodeo games, recovering from injuries suffered in auto accident.

Wilson Miner, m. c. at ground breaking for Santa Anita racing park, Arcadia, Calif., Park. Will include motor driver's license course, 15,000-seat grandstand, with entire enclosure accommodating 75,000.

Maquers, Hollywood club of actors, staged burlesque on Olympic games at Lincoln revel Aug. 21 at Uplifters' Club.

Harold Duncan, brother of Vivian, shot to death, freed by Los Angeles court on rubber check charge.

For three years Barbara Pierce, actress, must testify, because of Superior Court decision in ruling on charge of driving while intoxicated, "motor driver's license" suspended one year and she must spend the rest of this month in jail.

Motion to dismiss breach of promise suit for \$50,000 against Ed Swore, ward of New Mexico state court, filed in District court, Albuquerque by Lora McKenzie, actress.

Roy Del Ruth suffering from intestinal influenza following collapse at Radio studio, Hollywood.

Fitch develops in legalizing race betting in California, with Superior Court, San Francisco, and Sacramento, ordering Secretary of State Jordan to show cause why he should not be removed from placing petition on November 10, injunction sought by Marin county taxpayer.

## Mid-West

An actress who managed to remain under the radar was supposed to have frustrated the efforts of Carl Olson, 36, to commit suicide in the Congress hotel, Chicago. She called Olson, and he, who was running a sanitarium for a rest cure, took her to a sanitarium for a rest cure.

A wife was unearthed to make things seem even less attractive for Harvey Spencer, 31, the shoe salesman from Peoria who was running a nude model racket in Chicago. Wife was surprised.

Cleveland was to see "Sally" with Helen Ford through the promotional

activities of its indefatigable home town producer, Robert McLaughlin. And there was to be, also, Donald Brian in "The Merry Widow."

Omaha reported a gambler murdered. Grover H. 'Whitney' Perry who traveled widely through the Midwest, and gambled extensively, was shot dead by an unknown killer in his home.

Over \$14,000 worth of art was disposed of at a sidewalk open-air market in Chicago's Grant Park. It greatly reduced the dizzy spells of local painters.

Murphyboro, Ill., lost its only source of film entertainment when lessee and lesser made faces at each other and kept the house closed. On the heels of this calamity the entire police force turned in their badges when given a salary cut, leaving the town bored and helpless.

Margary Latimer, prairie novelist, died in childbirth in Chicago when she refused to go to a hospital. Her husband, Jean Toomer, is also literary. Child survives and is doing well.

Waldo Wellington, 21, described as a musician, was taken to Passaic, N. J., after being beaten and beaten condition with a broken hip. Police in checking his condition found him in his host of the evening. William Wells, who denied responsibility for his guest's condition.

William Woodcock, 48, warman with Ringling's circus, crushed to death when falling from one van after another. He was a native of Bridgeport, Conn.

Elmer E. Thayer, 57, once a musical comedy actor, and brother of another one, O. B. Thayer, died in Freeport, Ill. He was the father of Tiffany Thayer, prolific novelist.

Princess Marie Kuzkowska, Russian refugee who teaches music at Kimball Hall, Chicago, sued her ex-husband, who was a member of the Cincinnati Symphony orchestra, for divorce and custody of their 12-year-old son. A widow lured him away, she alleged.

Minneapolis is engaged in producing funds to save its symphony orchestra from disorganization. National prestige as a cultured burg was at stake money-raisers pleaded. Needed is \$25,000.

Jae DeMille, adopted daughter of Cecil DeMille, will study art at the Oval Studio, and will be a student in the same school.

Andrew Koslow, Jr., fell between seats at the circus and parents have sued Ringlings for \$10,000 damages to the boy's head.

Marilyn Miller announced in Chicago that an unmentioned manager would star her in an undecided production this fall.

Elephants from Lancaster, Mo., will be boarded at the Lincoln Park Zoo while in Chicago to appear as ambassadors in a parade. They were formed outposts at Soldiers Field Aug. 28.

Artists' Models Union has been chartered by the American Federation of Labor to protect the American working girl from her bosses and their men friends.

Dolly Beck is the Chicago press agent and a well-known work in the pay mail, and the men not devoted exclusively to business. Headed by a woman, it has been established in the Morrison hotel.

Wilmette, Ill., was getting a wee bit peevish as prудish clubwomen who studied music and volunteer to America as a singer. A brother connected with the U. S. legation in Bucharest, Roumania, is helping him.

James C. Petrillo, for the first time in years, led a band. It was called the "Jazz" and was playing at the Chicago Music Festival sponsored by the anti-union "Tribe" and the "Jazz" band.

Gesture bespeaks a more kindly feeling all around.

Teck Publications now issuing "Radio News" and "Amazing Stories," "Complete Detective Novel," "Wild West Stories" and "Complete Novel Magazine."



# Still Too Much Family in Radio; Find Sponsor's Likes, or No Sale

Regardless of the millions of dollars' worth of surveys, charts and data collected by networks and agencies showing the public preferences and reactions to various types of other entertainment, sponsors more than ever are picking their shows according to their own personal likes and dislikes. This has been brought out forcibly and convincingly, may be, by the network agency game, during the current open season for auditioning of prospective commercial programs.

Situation has developed a new sales psychology among the chain and agency men. Instead of trying to sell the fellow on what is considered best to ballyhoo his product, the revised mode is to first find out what he personally likes in entertainment and from a show embodying these preferences. If he expresses favor for a certain name attraction, set him that name even though it is obvious that the particular attraction hasn't a chance of appealing to the class to whom he's trying to sell his product. Attitude avoids a lot of bickering and a good possibility of losing the account.

**The Wife and Kiddies**  
Sponsors more than ever make a habit of bringing along the wife, the daughter or a woman relative, or the entire retinue, to get the female viewpoint. The woman's opinion of an advertising manager may be convinced that it's a great program for the product and cite what such and such accounts successfully did with similar ideas, but if the family or relations' opinion is unfavorable, that finishes it. That program idea is out. Whether the family or relations would ever have a chance to use the product personally, something such as only the hardworking housewife could only know the value of, makes no difference.

Not so long ago a sponsor appeared at a network studio with a flock of kids belonging to relatives and his office staff, on whom he wanted to test a juve program that carried the same name. The kids audience voted it a great show and the network got the contract. Two weeks later the program was off. A giveaway contest had proved conclusively that the program didn't mean a thing.

Many are the occasions on record of a program being pulled even after it clicked big, both from the listening percentage and the family angles. Recent cancellation of a script show, bankrolled by a breakfast food distributor, makes an interesting case in point.

**Sales Charts Ignored**  
Head of the chain has objected to the program from the start, but had finally been prevailed upon by his advertising manager to give it a chance. Week or two after it was launched his branch office wired in that the program was going big in their localities. Upward moving graphs on the sales chart in succeeding weeks confirmed these reports. But still the family dictum magnate didn't like it, and frequently fretted his advertising manager taking it off.

Arguing with him was the sponsor's wife. Here they were, she pointed out to him, among the social leaders of the community, and there was her husband sponsoring a broadcast whose script was glorified life and love of a lowly pug. If the product had to go on the air, why couldn't his firm pick on a symphony orchestra and a symphony soloist and the end of the matter from the concert stage. Then she wouldn't have to have any qualms about turning on her husband's ether contribution while her guests were in the same room with the loudspeaker. Husband subsequently took advantage of the clause in the network contract that allowed him to cancel on four weeks' notice.

## WBAL, Off WJZ Sincere, Back To Half Time Sept. 1

Baltimore, Aug. 22.  
Being unable to give continuation of its synchronizing setup with WJZ, station WBAL here reverts to half-time on Sept. 1. This, despite the fact that the station has 10,000 watts, is the power outlet of the state.  
"Will split time with WTIC, which has gone off a sync arrangement."

## Dialect Plugs

Chicago, Aug. 22.  
Food products bearing the Colgate Ina label will be plugged over WENR in a new program, musical in nature, for household use.

Instead of the usual style of laudatory spiel by one announcer a series of voices will be interpolated throughout the program. Each voice will utter only one sentence. There will be various and frequently varied voices, each with a different accent. German, Swedish, Yiddish, as well as Oxford English accents, will be mixed up.

Novelty advertising technique is credited to Ben McKenna of the Stack-Goble advertising agency.

## CHAINS WORRY ON SPOT TIME CONTRACTS

New form of contract for spot commercial programs now being signed by radio and indie stations throughout the country promises to give the two major networks something of big import to worry about when the fall business season comes. These revised contracts carry a non-movable clause, which guarantees the spot advertiser that his program will have a fixed spot on the schedule and that under no circumstances will the session be shifted from that particular niche.

With one of these contracts on his hands, a station operator is prevented from switching the disc show to make room for a network commercial. Pleas or threats from the network's traffic department can be of no avail. Affiliated outlet's rejoinder from now on must be to decline in its regrets that the time required for the network is filled by a non-movable contract.

Pellmell shifting of the spot programs at the call of network traffic men has been a general practice among stations. The station representative or time-placing end of the business began to find itself in a precarious position. Clients were squawking in chorus at this frequent pushing around their waxes. Spams were getting. They were paying the stations the full local card rate, ran the commercial, and then the station saw no justification for the orphan treatment their programs were getting. One burn-up, once recalled among station reps, came from a breakfast food distributor. He found that a kid show of his, originally scheduled for late afternoon, had been gradually nudged up to around the 11 p. m. sign-off hour.

Then came the idea of the non-movable clause, with clients taking to it readily. In return for the guarantee that program stays as advertised, the advertiser agrees to a non-cancelable clause, assuring the station that the disc show will run the maximum amount of time stated in the contract. To get in on the contract, spot advertisers who plan to go on this fall, have been placing their time contracts with the stations many weeks in advance, or even before they've had their shows recorded.

Effect of the spread of the non-movable clause contract in the spot broadcasting field has already been felt by the network's sales departments. In recent weeks many a deal has been jammed up by failure of the chain to produce the spots and time required because it has developed, a spot advertiser had got there first with one of those non-movable contracts.

## MORSE ON RKO AIR STAFF

Hollywood, Aug. 22.  
Wilbur Morse, Radio p. a., moved to studio to supervise the program. Will write continuity for weekly 'Hollywood on the Air' program and act as contact man between home lot and other studios figuring in weekly NBC broadcasts.

## 'Serious' Harmonica Stuff By Minevitch on NBC

Borrah Minevitch and his harmonica band commence a series of 'serious' mouth-organ programs Sept. 4 on WJZ on a coast-to-coast NBC hookup for a half hour in the evening. Minevitch also has a commercial for Eastman Kodak Sept. 6.

The Sunday night harmonica concerts on NBC are probably in line with Minevitch's premiering at Radio City.

Harmonica act, current at Loew's State, New York, goes to the Met, Brooklyn, then Easton, Baltimore and Washington, but will be picked up by remote control en route.

## WAXING 'PENROD' FOR GRATIS TEST SERIES

Before hooking it up with one of the accounts it represents, the Blackett-Sample-Hummert agency is placing a recorded version of the Booth Tarkington 'Penrod and Sam' stories on around 15 stations as a test series. The series have been broadcast the show discloses click possibilities, the ad agency figures on getting one of its commercials to take over the permanent bankrolling of the platter. Meanwhile the B-S-H outfit will pay for the station time for each instance out of its own funds. Agency trials out a similar stunt with live talent on WMAQ, Chicago, last season. It was a script show called 'Bill the Barber,' with the agency itself footing the bill on both time and cast for nine weeks before bringing in a merchandiser to carry the load from then on.

Test of the program's popularity was a sample giveaway of the 'Penrod and Sam' series. Mail returns were sufficient to induce J. A. Ford, a member of the Affiliated Products group, to subsequently record the series for spot distribution in various parts of the country.

Account the agency has in mind for the 'Penrod and Sam' series is the distributor of a breakfast food.

## Radio Dramatic Stock In Person for Rep Date

Chicago, Aug. 22.  
Howard Keegan of WCFL will take 10 of his regular Monday night Thrashpans to the Garfield theatre, Milwaukee, to present 'Uncle Tom's Cabin' Aug. 23. Booking is in the nature of an experiment.

Piece will be played before a black box audience, with no general admission and a public address system. Idea is to test if this method of presentation is feasible.

Another old-time piece just added to the WCFL radio library is 'Strangers of Paris,' the David Belasco thriller of 45 years ago.

## 2 in Tex. Merge

Houston, August 22.  
KTLC, formerly owned by the Houston 'Post,' has been consolidated with KXYZ, local station of the Jesse Jones interests, which operates in the Texas State hotel. Ford Jones, manager of KXYZ, announced to present 'Uncle Tom's Cabin' from Washington, following authorization by the Federal Radio Commission. The 'Post' formerly operated KTLC as an auxiliary station for local programs, to give time on its big station, KPBC, for NBC programs.

The Jones interests own the local CBS outlet, KXCH, which operates in the Rice hotel, with KXYZ as an auxiliary station. Power of KXYZ is to be increased from 100 watts to 250 watts. Station personnel remains the same.

## Keys May Settle

Three Keys' contract with WCAU, Philadelphia, which that station holds, will probably be settled by Harry Lenetsky, who has the colored trio under theatre contract, having discovered them on a district hunt for other talent suitable for stage work.

The Keys are in for a build-up at NBC, with Lenetsky managing their stage work. WCAU contract is said to be without consideration and the agent will effect a settlement rather than complicate matters when and if the trio clicks later on.

# Chains Careless Scramble For New Biz as Accounts More Cautious

## Hitch Your Wagon

Hitch your wagon to a radio star, or a prospective ether satellite. That's the hope and ambition of every chiseler among radio men.

Wherever there's a radio personality there's a manager in the background collecting nicely for himself, up to 25 and a 33% in many instances, in exchange for 'developing' and 'grooming' the talent during its novitiate.

The agents and managers are accordingly all on the qui vive for some personality to 'take under their wing' as a prospective meal ticket.

Common tendency among prospective ether advertisers now is to make sure they've got a program all set to go on before hitching on the proverbial dotted line for network facilities. Provides a marked contrast with the practice prevailing a year ago when commercials first started to come and then started to give thought to what it would do for entertainment.

Accounts that signed last summer for fall entry on the networks without having a show all framed secured over 60%. Today that situation is a rarity. Many was the case last year of commercials that didn't have a program picked out and ready for launching until a few days before the opening date.

On the New York end both networks are seeing beds of auditions. For the past month or so Columbia has been averaging 25 auditions for commercials, while the tally at the opposition studios has been hitting around twice that number. Continuing writers have been and still are plodding until midnite turning out program ideas for the sales departments but the actual number of contracts netted so far are considerably under the total of fall initiatives lined up this time a year ago.

## Loose Credits

In the final ledger analysis the networks' anxiety to show its goods for the past year will be way out of a year ago. Simply due to the fact that the sales department of neither chain is taking the old precautions of inquiring into the prospective advertiser's standing and whether he can afford to bankroll the elaborate shows auditioned for him. Salesmen in their reports, at least, can make an impressive showing of the number of customers they inveigled into their studios.

Failure of the sales departments to first size up the account's spending power for the year is contributing the networks thousands of dollars a week in musicians and miscellaneous salaries. Case recently of a medium product manufacturer who after auditioning for him two name dance bands and a studio symphonic combo of 30 with several vocalists thrown in, allowed them all to figure he could afford was a string trio and a single warbler.

## FAKE COMBO TRADES ON DUTCH BAND'S AIR REP

Milwaukee, Aug. 22.  
WTMJ, the Journal station, is having considerable difficulty with the Dutch band's aggressive standing playing throughout the state claiming to be Heinie and his Grenadiers, now the outstanding favorite of the station.

Many complaints have been received from theatre and resort managers who have booked the imitators under the impression that they were getting the 'Journal' band, only to hear later that Heinie and his boys were playing somewhere else on the date.

But the Dutch evening feature during the first weeks without any great hopes for the future, the little German band has become a real hit and leads in fan mail.

## Virgin Queen Series

### Starting Over KFWB

Hollywood, Aug. 22.  
KFWB, which has been broadcasting a weekly program, based on the life of Henry the Eighth of England, will continue series under the 'Virgin Queen.' Starting Sept. 4 will deal with Queen Elizabeth I. Written by Kay Van Riper, dramatic sketches are enacted by group of local picture and legit players.

## Cleve-Chi Move

Chicago, Aug. 22.  
Gene and Glenn who have been broadcasting from WTAM, Cleveland may do their Quaker Oatsing this fall with Queen Elizabeth. Program resumes in couple of weeks.  
It all hinges upon their local Cleveland account, Spang Baking Co., which was the reason for their sticking in the Ohio town.

## CBS REPEATING 'GHOST' LINEUP FOR CHRYSLER

The mysterious 'ghost' audition of the Blackett, Sample & Hummert's elaborate radio program, which was designed as a 39-week contract, discloses that the mysterious sponsor was to be Chrysler. The automotive firm is now reported stalling on any ethical commitment, although a second trial period of the program is due over the CBS chain, with Walter P. Chrysler, Sr., to personally listen in. He is said not to have caught the first test program.

Chrysler meantime is off the air, bowing out of a revival of the Ziegfeld idea with the impresario's widow, Billie Burke, mentioned as the m.c. and with the same Eddie Dowling-Al Goodman orchestra. Jack Jacobson, who is said as Chrysler figures there would be too much of a sympathy angle, because of the late showman and, if the automotive firm re-engages in commercial radio, it wants to proceed strictly on straight entertainment appeal.

## Watchful Waiting

The Blackett-Sample-Hummert agency does not represent Chrysler. The firm has its own 'house' advertisements, resents the idea.

Chrysler was interested in the 'ghost' audition, but in view of the \$7500 to \$10,000 cost for the entertainment lined up, plus a \$400,000 to \$500,000 bill for network facilities dependent on whether it's 39 or 52 weeks, the automobile manufacturer has expressed himself in favor of waiting to see market trends, etc., and that until the end of September, or early October, would he be interested in a radio ballyhoo.

CBS will rebroadcast its 'ghost' program, which has Warner Brothers on its line Sept. 4.

LAYOUT will be the same as before with Abe Lyman's band, Gus Van Lillian Roth, Aunt Jeanna, Gene Rodemich's orchestra, Aileen Stanley, and Jack Osterman to do the ming on the eastern end, plus Jack Warner introducing various stars of his studio at the Coast Mike. The affiliation would cost WB nothing, the firm company co-operation being for a weekly plug of its pictures. Plan is a different film each week with the principal players thereof chattering into the ether.

## Ryan's 5 Mins.

Chicago, Aug. 22.  
Atlas Brew has ticketed Quin Ryan for 52 weeks to continue his program 'Headline Of Other Days' over WGN.  
Unique time arrangement calls for five minutes a day seven days a week.

## Satisfies, Renewed

Ruth Etting has been re-engaged by Chesterfield until the first of the year, getting a new deal for 14 weeks from Sept. 22 when she resumes on her new arrangement.  
The songstress is currently with the 'satisfies' account and will continue until Sept. 10, when she takes a fortnight's vacation.



# RADIO CHATTER

## East

Edward Raymond of Ware, Mass., member of the Walcott Sorenson and leader of Raymond's orchestra, both WTAC and WORC featured, walked down the aisle with Miss Helen M. Stalker of Bayonne, N.J., on Aug. 8.

Following the merger of the "Standard" and "Times," a twice daily program of news items is being broadcast by WNEH, New Bedford, Mass.

L. C. (Buck Private) McCollum has made a hit with his weekly feature on WCAX, Burlington, Vt., entitled "Highlights of the Lost Battalion."

William Scott's Pierre Roof, N.Y., orchestra are on the air five nights a week: Tues. and Friday, WOR; Wednesday over WJZ; Thursday and Friday, WEA.

Jerry Branon, tenor, who had been touring and broadcasting (on a WEA-NBC network) with Hal Kemp's band, guested with Gordie Randall's orchestra over WGY. Branon was a regular warbler over WGY at one time.

Phil Rapp collabs with George Price on his comedy material. Eddie Conne, the Sound Studios exec, and his wife, Bernice Petkere, songwriters of "Lullaby of the Leaves," etc., are now slumming in a swank apt. in the Delmonico's hotel.

The CBS Funnyboners drove in from Baltimore to New York all night Thursday to make their Friday a.m. Oxo broadcast. They closed at the Hippodrome, Baltimore, Thursday night.

## West

Harriet Cruise (Kemper), KPAB, has gone CBS for the Pennzoll program.

KXYZ, Houston, granted permits.

PHILLIP'S DENTAL MAGNIFICA  
WABO—Tues., Thurs., Sat., 8:15 P.M.  
**FRANCES LANGFORD**  
HAWAIIAN MELODIES  
WOB—Wednesday, 10 P. M.  
Stop Empire State Bldg.

slon by FRC to take over KTLC and increase power from 100 to 250 watts.

KLO, Oregon, moving to Salt Lake City.

Don Smith, singer on KGW, came to Seattle for a week on the stage with Jack Crawford's band presentation and was held over for second week.

Henry Francis Parks leaving Orreum, Seattle, as organist, readying to go on air at local stations in organ numbers and Coffee Dan idea of outside talent participating. Hours to be midnight to 2 a.m. probably over KOL and KVI.

Harry Golub, ex-RKO, mgr. at Salt Lake, now director of public relations with KDYL, appointed chairman of music and arts committee of local chamber of commerce. Golub sings.

KSL sponsoring "Green Cathedral" as its share of "Around the World." Hook-up joins four stations.

Sidney Fox, president, and Phillip G. Lasky, director of broadcasting of KDYL, flew to San Francisco to complete set-up for NBC.

Beth Whitney, former KDYL Breakfast Club entertainer and songwriter, had a small part in "Big Broadcast," Far pie.

Marvin Scott, local piano wiz, will lead the band at the Green Dragon. Nite spot opens Aug. 31. Scott is present band leader at Saltair.

Vai Valente will wield the baton when the Coconut Grove dance ballroom opens. Valente is at present in Portland.

Day after she was handed her walking papers at NBC, Rita Lane, soprano, was recalled, and remains on staff.

Saul Siff has joined KPFC as piano soloist.

Quaker Oats returns Van and Don, "The Two Professors," to the air via NBC, Friday, Aug. 23, after two months' absence. Pair have been vacationing in the east.

## Mid-West

Blagueluk, now using Columbia facilities, will possibly switch to NBC this fall. Conversations are in progress.

WTMJ now using the moving coil mike.

Jack Bundy, WTMJ, started out to be an engineer but finally went

into vaude and fell into radio work in Detroit.

Everett Cobb, formerly WISN, now with WTMJ.

Charles Morosini, WISN, is an advertising man when not appearing in radio plays. His wife, Eleanor Butler Mervin, is dramatic coach for the station.

Marjorie Crossland, known to Broadway, appearing in WISN plays.

Bob Stevenson, playwright and Minneapolis Community Fund publicity manager, broadcasting over WCCO on intimate local news happenings as plug for fund.

Walters has signed two singers, Carl Fornier, tenor, and Lorena Anderson, winner of Atwater Kent contest. Miss Anderson is a repeat.

## South

J. B. Roberts, WAPI, Birmingham, announcer, has high hopes of going around the world on a freighter.

Della Dean Orr has returned to her old job at WKBC, Birmingham, as program director, taking Jimmy Merrill's place, latter to go to high time to standing before the mike.

Gene Austin made personal appearance over WAPI during his engagement at the Rialto, Louisville.

Norman Albee added to WHAS staff of operators.

## ARRANGERS OUT AMONG FRISCO STAFF CHANGES

San Francisco, Aug. 22.

NBC will drop its staff of arrangers, letting some out entirely and putting others in musicians' chairs. Only new arrangements to be used will be on commercials with the advertiser paying the fee. Jerry Stewart is the first to get his bus stop.

Plans team of Dell Perry and Oscar Young, on air locally for three years, is also off NBC, with Edna Fischer and Newell Chase replacing them. Perry Thompson and Bill Kuer, ex-KPBC announcers, out, with Roger Krupp coming from KTAB Sept. 1 to join the NBC splinter staff.

Calvin, Christopher and Louise Gale, former KPBC vocalists, are now doing a program piece for the network. Rita Lane, recently given her notice, was recalled for one day and is back as staff artist.

## Wonders' O. O.

Chicago, Aug. 22.

Ralph Wonders is in town giving the local branch of the Columbia Artists Service the once over before making several contemplated changes. Particularly slated for an overhauling is the band department, managed at the present time by Bob Sanders.

Wonders is planning on splitting the band selling assignment between two men, which would keep one around Chicago and the other constantly on the road making prospect contacts and scouting for likely mike material.

## Airing South

Chicago, Aug. 22.

Eddie South, colored maestro, gets his first network station airing over WMCA with his booking into Via Lago cast.

Previously South was heard over the independent WIBO.

## NBC Ousts King

Chicago, Aug. 22.

Jean Paul King, one of the veteran announcers of the Chicago area, was suddenly let out last week at NBC.

He will freelance.

## ANSON WEEKS' BAD GAM

San Francisco, Aug. 22.

Anson Weeks is hobbling about on a cane suffering from an injured foot. He directed his recent Lucky Strike program from a wheel chair parked in front of the band at the Hotel Mark Hopkins.

Francis, Day & Hunter have taken Bolton Music's "When We Ride on the Merry-Go-Round" for England.

"We're All With You, Mister Hoover," by Robert Mack, is one of the first campaign songs out.

## Little Bits from the Air

CBS sequences of programs on WABC and out whether by design or accidental, the commercials and sustaining, as asserted on WABC, shape up better in variety and quality.

While radio audiences have their favorites, and twirl dials at will, they use fish bait for Rudy Valle during his break-ins on WMCA and the lesser stations—there's no question but that.

If WABC manages to first command dial-in attention, and if the radio is left operating so that the quality is in the same par, it's a break for the rest of the commercial sponsors that evening.

The public's inherent laziness was the downfall of phonograph records, as is well known. It's too easy to tune in on a station and let it rest there; too much trouble changing the record and sliding the disks players or comfy-chair newspaper readers will just sit leave not bother with it. But if one station services satisfactorily.

Jay C. Flippen and his Flippenettes' "Wacky" skay light comedy for 15 minutes. Flippen will land commercially soon, or should. That goes also for those energetic 4-Elton Boys in support.

The Chesterfield Street Singer, as Arthur Tracy is now billed, more than satisfies during his 15-minute radio stint on CBS. The program is smoothly paced, sans much interruption and ballroom, and is superb institutional ballroom for the ciggie firm.

That "Merry Widow" melody was a "Columbia Holiday" and the finale "Star Dust," which Tracy revived vocally. He also registered with the Helmore Chase "Rachman," delivered in fine voice.

There isn't much ostentatious about this Friday night interlude, but it's showmanly delivered none the less. That cheerful finale of "see you then," in brief colloquialism, they upon heralding Ruth Etting on the morrow, is as effective a come-again invitation as the "see you then" has been superlatively heralded.

They're learning, those radio advertisers.

Paul Whiteman's Pontiac half hour was check full of variety. Everybody had an inning. Roy Barb and Ramon, at the grand Jack Fulton, Jr., Red McKenzie, the Rhythm Boys and the rest, not forgetting the maestro's own remarkable orchestrations. All the arrangements were particularly noteworthy.

Jacques Frey and Mario Braggiotti are a bit too Chopinians for best pop appeal on WABC. That they are Ramon, at the grand Jack Fulton, Jr., Red McKenzie, the Rhythm Boys and the rest, not forgetting the maestro's own remarkable orchestrations. All the arrangements were particularly noteworthy.

At 10:15-10:30, the stayer-uppers are partial to the more rhythmic stuff and, while it might be deduced that anything in contrast to the bands had a chance on that very fact alone, it's too tough an assignment for just two pianos. After all there's lots of good late hour full symphony stuff as they're not filling a void along those lines. Frey and Braggiotti are still inherently of the lighter school and their formula programming of "heavy" opening stuff ought to be eased up. However, there can be no dispute with their corking arrangements.

Burns and Allen have made their "dumbest" a fine art. While close analysts of their style of delivery and material may wax capricious over the certain formula punches when the cute Gracie Allen socks home a kicker, the fact remains that this team has won dial-concentration for the Robert Burns cigars in a highly flattering degree.

The material must be constantly fresh in the more to their credit, and of course George (Nat) Burns' swell foiling for his partner-wife is a stable light of it. That goes double for the Guy Lombardo disappearance.

It's as amazing that the comedians have maintained their excellent pace as is the distinctive union with which the Lombardos invest the Burns program. Union and dance music may sound somewhat awry as a coupling for a dance combination, but nonetheless it applies as the band at no time permits itself to deviate from a high standard of program and performance. That's too easy task with the highly competitive dance band field, but the Lombardos evidence judiciousness in the selection of their songs, including certain time-honored mu-

sical comedy favorites, such as "Too Two," "Say It With Music," etc., which don't hurt.

The Burns ad spiel has also evolved a rather cute libretto, a thumbral dialog sketch, laid at the N. Y. Yacht Club, with sundry voices engaging in a not too artistic bit of pilferage which ingeniously, yet not too subtly, works in the plugs for the seagulls.

Jack Benny was in good form on last week's program, having evolved sundry effective gags for plugging Standish Dry. In line with the trend toward a humorous plug for the sponsor, he is sugar-coating and making palatable what is usually a borsome interlude in the best of programs. Such a crack as when he paralleled the backfield members of a football team and added a nickelback for your empty bottle of Canada Dry, serve their purpose satisfactorily without bothering anybody.

Ethel Shutta also did well by "I Lost the Man I Found." Olsen's music started off nicely, too, with a foxtrox arrangement of "Jubilation," including a little of "Samson and Delilah" in the arrangement.

However, those prop laughs by the studio personnel still ring high. It's strictly an intra-studio build-up, and, highly artificial in its audible microphone effect. The stuff doesn't need that pulmotorizing to register.

Countess Olga Allen's "I'll Never Be the Same" on CBS's service was plenty okay, too.

## ANSON WEEKS

And His ORCHESTRA

NOW IN 25th YEAR AT

HOTEL MARK HOPKINS

SAN FRANCISCO

Broadcasting Nightly

C.B.S. COAST NETWORK

Lucky Strike Dance Hour

Semi-Monthly

Exclusive Management

Musie Corporation of America

## JACK DENNY

AND ORCHESTRA

Waldorf-Astoria Hotel

Victor Records

Gem Safety Razor

Program

Lucky Strike Dance Hour

Management M. C. A.

## John P. Medbury

Master Without Ceremony  
on the  
Demi Tasse  
N. B. C.  
Coast Network

## Baby Rose

The Biggest Smallest Attraction  
on Radio and Stage  
Headlines—Sat. Aug. 23  
Dr. WEED-SIMON

## Marie

JOHN SHEVLIN  
(TENOR)  
After 16 weeks on WOR, am taking a vacation. To resume my activities on the radio, I have been re-appointed Address: 725 Amsterdam Ave., New York

**JARRET**  
NBC ARTIST  
THIS WEEK (AUG. 18)  
**CAPITOL, NEW YORK**  
AND TO BE  
**HELD OVER 2nd WEEK**  
Selected as Leading Juvenile  
in BROWN and HENDERSON'S  
New Musical Production  
**"FORWARD MARCH"**

## READING G.O.P. AIR PROPAGANDA IN WEST

Chicago, Aug. 22. John Elwood, NBC v.-p. in charge of operations, was in Chicago last week with Ted Allen of the NBC sales department to confer with Republican politicians on pending broadcast.

Senator Henry J. Allen, head of the publicity committee of the National Republican organization, will headquarter through the campaign at the Palmer house, here. Ben Pratt, recently given the title of director of public relations for NBC in Chicago, will probably establish an office at the Palmer House to contact the G. O. P.

## Charis All Set

Charis Musical Revue returns to CBS Sept. 6 with Helen Nugent and Ben Alley on the warbling end, and the instrumental background furnished by Anna Leat at the organ and a string trio.

New hookup gives the quarter-hour show a link of 52 stations.

**CASA LOMA ORCHESTRA**  
NIGHTLY FROM THE  
**STEEL PIER**  
Atlantic City  
Radio Station WFO  
Personal Management  
F. C. O'KEEFE  
Mills-Rockwell, Inc.  
799 Seventh Ave., New York

**ABE LYMAN**  
AND HIS  
**CALIFORNIA ORCHESTRA**  
Columbia Broadcasting System  
**PHILLIPS DENTAL MAGNIESA**  
Tues., Thurs., Sat. 8:15 (EST)  
**COAST-TO-COAST**  
**WABC**

**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**

**DUMB CRACKERS**  
ROBERT BURNS PANETELA  
**WABC**  
Every Wednesday Evening at 9  
**BURNS AND ALLEN**  
Dir.: WM. MORRIS AGENCY

**RAYMOND PAIGE**  
Musical Director KJL, Los Angeles  
GUEST CONDUCTOR  
**HOLLYWOOD BOUL SYMPHONY**  
July 25th  
Directing Gerhart's "American in Paris" and the Bolcher Ballet

**KUZNETZOFF and NICOLINA**  
24th CONSECUTIVE WEEK  
"STERO" Program, Wednesdays, 10:15 a.m., WEAF

## Standing By

All out-of-town stage bookings for Colonel Stoenagie and Budd are off until another sponsor has been found for the pair. Colonel Stoenagie wants them close at hand, so that they can be available for auditions.

Boys leave the Ivory Soap program this Friday (28).

## A. T. GRABS MOLLISON FOR \$2,000 AIR SCOOP

Enterprise of a commercial on radio scooping the world was witnessed Saturday night (20) when Lucky Strike picked up Capt. James A. Mollison, the lone Scott trans-Atlantic flier, from the Admiral Beatty hotel, St. John's, New Brunswick, Canada. Aviator short waved to England and with the Caribell orchestra from Ecuador Aires already hooked up, it gave the doughty Scott a world-wide coverage.

Stunt cost Lucky Strike only \$2,000 for the land wire to the aviator's room in the hotel and he received no remuneration from Lucky Strike, according to the report. American Telephone Co.'s agent in New Brunswick arranged the stunt.

No advance publicity on the Captain's talk, it having been arranged on short notice, but it managed to stop the world with an impressive explanation of an epochal flight, as the Captain is not only making his first visit to New York but he is planning an immediate return within the week.

## 4 for NBC

New business tally for NBC last week took in a coffee account, a food canning outfit, and a petroleum refiner. Same time Edgeworth Tobacco came through with a renewal for another 13 weeks effective with Sept. 14.

Continental Oil brings Carverth Wells back to the network Dec. 7 in a weekly adventure program over 24 stations. Other two new accounts will originate out of Chicago. They are Folger's Coffee, starting Sept. 28 over a special midwest and southwest hookup, and Monarch Brand Food Products, set to embark on the basic blue network Oct. 2. Former has obligated itself for 20 weeks, while the canner has contracted for 13 weeks.

Coffee roster will use the same script show, "Jane and Judy," it had on CBS last season, on a five-day-a-week basis. For its entertainment draw, Monarch brand has selected on a mystery tenor and a string trio.

Chicago, Aug. 22. Irene Wicker and Marge Evans will be "Judy and Jane" in a new program of that name which Folger Coffee will launch Sept. 28. Scheduled daily for 2:15 p. m.

Blackett-Sample & Hummert is the agency; NBC network.

## Insidious Oriental Plug for Italian Balm

Chicago, Aug. 22. Jack Bailey will impersonate the insidious Dr. Fu-Manchu in the radio materialization of the clever Chinese.

Fred Ibbett of McCann-Erickson agency is now casting the thriller which starts over the Columbia network through WEBB Sept. 29 for Campagna Italian Balm.

## RADIO HAZARDS IN TEXAS

Houston, Aug. 22. With several miles of power lines down between the downtown studio and the transmission plant at Deep Water, KTRH, made a quick switch of programs when the tropical hurricane struck.

CBS programs were put on the air over KXYZ, where Manager Tilford Jones, Program Director Hayne Hall, Hal Norbert and the staff stood by all night to relay reports of the progress of the hurricane through South Texas.

## 'SEKATARY HAWKINS' HIMSELF ON THE AIR

Chicago, Aug. 22. Robert Franc Schulkert, originator of the cartoon strip, "Sekatary Hawkins," will perform all the characters therein when the strip is broadcast for Ralston's Purina, starting Oct. 4 from Chicago over NBC.

Schulkert will carry an average of five impersonations per program. He will broadcast twice daily, once for eastern stations at 5:45 and again at 6:45 for the western hook-up.

Strictly a kid program, "Sekatary Hawkins" is not new to the air. Schulkert performed a radio version previously over WLW, Cincinnati, and based out the script to WTJ, Milwaukee, and to one or two other spots, notably Buffalo, where the radio tied in with the newspaper carrying the strip.

Agency is Batten, Barton, Dursine & Osborne.

## KJFF Resumes Oct. 1

Oklahoma City, Aug. 22. Station KJFF, off the air for several weeks, will resume broadcasting in the Elmore hotel about Oct. 1, with a new W. E. five-kilowatt transmitting set. Dudley Shaw, president of the National Radio Agency, Co., which operates the station.

KJFF recently was purchased by the Southwest Broadcasting Co., which afterwards merged with Pan-American Broadcasting, which owns four stations outright and controls 15 additional, all in Oklahoma and Texas.

## CBS-NBC Salt Lake Switch

San Francisco, Aug. 22. NBC has dropped KSL, Salt Lake, with that station going to CBS. The town's former Columbia station, KDYL, has switched to NBC.

S. S. Fox and Philip G. Laeky, owners and operators of KDYL, were here last week to discuss the terms of their NBC affiliation with Don E. Giman and other western execs of the network.

NBC claims no co-operation from KSL on chain programs, station having been unwilling to accept network sustainers or chain commercials instead of local commercials.

Shift gives NBC with a local outlet shooting 1,000 watts, while the CBS ally is slated to go from 5,000 to 50,000 watts around Oct. 1.

## It's Leo or Ted

Chicago, Aug. 22. Schaeffer Pen anticipates a return to the wavelengths this fall via NBC.

Now trying to decide between Leopold Spitznagel and Ted Weems to head a once weekly musical program.

## KFWB's Chatter Tipoff

Hollywood, Aug. 22. Sara Langman, former fan mag writer, has joined KFWB staff as writer.

She will also be spotted on a program to tell of her experiences interviewing Hollywood celebs.

## Beaucoup Jawing

Chicago, Aug. 22. Wrigley's jaw-exerciser goes back on the cosmos Aug. 29 with five weekly gobs of 'Myrt and Marge' and three weekly gobs of 'Indian Love'.

Columbia networks for both.

## Sax Player Called Cruel

San Francisco, Aug. 22. Divorce proceedings were filed this week by Georgia Eastmond, against her husband, Earl Eastmond, a radio sax player, on grounds of cruelty.

Mrs. Eastmond was formerly cashier at several downtown theatres. They have one child.

## Oil's 13

San Francisco, Aug. 22. Arzen Nial Oil begins a once weekly quarter hour program over Orange network of NBC on Nov. 16. Thirteen-week contract.

## Music-Radio Interests In Huddle On Compromise for Ether Rights

Strong possibility of the music men and the broadcasters getting together on a compromise contract within the next two weeks now looms, despite the rejection by Tin Pan Alley of radio's latest proposition. Both sides are anxious to arrive at a settlement by Sept. 1, when the current license fee contract expires, is clearly indicated by the fact that, regardless of the rejection, reps from the contending camps are meeting today (23) to resume discussions across the table.

After three weeks of total quiet as far as the music men were concerned, the broadcasters suddenly met in Atlantic City and drew up a revised proposition for consideration by the American Society of Composers, Authors and Publishers. Among those attending the AG conb were Harry Shaw, president of the National Association of Broadcasters, Philip Loucks, the NAB managing director, and A. L. Ashby, NBC's chief counsel and a network v.-p. Deal that came out of this gathering asked the society for a five-year contract, with a graduating scale to apply on the gross revenue that business done by the stations. Proposal set a 2% tax on each of the first two years, a 3% for the year 1935 and a fee of 4% for both 1936 and 1937.

For Three Years Broadcasters yesterday (22) were verbally notified that this proposition was not acceptable to the society. To begin with, the radio men were advised, any contract entered into with the society would have to be limited to three years. Latter info came as a distinct surprise to the broadcasters, for it had always been the society's idea that had insisted upon a long term agreement.

What caused the change of mind on the term angle, it develops, was the discovery by the society that the contract it holds with the composers, authors and publishers expires Dec. 31, 1935, and that any deal made by the organization for beyond this period would be invalid. To give the broadcasters a five-year contract would entail getting the society's members to extend their present agreements with ASCAP. Outside of the laborers involved and the time it would take to get these signatures, the ASCAP directors concede that the rank and file of the organization would oppose any

such extensions of their tickets at this time.

Counter proposal now made by the society is for a downward readjustment of the sustaining program music fees, with the broadcasters free to choose either a year's or three years' contract. If radio prefers to sign for a singleton annum the society's demand calls for a flat 5%. On a three-year basis it's to be 3% for 1933, 4% for 1934, and 5% for 1935.

Meeting today (23) is the first time the music and radio men faced each other across the table since the blow-up of negotiations three weeks ago. Tin Pan Alley had agreed to accept a compromise offer of \$1,250,000, that would have given it \$250,000 more than received in fees the past year from radio, but the NAB reps underwent a change of mind and declared the increase excessive. Fourpartners reached an impasse when the society refused to accept a substantial reduction from this figure and the broadcasters followed this up with an announcement that all discussions were off.

**DUKE ELLINGTON**  
AND HIS FAMOUS ORCHESTRA  
WEEK REPT. 3 FROM 8 P.M.  
WISCONSIN ROOM  
AT THE  
COLUMBIA NETWORK  
Wed.-Fri. 11:45-12 A.M. E.S.T.  
12:30-1:30 E.S.T.  
Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
799 Seventh Ave., New York

**CAB COLLOWAY**  
AND HIS  
COTTON CLUB ORCHESTRA  
Returning to NBC  
Network from the  
Columbia Radio  
in September  
Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
799 Seventh Ave., New York

**BARON LEE**  
AND HIS  
BLUE RHYTHM BAND  
Broadcasting from  
COTTON CLUB, New York  
Mon.-Fri. 11:45-12 A.M. E.S.T.  
Saturdays and Sundays  
12 to 12:30 P.M.  
Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
799 Seventh Ave., New York

## RKO PROGRAM IS CHI'S RADIO ORPHAN ON NBC

Chicago, Aug. 22. Chicago RKO program which had been on the air for two days will be tossed around for the next several weeks until NBC gets set on its new commercial for the fall. A new permanent time will then be arranged.

Meanwhile last week (17) the wiring of the College Inn cut the RKO program to 15 minutes. Bobbie Meeker orchestra took 8-8:15 and RKO the balance of the half hour.

## Eastern Air Studios Now Want Plenty of Leg Art

Los Angeles, Aug. 22. Chain press agency for the studios is full of peddling straight artist's pictures to the papers, have turned sexy.

Calls from the east to local p. a.'s is now for plenty of leg art. Requests are also for drawing room type of soprano to wear abbreviated costumes and show the gams if they expect to hit the magazines and dailies.

**RUTHETTING**  
GLORIFYING THE POPULAR SONG  
ON  
**CHESTERFIELD Program**  
COLUMBIA-COAST-TO-COAST NETWORK  
WED. SAT. 10 TO 10:15 E.S.T.  
Management  
**THOMAS G. ROCKWELL**  
799 Seventh Ave., New York

**MILLS BROTHERS**  
4 Boys  
and a Guitar  
**COLUMBIA BROADCASTING SYSTEM**  
Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
799 Seventh Ave., New York

**CHIPSO**  
Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
799 Seventh Ave., New York

## THREE KEYS

Colored Rhythmic Trio  
15 Mins.  
Sustaining  
WJZ, New York

Bob (Pease), piano; Slim (Furness), guitar, and Bon Bon (Vocallene), vocal trio. The three of them comprise the highly touted Three Keys who NBC made the mistake of cancelling. The trio is the fact that the trio is possessed of an intrinsic distinction which, in a measure, supports the over-enthusiastic gobs of bullhorn who recorded their big league radio advent.

It was this fulsome exploitation of their own, or less, product. The Three Keys, some of the commentators even assuming an adverse, preconceived capriciousness to anything that couldn't possibly be as good as all that—or such was the peculiar mental attitude of those who deal in bullhorn themselves, but who, perversely, sometimes refuse to become inoculated too much with it.

It was thus that the Three Keys required, in all dispassionate fairness to their torrid stuff, review and a little more time, to definitely overcome this capriciousness which many in the profane mistook as a failure.

For the trio in good—plenty! They're there with an odd-styled rhythmic idea all their own, and can take it to the radio, to the platform and make the customers like it in person as well as via the microphone.

It's different, peppy, full of rhythm, novel and entertaining all the time. The Trio, in fact, is the hottest guitarist this side of Eddie Lang, than whom there is no other in the business of rhythmic. These hot strings should intrigue the college element which plunks on something or other when they get to town, and can tune in while they're supposed to be studying.

They hail from Chester, Pa., and for a while, worked on WCAU, Philadelphia, under the billing of the three Blue Spangles. As a result of the advance bullhorn put on by the network, the Philly outfit now claims that it has the right under contract, and when NBC that legal efforts would be made to protect WCAU's rights to the team's exclusive, and in the same time several vaude agents here and Philly are also claiming a right in the pie.

Their stuff, blue but blues, is a superlatively heralded in the introductory spiel, but, what is more, the Trio must have an expert guidance in their partiality to the familiar type of melodic rhythmic. They take care, for example, do it more or less straight (at least as straight as a hot-cha, for this type of character can do it) and then, go to town, and making "Paradise" listen very devilish. Similarly, the melodically rhythmic "Baby's Blush" is an excellent substance for their shindies, at the same time not getting too far away from the blues.

Stuff like their "Georgia Bo-Bo" and the finale "de-rol" is enough to make a hi-de-ho straight jazz addict, in toto. They are neither Calloway nor Mills Bros.

They are spotted at 10:30 nightly for five minutes, four times a week, Saturdays and Sundays—a generous opportunity to make their position on the radio.

There are some who contend they should have been permitted to ooze into the public consciousness, for so, are genuine radio stars, but here's a trio that'll fast focus dial-in attention. They're too rhythmic and swinging and swinging this sort of specialized attention.

It's for this reason principally, pointing the Trio to the radio, click, that perhaps the over-ballyhoo was somewhat out of place. Only the trade knows the true degree NBC went for the build-up. It included a special one sheet, the first time ever gotten out by any artist, and the usual drop wires to the radio editors calling attention in superlative manner. A ludicrous amount of money, the line would have had a better psychological effect all around. But, alas, the Three Keys are clickers.

## KING KILL KARE

Singing, Talk  
15 Mins.  
Sustaining  
WJZ, New York

Wheatstrow, a subunit of the National Biscuit Company, picked this one as an easy one to produce for its product. Unbilled single on the session tossed off a bit of whistling, with a couple who are supposed to pass as comedy song numbers and a spasm of chatter about old King Kill Kare and his merry crew. Buses this is the first time a hand in dealing out the plug.

For a cheerio messenger of the day there are some who are supposed to be the lad's voice, with the style of delivery reminding of the singing of the Walter O'Keefe manner. But to those accustomed to turning on the set upon hearing this likely won't mean a thing. Curious remark on the associate material is it's failure to associate any point the biscuit brand with milk.

## DELMIA NIBBLETS

With Pratt and Sherman  
Comedy  
15 Mins.  
Sustaining  
KYW, Chicago

Advertisers remain perpetually sensitive about spoofing in connection with their product. But when some advertiser does let down its hair the result is often advertising that is as good as to be as palatable and appetizing. Such is Delmia Niblets.

To start with, there's imagination behind the product. But when some advertiser does let down its hair the result is often advertising that is as good as to be as palatable and appetizing. Such is Delmia Niblets.

Pratt and Sherman are intelligent lunatics who weave the story of their product into their topically idiocies. They use humor to offset the height of commercialism. By tomfoolery the message is delivered to friendly listeners and more people will remember Delmia Niblets than if the usual speller, a quiver with culture and diction, assassinated good-will with typewritten kernels with new dignity. They call their product "corn on the cob without the cob," which proves that even the simple monomorphs of mercantile can be glorified.

Even the inevitable contest has a certain brightness and worthy self-control. Not Delmia Niblets but property is the subject of the contest sentence essay to be written on a wrapper. Prizes are \$100 in cash plus a trip to the studio. Listeners are supposed to send in some observed incident or anecdote from their neighborhood which typifies the return of prosperity. For example: "The man next door had his first hair cut in four years. He said it was the first time he replaced that plate glass window that was broken in 1929."

To give the idea and accentuate the theme of the program, the announcers from the radio press various items that point the same way. For example, the return of prosperity, the orchestra gives a chord in G to punctuate.

A surprisingly effective program that is under contract, and commercial but keeps its nonchalance. Land.

## YOUR POEM FESTIVAL

With Elmo Russ, Norman Pearce  
Sustaining  
WPCF, New York

Only on a New York outlet could anything of this stripe and type get a chance for release. If any radio outlet has a sense of humor, distinctive unto itself, here's the candidate, and a curious one at that.

Once a month the station sets up a contest, the return of prosperity, the orchestra gives a chord in G to punctuate. A surprisingly effective program that is under contract, and commercial but keeps its nonchalance. Land.

By the mob, or the general listener, the program would be set down as the norm. But Russ is interested in the mob or general listener, but in that limited circle that will point out a joke, or a pun, or a saying it read. Russ, obviously, knows better than to put pressure on one instead he embarks it with various instrumental trimmings, feeding it out over the wavelenght to the poets' friends, family and relatives to the accompaniment of an orchestra, organ or piano and frequently put to song.

It's for this reason principally, pointing the Trio to the radio, click, that perhaps the over-ballyhoo was somewhat out of place. Only the trade knows the true degree NBC went for the build-up. It included a special one sheet, the first time ever gotten out by any artist, and the usual drop wires to the radio editors calling attention in superlative manner. A ludicrous amount of money, the line would have had a better psychological effect all around. But, alas, the Three Keys are clickers.

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## CHICAGO BASEBALL

Daily  
Commercial  
WGN—Pat Flanagan  
WBWB—Pat Flanagan  
WIBO—Norman Ross  
WGN—Pat Flanagan  
WCFB—Bob Hawk  
WJKS—John O'Hare

Another season of this sort of thing and the Federal Radio Commission may have to step in. Or admit that the baseball game is a thing that's handed 'em like it is. This is the second year of dedicating every afternoon of the season to baseball. The idea would be okay if it was just one or two stations, but most of the time it's impossible to tune in anything except baseball.

On a week-day afternoon it's bad enough, but on Sunday it's worse. A body that owns a radio a potential user thereof, forcing baseball from one end of the dial to the other is possibly inconsiderate. It may possibly originate in the influence the various announcers have upon their stations. Quin Ryan is station manager of WGN, Pat Flanagan is a business-gent at WBWB and Norman Ross is a business-gent at WIBO. They are all, think and privately talk baseball. They possibly find it hard to realize that many a quiver with culture and diction, assassinated good-will with typewritten kernels with new dignity. They call their product "corn on the cob without the cob," which proves that even the simple monomorphs of mercantile can be glorified.

Even more pointed is the shortsightedness of allowing professional sports to take up so much of the dial. A call of a program involving the President of the United States. That happened Sunday (16) when Columbus arrived in the Hoover Knights of Columbus ceremonies out of Chicago while its three announcers, WGN, WJZ and WJZ duplicated each other broadcasting the same baseball game.

This is a routine game, but the finest and most audacious sustaining program ever developed on the radio and standard of WBWB for two years, was also cancelled because the White Sox had a double-header with the Yankees and the 4th Highlanders band of Toronto, as well as many other programs of varying importance and popularity. Baseball, like the United States mail, appears to have the right of way.

This paranoiac that a routine game or any game is worthy of extended play-by-play reporting of six stations all at the same time has already caused considerable resentment. It is true that summer is the time when anything and everything is slipped in and over. But not this. This is a Chicago condition which is unparalleled anywhere in the country.

Unless the local stations halt the practice of duplication among themselves pressure seems inevitable for what it amounts to is just this: Chicago is a city where the city of Chicago are useless to their owners something like 150 afternoons a year! Land.

## 'EYES IN THE DARK'

Episodic  
Sustaining  
Warr, Chicago

Rare, indeed to tune in on a religiously owned station and pick up anything remotely intended as mere entertainment. The program is a tape tape forgets itself sufficiently for half an hour on Monday, Tuesday, Wednesday and Thursday. The adherents installments of a continued story by Jenoly Bird.

Story, the program is a tape tape forgets itself sufficiently for half an hour on Monday, Tuesday, Wednesday and Thursday. The adherents installments of a continued story by Jenoly Bird.

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## Inside Stuff—Radio

No immediate probability of the American Association of Advertising Agencies revising its policy toward the collection of commissions on talent. Nor is there any possibility of the agencies getting together and organizing their own talent bureau or clearing house on talent information.

When the commission question first came up the Four A's officially rejected the proposition made by the national network offering a 15% cut on talent bought through the chains' artists-services. Agency booklets at the time that its members were not to accept any sort of commission on booking, unless the split was treated as a discount and the full amount put to the client's credit.

Four A's has taken the attitude that it would be better all around for the agencies to negotiate for talent on a net basis and avoid inclusion in the deal any commission consideration. Although no official stand has as yet been taken on the subject, the association's radio committee finds no objections to an agency's charging a client 15% on talent disbursements. This 15% fee is termed a "prepaid" and is to be calculated on basis of the net cost of the talent to the advertiser.

Four A's still holds that a member must not under any circumstances accept for its own use anything resembling a commission on talent. Network idea was to have the proffered kickback pocketed by the agencies, with the chains grudging that the inducement would keep the agencies from shopping round elsewhere.

In turning down the NBC-CBS plan, the association condemned it as unethical and declared that no agency would be entitled for its radio program services to anything outside of the 15% already added to the net cost of the talent. Later fee, the Four A's figured, would be ample to reimburse the agency for the work put in in selecting and putting the program together.

That was the policy agreed on several months ago and that is the arrangement that should continue to prevail, according to the view held by the directing minds of the association. Small minority in the organization, the Four A's, however, has been in the past, but the overhead of their radio departments and that they should be permitted to accept a commission from booking agents. But, judging from the strong opposition to this practice voiced by the association's radio committee, chances of the association's adopting the minority's suggestion are extremely slight.

Four A's protested for a while the idea of organizing its own talent booking office but this has been definitely abandoned as impractical and open to the very abuses that the members were trying to get away from.

Robert Burns Clear wants more concentration of listener interest on its program and it's going to add a warbler to the Guy Lombardo-Burns and Allen combination. Vocal specialist, the account is trying to find, will have to be possessed of a distinctive, arresting pair of pipes, which, the sponsor hopes, will cause fans to banish from their attention everything but the voice coming from the loudspeaker.

Comments made by the sponsor, to find out, first, whether the Lombardos or the crossfire team. Combination is drawing them to the dial as strongly as ever. But it seems that surveys made by the advertiser disclosed that the program rates 100% auraculic attention only while the patter pair are on. As the elgismaker has it charted, if the listener weren't all ears and not during these chatter spasms he wouldn't get the drift of their nonsense.

On the other hand listening to the band doesn't require 100% attention. The listener, according to the commercial's findings, can keep one ear peeled in the direction of the amplifier and with the other catch his bridge partner's wrong or the party bartender's query about standing for another round. The general conversation edging around him. In fact, he can listen to a conversation, toss in an occasional word or two of his own and even read a newspaper all at the same time and yet be aware of the Lombardo brand of syncope. But that singleton-ear state of affairs is deemed the wrong kind of "program consciousness." As, as the commercial sees it, without "program consciousness" on the part of the listener there's no assurance that the bankroller is making the right impression.

Concentration coralled while the comedy team is on, the sponsor has the best, last evidence for the post-hoc stretch. It has an idea that a singing voice charged with a flock of that kind of magic, the show needs to give it a bigger percentage of high-powered attention.

A prominent radio man of the British Empire is a member of the American Radio and Television Inspection Conference at Ottawa in the person of Mr. E. Duffy, president of the Australian Federation of Broadcasting Stations. Duffy is the owner of Station 3KZ, one of the 37 broadcasting studios of Australia, and he has brought along letters to show that programs from his station are being heard in the United States.

Apart from affairs of state, Duffy is primarily interested in broadcasting and, following the Ottawa Conference, he is proceeding to Washington, D. C., for a conference of his own with the Federal Radio Commission with whom he has an appointment. He will also inspect various stations in New York and other U. S. cities before returning to Toronto to head the Canadian station.

The set-up of the Canadian Radio Commission which is scheduled to assume control of broadcasting in Canada some time in the future, after conference cares have subsided. Duffy explained at the conference that Australia has two groups of broadcasters, a government chain of the commercial or "B" stations. There are 350,000 licensed radio receiving sets in the Commonwealth for which an annual license fee of 24 shillings (\$8) is paid. Duffy admitted a dearth of appropriate talent in Australia for other programs, considerable use of phonograph records being required. There are now plans to set up a chain of radio stations in Australia. A movement is on foot to establish a national or state orchestra, chiefly for broadcasting purposes, to stimulate musical taste.

Duffy expressed the view that Canada should have a greater share of voice in its agreement with the United States on broadcasting arrangements.

Denial of the report waiting around, that he is resigning from the Batten, Barton, Durstine & Osborne agency to join NBC, is made by Roy R. Durrant, president of the Australian Federation of Broadcasting Stations. Duffy is the owner of Station 3KZ, one of the 37 broadcasting studios of Australia, and he has brought along letters to show that programs from his station are being heard in the United States.

Further reported that Durrant was slated for grooming as president of the RCA network, with the job to go to him in the event the RCA powers decide that the Durrant's is the best. Durrant's has been studying the time. Broadcasting industry generally, however, doubted this phase of the report, being inclined to the belief that when it came to a showdown Aylesworth would decline any such move and would ask to be relieved of the RKO hook-up in favor of a full return to his NBC post.

Amos 'n' Andy completed four years for Pepsodent last Friday (19) and the statisticians gathered some figures.

In 235 episodes the boys played over 100 characters. Previous to their Pepsodenting they were a team around Chi under the name of Sam and Henry.

Holding a contract with Eddie Cantor for radio programs, Chase & Sanborn is pressing the comedian for immediate programs.

Cantor has flatly refused to go on the air while making his picture, "Kid From Spain," on the Coast. Film still has several weeks to go.

## CRUSHED BY AUTO

Lexington, Ky., Aug. 22.

Charles (Spud) Spaulding, 27, dancer, drummer, and comedian, was killed here when an automobile on which he was working slipped from the jack and crushed him.

He was a member of Blue and White orchestra, radio unit.



# 'MUSIC TRUST' SHOW-DOWN

## NBC Needs More Than Just a Wire To Make Plain Bands Name Bands

Name orchestras around the country see in the disintegration of the NBC's band booking department an optimistic omen lesson as regards the futility to mechanize the popularization of name talent. Just to put an NBC wire into a tube, hotel or restaurant and give the NBC-booked band there a healthy plug isn't enough to guarantee that that orchestra will acquire a radio rep.

There was considerable objection to this 'in' which the networks had in spotting their bands, plus a wire, as a combination booking attraction. But despite this, there still flourished outside names under independent booking auspices such as Mills-Rockwell, MCA, Orch. Corp. of America, Kennaway, et al. These survive with their big band names while the NBC has shifted Ed Scheuing, who headed its orchestra division, into booking talent for indie theatre dates.

### 4 Left

Scheuing alone retains for NBC, Tom Whitman, Buddy Rogers, Rugs Columbo and B. A. Rolfe as the sole important orchestra leaders for managerial attention; otherwise some 20-25 bands that were assigned to NBC have had their contracts turned back or settled.

Among those who were in for NBC build-ups who have been released are Smith, Bailey, Ted Inack, Lew Conrad, Vincent Loe, Hal Kemp, Phil Spitalny, William Scott and others.

Rudy Vallee left NBC management some time ago and is being handled by Orch. Corp. of Am. for indie dance dates. Vallee is booking, Public and other theatre dates direct. The Vallee-Fleischmann hour is an NBC hangover booking.

## VALLEE K.O.'S RAZZING WILKES-BARRE MINER

Easton, Pa., Aug. 22.—Rudy Vallee, who is booked while playing at a dance at Fernbrook club, near Wilkes-Barre, with about 3,500 dancers jamming the hall at \$1 per. While Vallee was leading the dance, a youth of about 20, well built and looking like a miner, passed an insulting remark loud enough for the band leader to hear. Vallee stopped the music in the middle of the dance, leaped off the platform and swung a right from the floor upwards, the youth stretching out on the floor almost unconscious as Vallee's fist met his jaw.

Vallee then returned to the platform and continued with the dance. When the police arrived the youth was still on the floor and just about recovering his full wits. He was taken out.

Vallee is now touring eastern Pennsylvania and did work at Pottsville and Allentown. He is suffering from an infected foot, but appears at the parks as scheduled and is on the platform all the time.

## M. C.'s Dance Combo

Des Moines, Aug. 22.—With 100 consecutive weeks as m. c. at the Paramount, Al Morey is organizing his own dance band for local appearances.

He will premiere with the opening of the Pattee roadhouse.

### \$2,000 For Music Benefit

Seattle, Aug. 22.—Close to \$2,000 was grossed at the benefit dance given at the Trianon for the unemployed union musicians of Seattle, sold to number around 150.

Eight bands including Vic Meyers, Jack Crawford, Tiny Burnett, John Buffano, Zita Wilson and M. Elroy's played. Sam Seigel was p. a.

## Musicians Settle with Circus, but Lose Week

Los Angeles, Aug. 22.

In a hearing before the state labor commission, Harry Phillips, representing Robinson Bros. Circus, agreed to pay Dan Tauber and George Harvey, musicians formerly with the outfit, \$3.35 and \$16.85 a piece.

Fair claimed more, but are to receive the amount offered after Phillips pointed out that musicians who leave a circus before the season is over forfeit their last week's wages.

## Test Case Decision Gives Robbins Court Costs in Long Suit

Robbins Music Corp. in suing Herman and Sammy Timberg for almost \$1,000 legal cost, established a test case for the relations of music publishers with songwriters who may be accused of plagiarism. It makes the doubted songwriters 100% liable for legal expenses in the event of litigation.

Robbins' cause for suit arose from a question as to whether or not the Timberg brothers actually authored a pop song, 'You'll Find the Star Part,' which Robbins published. The Timbergs were later vindicated, but meantime it cost Robbins nearly a grand for legal defense. Charles Davis, a drummer in the Timberg show from whence this song came, was the complainant.

While a written clause in all songwriters' contracts provides for any legal costs to be deducted from the royalties, the song was too unknown and unestablished to produce sufficient earnings to defray Robbins' legal expenses when Davis sued. Robbins therefore turned around and sued the Timbergs for the difference on the allegation that the authors of a song create song legal rights and that the material is original, and therefore they should be liable for all legal expenses entailed.

The song in question, while a trivial thing as pop songs go, happened to have been slipped into a Metro short, 'Ambitious People,' and this threatened to tie up exhibition of the film. Metro is 51% owner of Robbins Music Corp.

In Davis' suit against Robbins it was satisfactorily established that the Timbergs did write the song and not Davis, but Davis' attorney was paid \$100 in full settlement of all claims. At the same time, however, it meant almost \$1,000 in legal expenses for the music publisher. Hence, Robbins wants that money back from the Timbergs.

Timbergs took the position that Robbins could deduct all it needed from the song's earnings and that it's unfortunate that the song didn't earn enough, hence Robbins is unfortunately stuck. Abeles & Green for Robbins felt otherwise and petitioned Judge John M. Lewis in the Municipal court to the contrary, who granted the motion in favor of Robbins.

## 'CRAZY PEOPLE' FEE SUIT

Atlantic City, Aug. 22.

Damage action for alleged violation of copyright of the popular song, 'Crazy People' was filed in the New Jersey Federal Court Friday (19) by Gene Puck and Leo Feist, Inc., against Anthony La Rosa, proprietor of the Silver Slipper night club here.

Puck, president of the American Society of Composers, Authors and Publishers, and the song publishing concern claim the song was played in the cabaret July 4 and at other times for profit without their knowledge or consent.

## FILMS' ATTACK SEEN IN SUIT

Robbins vs. American Society—Robbins is 51% Controlled by Metro—First Instance of Music Firm Striking from Within at Performing Rights' Collection Agency—Sweeping Allegations

### FED. TRADE COMMISSH?

Suit brought in the N. Y. Supreme Court by Robbins Music Corp. against Gene Buck, as president of the American Society of Composers, Authors and Publishers, for an accounting of royalties and a petition for reclassification, is seen as the showdown on what the picture interests call the 'music trust.'

It strikes at the society from within and is regarded as the picture interests' most effective opening wedge in disrupting the alleged song royalty monopoly.

The film angle arises through Metro-Goldwyn-Mayer Corp., the 51% owner of Robbins Music Corp.

Suit is therefore more than a casual squawk over the fact Robbins was denied from Class A to a Class D music publisher, but later reinstated. The difference in the few thousands of dollars that this diversity of classification means to the music firm is as nothing compared to the importance of economic and other savings should the film interests, personified in M-G-M, be successful in winning a verdict.

It is stated unofficially that other interests contemplate, taking the matter before the Federal Trade Commission, allegedly employing the allegations set forth in the complaint which Julian T. Abeles, of Abeles & Green, Robbins' personal attorney, drew up.

Also significant, according to unofficial confirmation, is the society's alleged offer to make adjustments with Robbins on the firm's claim for a higher royalty dividend on the quarterly 'melons' which the society splits up. These earnings from personal rights from razz, from hotel, cafe, restaurant and other enterprises are in excess of \$1,000,000 per annum.

### First Instance

The suit itself, as a direct music trusts matter, is the first time a Class A music publisher has ever endeavored to strike at the vitals of the society which has been productive of revenue to every music publisher and songwriter. Were it simply a publisher's squawk the trade interpretation would be that the Robbins firm, in striking from within at its own organization which, for so many years has been bitterly fought by the radio and picture interests, is 'cutting its nose to spite its face' and would be giving too much amputation away to a common enemy.

But this is more than a mere trade squabble in that Robbins is now subservient to Metro which, as a major film producer, distributor and theatre owner, has been bandied with the other picture companies in an ancient fight to circumvent payment of what they call 'tribute to the music trust,' alias the American Society of Composers, Authors and Publishers, which is the collection agency of all royalties for public performing rights.

### Robbins' Complaint

A lengthy complaint by Robbins sets forth much and alleges more. In substance, the public is charged with being a monopoly; with unfairly distributing its earnings; with discriminating against Robins (and possibly others), and other malfeasances.

As a matter of trade knowledge this suit also brings to a head, more or less, an accumulation of com-

(Continued on page 46)

## Intimidation Charges Against AFM Over Canadian Expo. Band Bookings

### Coast Music Pluggers

## Desert L. A. for Frisco

San Francisco, Aug. 22.

Jack Archer has moved the Donaldson catalogue from Los Angeles to Frisco and will deal out professional copies to the Coast from headquarters here.

Berlin and Robbins offices also here now, with sheet music sales way up here. Transcontinental broadcasting of Anson Weeks, Ted Fio-Rito and other NBC features regarded as highly important plugs.

## MUSIC JOBBERS NOT LEFT OUT IN COLD

Publishers behind the central shipping combine, Music Dealers Service, Inc., will confine their distributing operations to the New York unit, with the idea of establishing branches in Chicago and Los Angeles out for the 'thine' being. Means that jobbers in the western area will be in a position to give their customers as good a break, if not better, than the dealers would obtain in buying from the publishers' source of supply.

Economic advantage to the western distributor revolves around the relative shipping costs. By buying their sheet music in large lots the jobber can have it shipped by express, with the transportation, tap per sheet being half lower than the dealer would have to pay in getting his supply by parcel post from the MDS New York. Differential will be wide enough to allow a cent or two profit for the jobber, with the quicker service being another point in the western district's favor.

Following a meeting held by the trio last week, Ashley Music Supply, Richmond-Mayer Music Co. and the Plaza Music Supply, all of New York, announced that they would furnish their customers with pop music at the same prices asked by the publishers combine. Letter to this effect is going out to the firms' regular trade.

### Sell at Cost

Communication states that in order to retain the dealer's patronage, the jobber will sell the sheets distributed through the MDS at cost price, with the inference implied that the jobber would depend only on the profits derived from the sale of classical and standard music.

With the MDS scheduled to start operations Sept. 1, publishers' outside the combine are taking their time about agreeing to distribute through the central shipping bureau. Invitation was extended to the rank and file the publishing to meet with the MDS directors to talk the thing over, but only three firms sent their reps to first of the conferences held last week.

Angle that is causing them, among other things, to give the proposition a great deal of mulling over has to do with the bureau's proposed bill paying plan. Until the project is smoothly under way, the publishers will not get their money for 60 days after their music has been sold.

## Yellen's Own Firm

Jack Yellen has resumed publishing independently with Billy Chandler, last prof. mgr. for Robbins, as his general mgr. and Marty Bloom as p. a.

Yellen left Arch, Yellen & Bernstein, Inc., which firm name continues, after a tiff with his writing and business partner, Milton Arch.

Toronto, Aug. 22.

It is likely that the attorney-general will be asked to lay charges of intimidation against the American Federation of Musicians, following the reputed threat of the A. F. of M. to withdraw some 35 bands if the Canadian National Exhibition officials engaged three native bands whose members belong to the National Musicians' Union of Toronto.

Facing this alternative, C. N. E. officials have had to refuse employment to the 100-bandmen of His Majesty's Army and Navy Veterans' Band, the Queen City Military Band and the East York Military Band. It is claimed that 75% of the membership in these three units are unemployed.

Vigorously protesting what it considers discrimination against members of the National Musicians' Union, the National Labor Council will bring the C. N. E. decision to the attention of Canada's minister of labor. A joint petition will call upon Hon. George H. Henry, prime minister of Ontario, and the minister of militia will also be appealed to.

To those seeking engagements during the exposition, the reply from C. W. Ross, manager of C. N. E.'s department of attractions, reads: 'Our membership declines to engage this year at least, not to engage any of the bands listed by the Toronto Musical Protective Association as "unfair".'

### 'Nothing to Offer'

According to Ross, it is primarily because of the National Musicians' Union 'had nothing to offer' that the applications of their bands were not accepted for engagements.

If the exhibition were to engage any national bands, others composed of members of the Toronto Musical Protective Association, a local union federated with the American Federation of Musicians would immediately withdraw, he said. 'We took the latter's bands because, as far as I could see, the others had nothing to offer.'

## RICHMOND AS GEN. MGR. PUBS' JOBBING UNIT

Biggest surprise in the development of the publishers' distributing combine, Music Dealers Service, Inc., came yesterday (22) when Maurice Richmond severed his connection with his own Richmond-Mayer Music Company to become general manager of the project. Richmond, tied up with the jobbing business the past 30 years and regarded as the 'thorn' in the side of the MDS, is now in active charge of the unit's operations.

Placing of Richmond as executive head of the central bureau had its immediate effect upon outside publishers who had been either reluctant or hesitant about coming into the proposition. All these now say that with Richmond running things they are ready to let the combine distribute their sheet music. Means that in addition to the 12 firms represented in the incorporated MDS, the distributing affair will handle the output of Robbins, Mario, Kelt, Engel, Joe Morris, Olaner, Green & White, Mattress & Schenck and of similar leading and minor outfits in the publishing ranks.

Walter Kane remains with Richmond-Mayer as general manager of the central music jobbing unit. Dora Alexander, buyer, and Helene Asher, credit dept., are shifting over to Music Dealers' Service.





# OBITUARY

## WILTON LACKAYE

Wilton Lackaye, 49, died of a heart attack Aug. 22, at his home in New York. He is survived by his widow, a son and two sisters. His family name originally was Lacey.

For many years one of the foremost romantic actors on the American stage, he made his outstanding hit as Svengali in the original stage production of "Trilby." His make-up being considered remarkable in those days and still stand-ard for stock productions.

Lackaye was one of the famous trio of the Lambs' Club and his mists are among the theatre classics. He was noted also for his belligerence, his most widely advertised fight being a mix-up with John McGraw, the baseball manager.

He was one of the founders of Equity.

## GEORGE NEVILLE

George Neville, 57, died in St. Vincent's hospital, New York, Aug. 18. He had been on the stage for the past 44 years, appearing in the support of Maggie Mitchell, Anna Held, and in the Frohman and Savage companies. Had played numerous vaudeville as well as stage engagements.

## EDWARD B. KANE

Edward B. Kane, 40, member of the Associated Motion Picture Directors and Motion Picture Studio Directors, died at his home in Astoria, La., Aug. 18, after a brief illness. He had been connected with the industry about 20 years. Survived by his widow and his mother.

## PETER LANG

Peter Lang, 65, veteran character actor and musical comedy player, for many years with the Bostonians, died in his sleep at the Hotel Algonquin, N. Y., Aug. 18, after a brief illness, had appeared yesterday (Mon.) in "Another Language" at Falmouth, Mass. Survived by his widow.

## BRAD SUTTON

Brad Sutton, 68, veteran actor and radio artist, died in Richmond, Staten Island, Aug. 19, of nephritis. He was the original Captain in "Forty Fathoms" and had been featured by NBC in other roles. Survived by his widow and a brother.

## E. E. THAYER

Elmer E. Thayer, 57, former musical comedy actor, dropped dead of heart disease in his home in Freeport, Ill., Aug. 17. Brother of O. E. Thayer, actor, and father of Tiffany Thayer, novelist.

Ronald Mackenzie, young author, was killed in a motor smash at Windsor, France, Aug. 12. Deceased was only 29 and was author of five plays, only one of which, "Musical Chairs," was produced. It was acclaimed best first play seen in London for years.

Mother of Maurice Pivar, supervising film editor at Universal, and Ben Pivar, supervisor of westerns at Columbia, died in Los Angeles, Aug. 15. Also survived by her husband and a daughter.

Charles (Spud) Spaulding, 27, crushed to death by an auto in Lexington, Ky., last week. Was a member of the Blue and White orchestra, radio unit.

M. C. Falkner, 62, father of William Falkner, Hollywood author, died in Oxford, Miss., last week. He was business manager of the University of Mississippi.

Frank H. Clark, 72, died Aug. 11 at Windsor, Vt. He was son of George M. Clark of the minstrel team of Whittemore-Clark, famous half a century ago.

Percy (Scotty) Denton, 48, orchestra leader, died suddenly Aug. 17 at Canadian Veterans bureau, Los Angeles.

Annie M. McDermott, 79, mother of Marc McDermott, died in the Hollywood hospital, Aug. 16.

Thomas C. Gwynne, 60, writer on the staff of the San Diego (Cal.) Union, died Aug. 13.

John F. Kent, musician, died in San Francisco Aug. 11.

## BRAD SUTTON

Brad Sutton, 68, veteran actor, died Friday, Aug. 19, at Richmond Memorial hospital, Princess Bay, Staten Island. Body will be cremated.

Sutton comes from legit but spent the past few years in radio work. He was the original Captain in "Forty Fathoms" and appeared with Clarence Darrow and George Gordon Battle in the "Famous Trials" broadcast. He is survived by his widow and a brother.

Georgia Christie, 32, wife of Wayne Christie, RKO agent, and formerly known professionally as Georgia Melton, died Aug. 15 in Hackensack, N. J., of injuries sustained in an automobile accident. Detailed account in the vaudeville section of this issue.

Jack Rosen, former burlesque comedian, died Aug. 18 in Denver, Colo. He had gone there for his health. Widow and daughter survive.

## She Loved Him

Birmingham, Aug. 22. I love him and he was going to leave me, she shot him, said Mrs. Elma Lamb, wife of Moxell Lamb, 47, medicine show operator. The wife shot and killed Lamb at West Memphis, Ark., and then turned the gun on herself. She was taken to a Memphis hospital.

## Pow-Wow's \$2,000 Net

Tampa, Fla., Aug. 22. The annual Indian pow-wow, staged here in a four-day program brought to a close Sunday (21), will cash in again this year, as it did last year when there was a net of over \$2,000 to split among tribal parties.

Mesquite pow-wow this year was the 19th annual event. It also marked the centennial of the war led by Black Hawk.

## Circus' Race Fight

Milwaukee, Aug. 22. Local police were sent out in riot formation when 50 white workers with the Ringling show pushed several negroes, also employed by the circus, off the first section of the special car. It started for Sheboygan, the next stop.

Negroes fought back with sticks and stones. Police locked up four of them at their own request to save them further punishment.

## Col. King Trampled

Topsfield, Mass., Aug. 22. Buffaloes and bulls battled one another while being unloaded from a King Bros. Redco train here. Col. Jack W. King, one of the owners, was trampled. He suffered a severe stomach injury.

One Negro jumped over a railing and charged toward 500 spectators. It finally was captured with a lasso.

## DUBUQUE LIFTS BAN

Dubuque, Ia., Aug. 22. Royal American show has broken the carnival ban on this city, with the council approving a week, Sept. 12-17, at a spot that has been banned for years to outdoor outfits. It is the fourth street white way that frolics their municipal athletes by Fred Burns and his troupe. When show representatives told the council it wanted the Dubuque date, but was unable to find any spot large enough to accommodate the outfit.

## 'STORM SONG' AGAIN

Robert Newman has begun casting another version of Robert Buchanan's "Storm Song" for quick production.

Newman produced the play a season ago with Francine Larrimore heading the cast and folded it on the road before reaching New York.

## Wisconsin's Big Advance

Milwaukee, Aug. 22. Advance sale for the Wisconsin State Fair to be held here Aug. 29 to Sept. 3 is three times that of former years. Increase is due to co-operation of merchants all over the city who are displaying window cards. They offer a 50c admission ticket for 40c, if purchased before Aug. 26.

## SMART R.R. ATTACHES SHOW, BUT NO ANIMALS

Burlington, Ia., Aug. 22. For a time it looked as though the Dodsons World Fair shows would be here in defer to the Rock Island railroad tied up rides, wagons and the power plant under writ of attachment for a claim of \$14,600. Permission to load was finally given upon efforts to straighten out the financial difficulties arising over haulage.

Carnival company had just concluded an engagement at the Tri-state fair and was breaking up when the attachment was slapped over last year, the Nebraska State Fair will get going Sept. 3 and finish in six days for a shorter exposition than in previous years. The midway will be in charge of the Beckman-Gerety Carnival while Barnes-Carruthers will have the grandstand attractions.

Lincoln, Neb., Aug. 22. Facing an \$37,000 deficit hanging over from last year, the Nebraska State Fair will get going Sept. 3 and finish in six days for a shorter exposition than in previous years. The midway will be in charge of the Beckman-Gerety Carnival while Barnes-Carruthers will have the grandstand attractions.

## KAY BROS.

Wooster, O., Aug. 13. Kay Brothers motorized circus, piloted by William Ketrov, veteran showman and the largest and best show yet to go out under the Ketrov management. Playing through the state, the size usually visited by the larger railroad circuses. A merchant-ticket tieup in all towns and a large capacity at both daily performances and in many instances this season extra seats were moving.

Trick riding and about 30 trucks, trailers and horse cars. It's presented under a 60-foot top, with two 30' and 40' sides. Including the advance staff, numbers 56. In addition to the big show, the sideshow-menagerie and a pit show.

Frank Ketrov, is handling the advance, as usual, with a large truck, one couple and two assistants. Equipment is in excellent shape and all big show props and accessories have been painted twice this season. After playing through Ohio, show goes into its home state, Indiana, and then heads south for a long season closing in the early winter.

Entry pageant is dispensed with this season and the program gets under way immediately at the blow of the whistle with a comedy act, turn by the Miller troupe. Ketrov performs next on the flying perch, a good novelty, followed by comedy juggling by Frank Peters, a veteran, who also produces the clown numbers.

Oliver Kading offers her single trapeze number. Fred Burns, who works all stock numbers, presents a training act in one of the rings and then on the larger stage entertains with "Sparkle," educated black pony, one of the outstanding bits in the show. Burns handles the animal capacity.

Jack and Myrtle Miller do creditably in a human act, followed by hand balancing and comedy juggling by Robert Ketrov on the double traps by Verna and Harry Foster, two youngsters. Trained and presented by Burns on the stage, the canines working well under his direction. Follies, dogs and monkeys provide merit for the kids in one of the rings while Bill Miller presents his foot juggling turn on the stage.

Four attractive girls, Misses Miller, Foster, Ketrov and Peters, present the roman ladder novelty, revived by Kading.

Cl Kitchin, Jap, another veteran of the big tops, holds down a feature in the program and his balancing and juggling on the trapeze. Mena, big female elephant, featured by the show, goes through a slow routine, followed by a swinging ladder novelty by Mary Ellen Ketrov; Ketrov and Peters, provide many laughs and thrills with their novelty and the four Millers, acrobatic turn, closes the program.

William Ketrov is general manager, with Mrs. Ketrov doing the purchasing and supervising the cook house. Frank Peters, has all concessions and refreshments. George W. Gregory is manager of the sideshow menagerie and Harris and Ma Hara, are in charge of the pit show.

Show is using much newspaper in the dailies and at most every town receives good after-notice.

## MISS LA ROSE IMPROVED

Atlantic City, Aug. 22. Roxy LaRose, aerialist, who was injured when she fell from a trapeze while performing on the Star Pier, was reported as in fair condition at the city hospital here. Her partner, Irene Berger, fell to her death.

## Pa.'s Silver Lining

Easton, Pa., Aug. 23. Favored with fair weather, the Kutztown Fair did good business during the past week. It was the first fair in Pennsylvania this year, and ran from Aug. 16-20.

## BILL IN NEB. AGAINST OPPOSISH FOR FAIRS

Lincoln, Neb., Aug. 22. Facing an \$37,000 deficit hanging over from last year, the Nebraska State Fair will get going Sept. 3 and finish in six days for a shorter exposition than in previous years. The midway will be in charge of the Beckman-Gerety Carnival while Barnes-Carruthers will have the grandstand attractions.

Acts billed for the grandstand show are the Lucky Boys, Curtis Dodge, the Hunkle Troupe, Flying Millers, Florence Four, Martin's accordions and the Schooley Winter Garden Revue with A. G. Sweet's band.

Danger of competition from circuses making the town just in advance of the fair and milking the county does not seem likely this season.

A bill is about to be submitted to the legislature to bar outside shows from cutting in this manner, not only with state, but the county fairs of the state.

## Towners Gambling Loss

Sloughs Rock City Co.

Centerville, Ia., Aug. 22. Alleged gambling devices at the Rock City show, came making two weeks' stand here, seized and R. G. McHendrix, manager, Al Fine, publicity man, J. C. Francis and J. E. Weathers, having show connections, under bonds of \$250 following arrest by sheriff.

Jam came on heels of confession of O. J. Rude, chain store employee who lost \$500 in games on the slot machine, a fake store hold-up in order to cover up account shortages.

The carnival, rained out during its stand here the previous week, was unable to move and stayed over in effort to get time to make a jump. Various concessions quit the show during the week, the high diver act, a number of freaks and the midget show pulling out before the rain showed.

A truck load of paraphernalia was seized by the officers and the quartet under arrest were captured after they had tried to flee through the field during the carnival, which had been refused admission to the town, and made its pitch at the corporate limits.

## CIRCUSES

(Aug. 22-27)  
Ringing Road  
Aug. 22-23, Minneapolis; 24, St. Paul; 25, Mason City; 26, Sioux Falls; 27, Sioux City.  
Sells-Floto  
Aug. 22, Weston-Salem; 23, Raleigh; 24, Durham; 25, Greensboro; 26, High-point; 27, Danville, Va.  
Al G. Barnes  
Aug. 22, San Rafael, Cal.; 23, Santa Rosa; 24, Livermore; 25, Merced; 26, Visalia; 27, Bakersfield; 28, Ventura.  
Carnivals  
(For Current Week, Aug. 22-27)  
Barker, J. L. (Fair), Platte City, Mo.  
Beckman-Gerety (State Fair), Des Moines, Ia. (Aug. 22)  
Ben, F. H. (Shelbyville Fair), Shelbyville, Ky.  
Beebe, George (State Fair), St. Louis, Mo.  
Castle, Ehrlich & H. (Kalamazoo Fair), Kalamazoo, Mich.  
Copping, Harry (Fair), Chicago.  
Craff, Greater, Fresno.  
Curt, W. (State Fair), Springfield, Mo.  
Edwards, J. R. (Fair), Wellington.  
Empire (Fair), Springfield, Mo.  
Glick, Wm. (Ottawa, Ont.).  
Gloth, Trenton.  
Greenacre, Amer., Lexington.  
Happold (Fair), Yale, Va.  
Horn, J. (State Fair), Springfield, Ill.  
Laur, J. L. (Fair), LaCygne.  
Lang, Dec. Sedalia.  
Pills, A. (Fair), Worcester, Mass.  
Pearson, C. E. (Fair), Salem.  
Rabin, Cherr, Mantowac, Wis.  
Sol's Liberty (Fair), Franklin, Ind.  
Stewart, J. (Fair), St. Louis, Mo.  
Speroni, F. J. (Fair), Carroll.  
Tolson, J. (Fair), Northfield, Mich.  
West, W. E. (Fair), Bertrand.

## No Midway at N. Y. Fair, but a Public Wedding Instead

Syracuse, N. Y., Aug. 22. The old-time midway, with its freaks and its girl shows, may be banned for the approaching 1932 New York State Fair, but the management is not above resorting to a hoary theatrical exploitation gag for publicity purposes.

With Hearst's obliging "Journal-American" tied in, "the world's greatest exposition"—to use its own tag line—will stage a public wedding with all the mercantile trimmings. Paper conducted the contest to determine the lucky pair, selecting Mary Louise Loughnough of Clay and Arthur Hughes, Jr., of Syracuse, from more than 50 duos.

Nuptials will be solemnized on the stage before the grandstand on the night of Sept. 10. Fair itself will give \$50 to the couple.

## Truck Turns, 6 Hurt

Cambridge, O., Aug. 12. A large baggage truck of the Boston Wild Animal circus, piloted by James Herron and Fred Buchanan, turned over on a hill near here, pinning three men beneath heavy trunks. All were injured, three seriously.

Circus was en route from Wheeling to Cambridge. Most seriously injured were Eugene Lewis, 24, Roddelfe, Pete Hayes, 28, Buckhorn, and Earl Gibson, 26, Jamaica Postoffice. They are in a hospital here.

## LETTERS

When Sending for Mail to VARIETY Address Mail Clerk. POSTAGE ADVERTISING CIRCULAR LETTERS WILL NOT BE ADVERTISED. LETTERS ADVERTISED IN ONE ISSUE ONLY.

Bill A. R. Dick	Hodges Jimmie
McDonald William	Hollander H.
Glynn Gyp	Kelly Kelly
Dean Evelyn	La Micks Nan
Dewell Mrs. Albet	Lewis Chas B.
Dwight Mrs. Pearl	Senas Chas
Earl Maud	Sutton, Ciesie

HOLLYWOOD OFFICE  
Blair Mrs J M  
Donlin Mrs J  
Hernack Cecil  
Black John  
Royal Lewis  
Brent John C  
Clayton Dolores M  
Johnson Wilfred  
Noblet Verna  
MacCarthy Frank

CHICAGO OFFICE  
Black John  
Royal Lewis  
Brent John C  
Clayton Dolores M  
Johnson Wilfred  
Noblet Verna  
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CHICAGO  
7-REO VANDERBILT ACTS-7  
JORDAN & WOODS, HUBER, GASTON PALMER, RAYMOND WILBERT  
-ON THE SCREEN-  
**'AMERICAN MADNESS'**

**I. MILLER**  
INSTITUTION INTERNATIONALE  
*Shoes for the Stage and Street*  
SHOWFOLK'S SHOESHOP-1555 BROADWAY

HOLLYWOOD

SCREEN-STAGE-RADIO

BROADWAY

# VARIETY

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Entered as first class matter of two defuncted minds at Mattawan, New York.

O. &amp; J. SPECIAL

NEW YORK, TUESDAY, AUGUST 23, 1932

1 PAGE

## OLSEN AND JOHNSON KILLED

2-Act Partners for 17 Years;  
First Appeared as Team in Cafe

ALL AIR-VAUDE  
FANS STUNNED

Picts, Vaude, Radio Keeping  
Olsen and Johnson Worried

New York, Aug. 23. Olsen and Johnson, vaudeville's noisiest headliners, have almost earned the sum of millions of the modern McIntyre and Heath, an unbroken partnership of 17 years. During this time they have played continuously on Keith-Orpheum and its various metropolitan branches without playing a competitive circuit save the first year of this colorful team's combine.

Those business men fanatics have survived the cycles of show business from the Levee Band; the Palatial Royal Cathedral.

An important pressroom conversation revealed the interesting facts that O and J recall when Morton Downey was the Silver Toner with the Levee Band; Ring Crosby first sang in their show, 'Monkey Business'; Nate Barnes, of Barnes and Allen, when he played an earlier spot; Rudolph, when his title enhanced the Quirky Quintet; Ben Bernier; when Phil Baker, the Baker of Bernie and Baker, just played a good second (they both now are doing very well); Jack Oakie, when he was worried whether O and J would include him in their act; and other boys who have since survived the test, such as Chester Morris, Clark Gable, James Cagney, Geo. Raft, Buster Keaton.

They have seen the younger of yesterday emerge into the STAR of TODAY; they have watched show business go from act to a profession, from a profession to a business, from a business to a nightmare, and from a nightmare to every man for himself.

PALACE, CH, RECORDS  
SMASHED WEEK AUG. 6

Chicago, Aug. 12.

Over 65,000-odd people (more than were nominated as Democratic convention) paid good money to see alleged comedy of Olsen and Johnson, two boys who do nothing and get paid for it.

Attendees and boxoffice receipts broke all house records, Olsen and Johnson broke down and wept, and audience broke into gasps of laughter.

In appreciation Palace management presented O. & J. with emblems. Emblems sold after, until proved otherwise.

HELLO AUSTRALIA  
PAIR DINKUM-BONZA  
DINK 'EM

### Acknowledgments

New York, Aug. 23.

On our MONTAGE OF A.P. PRECIPITATION we have engraved M. H. Aylesworth, John Royal, John V. Heber, Robert Colwell, Weeden & Schutte, Hans Flynn, Johnny Johnston, George Knapp, Gordon Thompson, Martin Beck, H. B. Franklin, ROXY, Geo. Godfrey, M. C. A. Frank Burke, N. J. Blumberg and our Edited Out. TAYMOR, Rudy Vallee and Grahame McNamee.

### Portrait of a Man After Listening to Olsen and Johnson

Peru, Ind., Aug. 23.

What the dickens made the people laugh at those two scamps? What the dickens made me laugh?... Name me three strong nouns: Linberger, garlie, and 'onions! What's so funny about that?... Well, I suppose it's just as they say, those two fellows were born idiots and then went crazy... All those things they said keep running through my mind. 'When you get to go you got to go.' 'More fun, more laughs, more skulls crushed.' 'I'm Napoleon, I'm a union man.' 'Gee, I think I'm going crazy myself.' I wonder if it's true that the income tax collector questioned that item about \$4,000 a year for guns and ammunition. I hear it turned out to be O. K. at that. Gee, he ought to see the act. I mean, he ought to FEAR the act. Bang! Bang! Bang! Bang!

I wonder what they like about Squeaky? Why do they call him the little man on the horse? Is it because they like horse every time they have an old gag they want to pull?... Can you imagine anyone going to bed with his shoes on? 'Going to bed with his shoes on! Who does that?' 'My horse!'... Horse, horse, horse, crazy over horse... anything for a horse laugh!

And watch the old pickle float out on the tide... that's a beautiful song. It's getting people. I want to a patriotic rally the other night and I heard a man sing, 'Oh, say, can you see... the old pickle float on the tide.' 'That's Olsen!' and Johnson?... What am I giggling about? More fun, more laughs, more skulls crushed... 'There! There!' and crushed my own... 'More fun!'

Latest Wire Reports 135  
Dead, 804 Wounded in  
Air's Greatest Disaster

### OFFICIALS SILENT

The Olsen and Johnson killing has aroused the nation. Great mystery surrounds the entire affair and all efforts to contact NBC officials were met with a strictly hands off policy.

The district attorney is a late house conference with newspaper men insisted that the killing of Olsen and Johnson must stop.

Olsen and Johnson killed, he declared, at least a dozen innocent bystanders on each of their first three radio programs.

From the papers to grim reports, was the way one correspondent put it after reading over Olsen and Johnson's mortality list on the Fleischmann Yeast hour each Thursday night. The number unofficially stands at 135 dead and 804 wounded, with 13 precincts not yet in.

Good to Those Folks  
It is alleged that Olsen and Johnson's brand of radio humor is punctuated at intervals with first degree murder, second degree boy scout, third degree tactics 324 degree so-and-so's and 99 degree Fahrenheit.

The Society for Contributing to the Delinquency of Mental Society urges that immediate steps be taken to curb the rapidly increasing tendency on the part of these two fanatics toward glorifying macabre humor.

Janitors of the vaudeville theatre where Olsen and Johnson have played contend that sweeping out a house ordinarily is tough enough, but the bodies of laugh victims after an O. & J. show show staying make it much longer.

Fun Without Death is the war cry for the Legion for Abatement of Queer Noises. But the boys still insist on shooing the war.

(CONTINUED AT THE PALACE)

### Society Note

Reeburth, L. I., Aug. 23.

The theatrical colony here has been enhanced by the presence of Joseph Griffin, with his showbiz. Griffin, who was Public and production man in Detroit also has signed by Olsen and Johnson as a series of presentation productions.

### He Knew Nuts

Brazil, Aug. 6.

Senior asked Junior while passing a confectionery store what kind of nuts he wished. Olsen subliminally said, 'Olsen and Johnson.'

### Doing Good Deeds

New York, Aug. 23.

Many requests are being received to change the time of the Olsen and Johnson broadcast to 7:30 p. m. Mothers think that threatening to turn on the radio at this time will frighten little children into going to sleep. This will also assure a more pleasant program for the remainder of the evening.

### Anything Can Happen When Two Westerners Hit Eastern Shores

By JACK OSTERMAN

Special Eastern Staff Writer Variety

Two fellows resembling cowboys arrived in town for their Palace debut.

Their names—Olsen and Johnson.

These two boys, who own 99 percent of the West, are now here mauling in an Eastern territory. Whether the mob will let them get away with it remains to be seen. They have some new material written especially for them by the principal keeper at Mattawan. They broadcast for Fleischmann's Yeast, using the product also, which explains their healthy appearance. Vallee still uses a megaphone, which explains nothing. Good luck, boys. And in case you've forgotten, the Palace is on 47th St. and Broadway.

### Police Record

First act—in Witmark's old Chicago office.

First agent—Jake Stern and Sam Krumer.

First appearance together—North American restaurant, Chicago, proprietors of which were Abe and Ben Frank.

First vaude appearance—Mabel theatre, Chicago.

First author—J. Brandon Walsh.

First eastern agent—H. Bart McHugh.

First \$10,000—From Keith and Orpheum.

First production—'Monkey Business.'

First production abroad—'Tip Toe' (Australia).

First film offer rejected—'Gold Diggers' (WB).

First film offer accepted—'See Naples and Die' (WB).

First radio contract—'Fleischmann's.'

First time 'starring' contract rejected—'Palme' (1929).

Favorite authors—Grant Garrett, John P. McHenry, Harry Granitt, Dean Collins and College Humor.

New York, Aug. 23.

Olsen and Johnson are contracted to do a series of feature pictures arranged by John Schutte during his stay in Hollywood.

Most people would be satisfied with a good healthy picture contract, but not Olsen and Johnson. Besides the pictures, a tour of 16 weeks starting with RKO Aug. 30 at the Palace, New York. Their radio contract, which started July 7, starting them on a weekly program every Thursday night from 8 to 9 over WBSA at the Fleischmann Yeast hour with Rudy Vallee and his Connecticut Yankee, continues indefinitely.

No little work being attached to the above assignments, amounting to over one-quarter of a million dollars, the boys stepped out and signed to make three shorts on the side.

Lucky picture companies? Lucky vaudeville circuit? Lucky Fleischmann hour? Lucky Olsen and Johnson!

O. & J'S VAUDE ACT  
COMPRISES 45 PEOPLE

Bain and Deane Kappelle, sister team; Ford, Marshall and Jones, three colored dancers; Happy Moon, a small lot, 4 foot 3 inches, age 18, weighing 475 pounds, with his sidekick, Emil Shy, who is 4 foot 4 inches tall, 45 pounds, without mentioning his age; Miss Lyrita, starred in many musical comedies; chorus of 13 rosebuds from a garden of shrinking violets; Speedy Patterson, faster than lightning; Stella Kida, sensational dance team; George Moore, Sydney Gibson, Harry Adler with his animal imitations, Henrietta Danne the black blues singer; also Duke Blake and his 12 Harlem maniacs supplying the music.

Olsen and Johnson also appear.

OLSEN  
AND  
JOHNSON  
and Their Attire of 1932  
With Company of 45  
This Week (Aug. 30)  
RKO Palace, New York  
JOHN SCHUTTE

# VARIETY

PRICE  
15¢

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VOL. 107. No. 12

NEW YORK, TUESDAY, AUGUST 30, 1932

56 PAGES

## JOURNALISTIC BIZ

### Soviet Plans to Restage Imperial Theatre Gala of 100 Years Ago

Moscow, Aug. 10.  
A 4-day jubilee will be staged in Leningrad beginning Sept. 12 in celebration of the 100th anniversary of the Alexandrovsky theatre. Since its opening in St. Petersburg in 1832, the theatre won for itself a reputation as one of the world's best. After the revolution the Soviet government changed its name to State Academic Theatre of Drama. Like the Moscow Art theatre, it made certain adjustments to conform to the new times, but its artistic spirit remained practically untouched.

Theatrical and cultural leaders of the whole nation will be present at the celebration and several hundred foreign theatre people, writers, etc. have been invited.

The tentative program worked out calls for the showing of striking excerpts from 'Prince Pozharsky,' the play which marked the opening of the theatre 100 years ago. For contrast there will be portions of Soviet plays such as 'Armed Train.' (Continued on page 47)

### ALMOST MAKE CIRCUS MAN OF JACK CURLEY

Jack Curley, sports promoter, nearly became a circus man, but made a quick decision declining the post. He was informed by the French line that a consignment of horses and wild animals awaited his disposal. It was the first Curley knew about it, and inquiry disclosing the shipment came from Jeff Dickson, fellow sports promoter in Paris.

Curley reached Dickson by transatlantic phone and asked what it was all about. Dickson explained he had come upon a corking outfit at Marseilles and figured that it would be okay for Madison Square Garden. Curley replied that he knew nothing about lions and tigers and didn't care to learn. Whereupon Dickson suggested that the cargo be returned. The animals never left the liner.

It was the same managerie that Dickson exhibited in Paris, where he discovered his end of the gate was not enough to take care of the beasts' appetites. To forget the headache he evidently figured on slipping the show to Curley.

### Cafe Men Cross Fingers In Planning New Clubs

Due to the market's behavior, and with their fingers crossed, cafe entrepreneurs are ogling the coupon-clipping-trade for the fall and planning some new ultra rendezvous in the east part of town.

Quite a few class weekend supper clubs for the winter are also being planned to follow up on the Mayfair and Pierette ventures.

### Swish, You're Out

Atlantic City, Aug. 29.  
Guess who's here? A former club impersonator!  
He's the bouncer at a night club and he's bouncing all around.  
F. L. was formerly well known in vaudeville.

### Layoffs Taking Caliente; Resort Taking Tourists

Los Angeles, Aug. 29.  
Vaude acts laying off here are grabbing a few days' vacation with free board and room at Caliente, where they stage a rehearsed, 'impromptu' entertainment for tourists.

Resort has discovered that with gambling off, tourists taking advantage of come-on \$1 lunch look for entertainment for the buck lay-out. Acts working in al fresco dining spot keep customers at tables, necessitating spending of additional money for drinks.

Cost to Caliente for acts is clean linen, the hotel end being practically nil.

### 'Better Times' Ballyhoo, But Only \$30 in 3 Nites

Minneapolis, Aug. 29.  
Minneapolis' needy vaude performers staged a free show in the open air pavilion at Lake Harriet, one of the city's leading parks, taking up collections each of the three nights.

Show opened with a couple singing an original song composed by one of the performers entitled 'We Don't Care Because In Our Hearts There's Prosperity.'

Total audience collections for the three nights amounted to slightly more than \$30. Of this amount, a third went to the Showmen's Benefit Association, local organization of vaudeville performers. When they got through with the costs there was less than \$1 per person to be distributed among the 18 performers for three nights' work.

Among the acts was Charles Johnson, 62, colored dancer, formerly of Johnson and Dean.

Whether the proposed tour of Minnesota and Iowa towns will be launched is in doubt.

### SMART SHOWMEN ON NEWSPAPERS

Chicago Public Event Boom Under Newspaper Sponsorship—Good Showmanship Manifested by Press—Pageants, Festivals and Other Journalistically Promoted Events Draw Huge Gates—Stage Interests, Especially Legit, Do Nothing

### STAGE UNTOUCHABLES

Chicago, Aug. 29.  
Chicago's greatest showmen work for newspapers.

Easily the biggest attractions staged here in the past 12 months have been produced by the Chicago 'Tribune' and its evening competitor, the Chicago 'News.' Two 'Trib' events played to approximately 154,000 paid admissions. Three 'News'-sponsored affairs, in the same period, played to around 127,000 paid admissions.

These events were promoted with these big crowds and grosses obtained during a year when show business in Chicago was starving and the legitimate stage, in particular, was suffering from lack of legitimacy, exploitation and the very qualities of showmanship so markedly exemplified by the two newspapers.

Of course, the dailies have certain obvious advantages in that unstinted publicity in their own columns is possible. 'Tribune' also has WGN and the 'News' WMAQ, radio stations, to fire from the other end. Yet the contrast between the imagination, resourcefulness and showmanliness of the newspaper (Continued on page 55)

### APPROVED PIX GOSSIP TO CURB RADIO 'DIRT'

Hollywood, Aug. 29.  
Studio, now realizing value of the air for picture personnel exploitation, are supplying a daily news letter to around 90 independent stations, with material for local air picture gossip.

Back of the scheme is also the intention to halt peddling from here of harmful dirt-gossip material that was being syndicated by free lancers who were not worrying too much about the truth of the stuff sent out. Radio Pictures started the free news service as an adjunct to its 'Hollywood on the Air.' Paramount has since followed suit, with Metro preparing to institute a similar scheme.

### Chi World's Fair Ten Months Off, Already Busy on Catchpenny Take

### Window Grosses

Haberdashery shop in Times Square is trying to stimulate buying by quoting grosses of the Broadway film theatres. Store's angle is that box offices reflect a return to prosperity, and even though some of the figures mean red to a theatre, the passing public may figure it's big anyhow.

Shop has a board out front where all can see. It reads:

'Depression, eh? Look at the estimates for last week from leading Broadway theatres.' It then lists the Capitol, Paramount, Strand, Romy, Mayfair, Palace and, for good measure, Minsky's Republic.

### Ruling Exempts All Critics From Admission Tax

The Commissioner of Internal Revenue, at Washington has reversed the Treasury Department, of which his bureau is a part and negated the regulations covering the new admissions tax by ruling that newspaper people entering theatres in pursuit of reportorial duties shall not pay tax. This may start a controversy in tax circles, but the ruling appears to have been the result of careful consideration on the part of the chief tax commissioner.

The favorable ruling came as the (Continued on page 46)

### Oil on the Side

Baltimore, Aug. 29.  
Having demolished the former bury stand, the Folly, Hon. Nichols, operator of the burlesque Gayety here, is putting up a gas station on that corner.

He operates the gas and oil business in conjunction with bury at the Gayety and straight film at the Embassy. Also planning to start his cabaret again later this fall.

### Eclipse as Opposition

Dennis, Mass., Aug. 29.  
Raymond Moore, manager of the Cape Playhouse, legit, announced that because of the sun's eclipse Wednesday (31) the starting time of the matinee will be advanced. Idea is to give people time to view the air spectacle, which is a new kind of opposition.

Chicago, Aug. 29.  
On a basis of the handful of events now open and operating, the 1933 Century of Progress Exposition ought to be an expensive form of amusement. It costs a couple \$4.70 to enter the grounds and visit the few spots available 10 months before the Fair opens. This budget is as follows for two persons:

Grounds .....	.25
Bus .....	.50
Hall of Science .....	.30
Pt. Dearborn replica .....	.30
Alligator Farm .....	.35
Midget bldg .....	1.10
Midway rides .....	.50
Admiral Byrd Ship .....	.50
Lincoln display .....	.50
Total .....	\$4.70

Buildings are strewn along the narrow strip of lakefront for 10 miles making the bus mandatory. It's a specially constructed rubber-neck with seats running parallel with the road. Buses carry about 70 passengers per load. Nothing is free except the Transportation building at the extreme end of the grounds. This building is incomplete.

Relics at Two Bits  
Lincoln display is a log enclosure which costs 25 cents per person to (Continued on page 46)

### MILK SHALL NOT PASS, BUT LIQUOR TRUCK OK

Malvern, Pa., Aug. 29.  
The milk price war hereabouts is causing no end of trouble for rum-runners. A number of delicate situations have arisen, and ironed out. Farm strike pickets, stopping all vehicles headed for St. Louis City, carrying milk or produce, or suspected of hauling produce, introduced themselves to a runner when they stopped his car.

"I've got a load of booze," was his reply to pickets who stopped his machine through the simple expedient of laying a spike studded plank across the road. Verifying the statement, the pickets allowed him to pass.

### Show in Barns at 25c With \$20 Grosses High

Tacoma, Aug. 29.  
Show people, vaudevillians, managers, camp boys, etc., are already arriving here seeking jobs in big fruit and vegetable garden tracts awaiting the opening of the Puyallup Fair.

Some of the showmen are cashing in big giving performances in barns and warehouses with the grand blowoff a hoe-down dance. Admission charge runs to 25 cents with orders taken on those farmers without the jingle. Some grosses are as high as \$20.



# Pop-Price Sophisticated Fans Don't Exist, Lowry's Discovery on B'way

As far as Ed Lowry's concerned, all the world's Poughkeepsie.  
Mr. Lowry has been told about the dissimilarity of picture audiences in different towns. He's heard the one about the sophistication of de luxe audiences.  
He calls it "so much hokey."  
Popular-price, sophisticated picture audiences do not exist, says the lad who went to St. Louis for a brief m. c. engagement, and stayed three years.  
New York, St. Louis, Pittsburgh, Chicago—every town in America—has its pop-price audience, and they're all alike. They derive from the same stratum of taste and intelligence. Though they reside in different, more or less metropolitan localities, they merge into a solid community that stretches from coast to coast.

**Just Bigger Main St.**  
Paramount's New York audience is a little quicker on the up-bick than other groups Mr. Lowry has entertained. After Friday's opening show, he didn't press so hard, didn't prolong the "patsies before punch" line. But, except for that difference, he clicked with the same routine that put him over in the sticks and carefully scanned the St. Louis audience for the reaction to his urged upon him by Paramount execs.  
Laughs came in the anticipated spots, fan mail commented on the exact qualities acclaimed in St. Louis. Uffie, engraved to "Smile, Eddie," arrived in generous out-of-town numbers. Fans followed Lowry from the Audubon to the Academy, to Brooklyn, to Paramount groups of warm-hearted people who sent him poems of appreciation, ringing with lusty, small-town phrases.  
From the hinterlands, too, came reports of his old buddies, using their summer vacations to take a look at Jones Beach and renew acquaintance with Eddie Lowry.  
After his audience theory, had been tested by the reaction to his first New York show in five years, Mr. Lowry begged to be permitted the same type of exploitation he has used in other towns. Particularly, he asked to broadcast from his dressing room for one half hour every day.  
Methods, such as these, he was told, would have no weight in a big, wise-acre town. They would make no impression on de luxe audiences.  
**Lowry, Key Route**  
That's not so, Mr. Lowry, believes. The larger the town, the more (Continued on page 4)

## Louella Parsons to Europe on Film Survey

Hollywood, Aug. 29.  
Louella O. Parsons, Hearst picture columnist, leaves here in two weeks for a protracted stay in Europe. While there she will survey the foreign film field, and supply material from her investigations for the Hearst papers.  
During her absence, which is indefinite, her daily film column from here will be written by her daughter, Harriet.

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## Such Is Fame

Hollywood, Aug. 29.  
After widely announcing that Dorothy Wilson, former studio stenog, had received more fan mail than combined names of company, Radio is sending the girl to Nevada, to open an air radio.  
As the governor of the state would be there, it was decided to have various celebs on the lot sign a letter of congratulation to the executive.  
P.A. took the letter to Ann Harding to sign. Her drama floored when this Radio star asked: "Who is Dorothy Wilson?"

## Bathing Beach Beauts From Both Coasts for WB's Multi-Name Pic

Hollywood, Aug. 29.  
Warners will do a multi-name picture in "42nd Street," which will be produced as a musical drama with Warren William, Kay Francis, Joan Blondell, George Brent, Ruby Kellner, Dick Powell, Guy Kibbee, Glenda Farrell and Frank McHugh.  
To pick show girls and bally production, Maxwell Arnow, casting director, will take photographic crew and comb coast from San Diego to San Francisco, while a second unit, Robert Jeffrey in charge, will search beach spots on Atlantic coast. Will line up 100 girls.  
James Seymour and Whitney Harbord are doing adaptation, and Al Dubla and Harry Warren are writing tunes. Mervyn LeRoy directing.

## Members Seeking Office in Film Industry at Primary

Hollywood, Aug. 29.  
Primary election this state tomorrow (Tuesday) is occasioning more interest from the picture world than usual. It's due to film names on the ballots.  
Mitchell Lewis is a Republican candidate for state assembly from 57th district; Hedda Hopper is running for a place on the county Republican committee, and the same for David Horsey.  
Spencer Valentine, story agent, and Alvin J. Neitz, former director, are candidates for the Democratic central committee. Carlos J. Herbert, former theatrical advance man, is running for Congress in the Republican primaries.

## Par Asks Ambassador to Hold Off on Farewell

Italian Ambassador, in Washington, has been asked by Paramount to do or say nothing about "Farewell to Arms" until the film is completed and shown. Ambassador had orders from Rome to enter official objections on the picture to the State Department.  
Par's argument is that though the Hemingway story may seem objectionable it won't be detrimental to Italy in its film form.  
However, film company is considering eliminating the Italian military retreat, which was part of the story.

## Goetz Angling for B.R. To Make Musical Films

Hollywood, Aug. 29.  
E. Ray Goetz, legit impresario, is here endeavoring to raise finances for a series of independent musical films.  
He believes time ripe for this type of picture.  
**Cohn Goes Back**  
Harry Cohn, who talks a great transcultural aviation passage, went back to the Coast Saturday (27) via Century and Chief.  
Cohn's flying alibi this time is that he was advised by his Hollywood office that his insurance premium hadn't been paid yet.  
Saul Bernstein, Irving Berlin, Inc., who has been accompanying Cohn, didn't make the trip.



## WILL MAHONEY

This Week's Feature: Brooklyn San Francisco. Cull said: "Will Mahoney is an envoy of good cheer. You cannot resist bursting into laughter and applause. To the poetry of motion of Mr. Mahoney's legs has been added another of the Mahoney arts, the Mahoney-phone. Mahoney is the word to describe."

Direction  
**RALPH G. FARNUM**  
1500 Broadway

## Pay-to-Act Shops Where 'Schools' Once Took 'Em

Pay-to-act picture places are flooding the side streets of Broadway, many of them in the same spots occupied by phoney film schools until the latter Business Bureau put them out of business.  
New method so far has escaped prosecution. No complaints have been made and misleading advertising hasn't yet been glossed over.  
System used in several of the places is to charge aspirants to start down \$110 for negative costs of the first 1,000 feet. The understanding with this is that the company will defray the remainder and cut the investor in on whatever is realized from distribution.  
So far none of the outfits investigated has turned a crank, although one promises to start work with a batch of investors on a Brooklyn lot this week. Incidentally, none has closed with a national distributor and none will, according to picture officials who are closely watching the new era in what term picture quackery.

One of the places had its copy turned down by two of the metropolitan dailies. Ad rejected because check-up failed to reveal means of release read: "You produce and act in your own shorts. I'll get you international distribution at good profit."  
Some of the studios are trying a new twist. The head of one stated: "This is a perfectly legitimate business, but like every other, there are some phonies who would spoil it. We want to the Hays Organization, and they know all about us."  
At another of the spots, all of which on the day visited were well equipped with motion picture cameras, a president-director-camera-man was putting a couple of blondes through the paces.  
I want to romance something different, says one of the girls.  
The rehearsal was taking place in a dilapidated lobby, opening directly upon the elevator.  
After observing them smoking a dozen or more cigarettes and reciting the same lines as many times, the coach finally told them: "Just relax. Take it easy. That's all there is to acting."

## WEINGARTEN'S TRIP

Hollywood, Aug. 29.  
To aid his recovery from a recent illness, Larry Weingarten, Metro associate producer, left here Saturday (27) on a four week camping trip in Oregon.  
Accompanying him is his trainer, Johnny DePalma.

## INA CLAIRE'S TRUST FUND

Los Angeles, Aug. 29.  
Ina Claire petitioned Superior court to change custodian of her \$50,000 trust fund from the closed First National Bank of Beverly Hills to the Bank of America.  
Since investing the money last year, securities have shrunk \$2,400.

# Schenck Sees Reformed Hollywood Pointed Toward Good Times Again

## Film New Acts

Following picture players who are making personal stage appearances are reviewed in this issue, under New Acts, on page 36.  
Owen Moore

## Writers Deserting Comedy; More Money in Drama

Hollywood, Aug. 29.  
Finding that writing feature comedies is less remunerative than scrivenering screen dramas, writers are deserting the comedy field. Currently less than a dozen men admit they write polka, a farce comedy.  
Scribes claim that no matter what their rep has been, they have found themselves recently, classed as straight gag men.  
As writers they commanded important money but as gag men current salaries rarely go above \$150 weekly. Comedy authors say their type of writing is much harder than straight dramatics with laugh-lift thrown in.  
Studios are pretty well off feature comedy production unless the picture is a comedy. Comedy is a disaster, or which there are about eight listed as draws.

## Radio's Flu Mandate to Cut Production Delays

Hollywood, Aug. 29.  
Fearing production holdups through players becoming flu victims, Radio has ordered everyone on lot to report suspicious sneezes and coughs to department heads, who are instructed to send sneezers to studio hospital for treatment, then home until symptoms disappear.  
In the past month, studio has suffered several days from flu, and it is hoped that immediate reporting of cases will eliminate this loss.

## Mary Astor Commission Case Ordered to Trial

Los Angeles, Aug. 29.  
Suit of Collier and Fynn, agents, against Mary Astor, for \$2,433 commissions alleged due, will go to trial following the denial of plaintiff's motion for judgment on strength of the pleadings.  
Contract between agency and actress made in 1923, contained clause exempting from 10% commission any salary obtained from Kenneth Hawks' unit at Fox. Hawks, Miss Astor's first husband was killed in an air crash. Commission sought is on Miss Astor's Radio contract which guaranteed 40 weeks in 1931 at \$2,000 a week.

## Arthur Marx West

Arthur (Harpo) Marx returned to the Coast last week, signifying that his proposed trip to Russia is off. Marx was to guest with the Moscow Art Players over there at the invitation of Max Reinhardt.  
Accompanying Marx west was Charles Lederer.

## SAILINGS

Sept. 10 (New York to Bermuda) Lee Marcus (Monarch of Bermuda).  
Sept. 2 (London to New York) Elizabeth Lowman (Europa).  
Aug. 31 (London to New York) Joe Seidelman, T. J. Martin (Majestic).  
Aug. 29 (New York to London) Paul Robinson, Richard Crooks, Jack Harris (Bremen).  
Aug. 27 (London to New York) Fred Astaire, George Arliss, Phyllis Konstanz, Bertie Petroff, Jaycee Jones (Europa).  
Aug. 25 (Frisco to Tokio) Douglas Fairbanks (Chichibu Maru).  
Aug. 24 (New York to London) Fred Buck, Mr. and Mrs. Adolphe Menjou (Europa).  
Aug. 24 (Los Angeles to Sydney) Cresson Smith (Mariposa).

Hollywood is a changed town. It has been cured, by necessity, of its extravagances. It is eager to profit by its mistakes. The chastened film capital is forging ahead with a sane, sober, carefully bracketed attitude.  
This gospel of Westcoast reform comes to town with Joe Schenck, a voice crying in the wilderness that good times have returned to Hollywood.

The film colony has undergone three important reversals of viewpoint, according to Mr. Schenck's optimistic doctrine. The improvements relate to organization, production and treatment of stars.  
Chief among the lessons learned during the past trying year is the necessity of one-man control of picture studios.  
"Too many production bosses conducted policy with subdivided morale," Mr. Schenck prophesied. "Each had ample opportunity to learn the hazards of de-centralized leadership. Now they are forming themselves into closely knit units under star trapping. Talkies were made by leaders are flexible human beings who, though they are not artists themselves, know how to get work out of creative brains."

These are the important strains cited by Mr. Schenck as an indicator of improved production.  
**Factory Methods Taboo**  
The piece-work attitude that developed when talkies divided production into complicated department is "all right," Mr. Schenck thinks, for the talkies. But moving picture studios are not wholesale commodities—a fact, obvious though it may be, that the industry hasn't always remembered by its makers. Studios had merged with big business, studios ground out cycles, rubber-stamp productions, skeleton plots draped with publicity blarney and star trapping. Talkies were made with the pre-fabricated method of production in which films could be edited after they were shot.  
Hollywood has taken cognizance of these facts. Talkies are now being edited during production, with meticulous care toward eliminating retake expenditures. Every release is important—from the greatest to the least of program sellers. A transformation, shaping, not only in organization, but in the thought processes that motivate and build production. The film industry has stopped making pictures—it has started to produce them.

## Circulating Stars

Thirdly, says Mr. Schenck, Hollywood has seen the advantage of hitching its ascendant bandwagon to picture stars.  
"Studios are not wasting their resources today," he says, "in the race of lack of proper vehicles, they are loaned for specified, carefully inspected scripts, to other studios."  
The criticism that the public will tire of stars who start to idle, or by their own studios does not apply. No one tires of a charming acquaintance—however often encountered—who has something amusing, taken or vital to contribute to the meeting. Fans like to see their favorites.

"They are bored by them only when releases are dull and unsuitable. Companies now keeping their stars in circulation are reaping building public confidence and interest in the film industry, as well as enriching their own studios and all cinema product."

## 3 City Search While Tot Takes Trolley Ride

Washington, Aug. 29.  
With the police of three cities looking for him, Malvino Stiefel, four-year-old son of Nathan Stiefel, local theatre owner, has been returned to his father.  
Boy was taken from a street car ride without notifying the parents, who sent in an alarm to Atlantic City, New Jersey and local police.

## Mrs. Cohan Improves

Hollywood, Aug. 29.  
Mrs. George M. Cohan, who has been in a hospital, is much improved.  
Actor-producer's wife has been confined for the past fortnight.

# Coast Pays Tribute to Songwriters, And George M. Cohan in Particular

Hollywood, Aug. 29. That little guy who used to say "My mother thank you, my father thanks you, my sister thanks you and I thank you," had his auditors turn the tables on him the other night at the Cocoanut Grove, when some 1,500 gathered to pay tribute to him.

As George Cohan expressed it himself, he didn't know why they picked on him, but he changed his mind when the throng in the Grove stood up and cheered him as he made his way to the floor and onto the rostrum. He found out. They cheered and applauded and it wasn't one of those Hollywood cheers. They meant this one.

There were those present besides that portion of the picture mob which is always on hand to give a front to some event and dress up the ringside. Outnumbering these sister-inners were the elite of Los Angeles and Pasadena. The little Cohan guy was overcome by the reception. He stood on the rostrum for a full three minutes trying to collect himself, stilling by playing with a card on a floral basket.

## Cohan's Response

When he did start talking he told them it was a great thing to honor the songwriters, as a tribute to one was a tribute to all, and he knew that his fellow craftsmen were most appreciative of the turnout and honor paid them, and then he did "Give My Regards to Broadway." Over "Rockaway and the Beach" he created "The Governor's Son." They didn't want him to get away, but Cohan is now a picture actor and he had to depart for that sleep in order to be on the set the next morning.

All the present day writers out here were on hand. Besides which Johnson unbowed himself, a half dozen numbers he did, and he sang, and also a dynamic solo was Banks Winter, the 80-year-old minstrel who in husky and voluble tones chanted his own "White Wings." Claire Ward did a composition of her late husband, Charles Ward; Al Von Tilzer stepped forth with his "Take Me Out to the Ball Game"; Fred Bowers sang his "Because I Love You"; "Carrie Jacobs Bond offered one of her ditties; Richard Carle served his "Lemon in the Garden of Love"; and Clara Brown sang her "Can't You Hear Me Callin', Caroline?"

Charlie Murray was m. c. of the affair, and was aided in handling the entertainment by Bowers and Gloria Brown.

Testimonial ran four hours.

## As a Surprise

Cohan throws a surprise dinner tonight (29) at Al Levey's Tavern for Marnie Lowenstein, a friend of 20 years.

Dinner is the result of Lowenstein's burn over having received no invitation to the Cohan testimonial at the Ambassador. Around 300 expected to attend.

## Bucking Malay

Hollywood, Aug. 29. Clyde Elliott, who directed, and Spearling who worked on story "Bring 'Em Back Alive" signed by the William Morris Agency to do a similar story for Fox. Will be made in the Malay peninsula.

Pair arrive here today (29) for a conference with Winfield Sheehan on story. They will organize their expedition here and leave about Oct. 1.

## He'd Rather P. A. Than Act, So MacLeod Shifts

Hollywood, Aug. 29. After working in 19 pictures, Fraser MacLeod gives up acting to become a publicity man.

Now assistant to George Bilson, exploitation man at Warners.

## Doug to Far East

San Francisco, Aug. 29. Douglas Fairbanks sailed on the "Chichibu Maru" on Thursday (25) heading for Tokio and thence to Tibet. With him were Capt. Kenneth Davenport, Charles Lewis and Allen Boone.

Mary Pickford came up with Fairbanks to see him off.

## LIBBY HOLMAN YARN

Radio Ready "Torch Singer"—Cukor to Direct, Arline Judge Cast

Hollywood, Aug. 29. Radio has assigned George Cukor to direct "Torch Singer." Yarn now being written and based on the Libby Holman case. Arline Judge only player assigned so far.

Casey Robinson will direct the next Tom Kead western, at the same studio, with Betty Furness as femme lead. J. W. Ruben gets the megging assignment on Bill Boyd's next, "Yukon."

## Chaplin on Stand Battles to Keep Sons Off Screen

Los Angeles, Aug. 29.

Arguments still being heard today (Monday) before Superior Judge Wood on Charles Chaplin's petition for an injunction restraining Lita Grey, Chaplin, his divorced wife, from carrying out contract with Fox whereby their two children, Charles Spencer, Jr., 7, and Earl, 6, could be featured in a picture for that company.

Chaplin, on the stand last Saturday protested the children's entrance into films. Comedian asserted the trust fund of \$100,000, and monthly payments of \$1,000 to his divorced wife for support and education of the boys, were made on the understanding that the children could not be "acted out" or employed without written consent of both parents.

Attorney W. I. Gilbert, for Mrs. Chaplin, tried to bring out that Chaplin had showed indifference to the children and had not tried to see them when he was in New York. Chaplin denied he was in the east at the time mentioned.

## Radio Will Not Take Up Ricardo Cortez Option

Hollywood, Aug. 29. Radio will not pick up the option for Ricardo Cortez, whose two-year contract expires Nov. 1.

He made 10 pictures for the company during this period and Radio based on making him an outstanding box office attraction in "My Race Red." Last two for Radio were "Thirteen Women" and "The Phantom of Chestnut."

He is now on loan to Metro for "Flesh" with his contract expiring on the completion of that picture.

## Keaton and Durante Making 3 Features

Hollywood, Aug. 29. Metro's Buster Keaton-Jimmy Durante team will be stretched to three, with Jackie being added to the next picture, "Be Your Age." Edward Sedgwick, Delmer Daves and Milton Raskey have been assigned to whip up a story.

## BUDDY'S SCREEN RETURN

Par and Radio Interested—Gary Cooper Opposite Mary Pickford

This winter may see Buddy Rogers back on the Paramount lot, although Radio is also interested. Rogers is under NBC management, which is affiliated with the RKO radio-film-theatre interests.

The next Mary Pickford picture, for which Rogers was slated, will see Gary Cooper opposite that actress.

## FROM PARK TO PLAINS

Hollywood, Aug. 29. Betty Furness, societte, who comes from the Park Ave. sector of the east, and has been under contract to Radio for three months, is about to make her debut before the "one-eyed monster."

She will greet her public in "Renegades of the West."

## PAR'S NEW WRITERS

Hollywood, Aug. 29. Paramount has hired Julien Josephson, Murray Roth and Paul Gerard Smith to write originals.

## That Regal Exit

Hollywood, Aug. 29. Top member of visiting nobility, who recently was guest of honor at homes of several stars, stalked out of a Beverly Hills hotel without paying his bill.

He then had his valet climb the fire escape to drag out luggage he left as security.

## GLORIA OR JEANETTE IN PEGGY'S OPERETTA

Peggy Fears is negotiating with both Gloria Swanson and Jeanette MacDonald for the principal female role in the new Kern-Hammerstein operetta. It is Miss Fears' intention to have this show on Broadway by Thanksgiving. Casting is already under way.

Miss Swanson is currently abroad, while Miss MacDonald is on the coast. Latter is ostensibly due in Paris to play a revival of "The Merry Widow" there, but difficulties have arisen and it is understood Miss MacDonald may not now go over as intended for the October opening.

## RODGERS-HART ASKING \$4,000, PAR DICKERING

Hollywood, Aug. 29. Rodgers and Hart, whom Paramount is after for a new contract, are asking "an almost 300% increase over the old deal."

When the team left Paramount to write the music and lyrics for Johnson's "The New Yorker" (UA), they were getting \$1,500 a week from Par. U. A. paid them around \$3,500, and when Paramount wanted them back it was figured the old amount would be okay with the boys. But the lads added on an extra \$500 to their U. A. stipend.

Though Rodgers and Hart have all the songs for the Johnson picture, star is trying to slip "Color Line" and "Five Cents in My Pocket" into the picture. Irving Lesser wrote both these tunes.

## Radio's 14

Hollywood, Aug. 29. Radio will hit peak production next month.

Studio will have 12 films going on Gower street and two more at Pathe during September.

## Charity Will Profit by Roosevelt Coast Pageant

Hollywood, Aug. 29. Studio Roosevelt—for president committee, headed by Jack Warner, is lining up a motion picture and sports electric parade and pageant to welcome the Democratic candidate, scheduled to arrive here Sept. 24.

Parade to wind up either at Olympic stadium, or Rose Bowl in Pasadena, where admission will be charged to view proceedings. Gate goes to the Motion Picture Relief fund and the Marlon Davies Orthopedic hospital.

If idea goes through, Will Rogers will be spokesman and Conrad Nagel m. c.

## Happy Week for Extras With 6,859 Placements

Hollywood, Aug. 29. Use of extras climbed last week to 6,859, new high for season. Biggest day was Wednesday (24) with 1,440 day checks in circulation.

Contrary to custom of silent days, Von Stroheim is using more extras than De Mille. No sets used more than 150 people a day during week, but plenty of production activity at all studios.

## Leila Hyams Out

Hollywood, Aug. 29. Metro is not retaining Leila Hyams, with the company as a featured player for around five years. Option on Miss Hyams' contract, which expired last Wednesday (24), is not being renewed.

# Lights, Personals, Other Ga-Ga For Coast's Air Serial Debut

## TALLULAH AND PAR

Much Depends On "Tinfoil" as to Continuance—Option Time Sept. 20

Hollywood, Aug. 29. Tallulah Bankhead's chance of continuing with Paramount seems to depend on her reception in Metro's "Tinfoil." Miss Bankhead is in the picture on loan. Option time for Miss Bankhead arrives Sept. 20. Paramount some time ago approached the actress with a view to cutting her salary. She has made five pictures for the company under her present contract.

## Closer Check on Writers Invading Lots for Material

A system similar to that used by police is being introduced by the picture companies. So many money writers and newspaper people have invaded Hollywood that film men have ordered a strict check-up on credentials of those attempting to gain access to people on the lots. At the same time the industry is taking steps to rescind the credentials of those writers judged to have abused the privilege.

Move is largely to strengthen the powers of the Hollywood Credentials Committee and to effect greater coordination between this body and the studio press departments. Where the committee has issued warnings to persons who violated their official certifications in the past, the new move is to rescind the badge of recognition for future offenders.

Tightening up on the committee and the press departments is believed to carry more weight than admonishing stars who might be inclined to "talk out of turn" away from their press departments.

## Society Girl Replaced by Kay Francis in 'Cynara'

Hollywood, Aug. 29. Dorothy Hale, society girl "find" of Sam Goldwyn, is out as the wife in "Cynara" after three days' filming. Replaced by Kay Francis, borrowed from Warners.

Miss Hale is the widow of the late Gardner Hill, of Pittsburgh, and was also formerly married to Gallatin Thomas, Pittsburgh millionaire. Reason given for extracting Miss Hale from the cast is that she didn't suit the part after it had undergone four changes in rewriting.

## Karloff, Off Horror Stuff, Gets Loew Bid

Hollywood, Aug. 29. Boris Karloff has been offered three weeks in the east, playing "The Wolf of Paris" at Loew's Washington for Loew.

Despite studio orders that only photographs of the Universal player in horror makeup, such as he used in his pictures, can be sent out, he will appear straight if the dates go through.

## Zukor's Chi Address

Chicago, Aug. 29. Adolph Zukor will be the guest of honor at speaker at a Paramount-Publix luncheon tomorrow (Tuesday) at the Drake hotel.

Exhibitors, newspapermen, critics, and members of the trade will be present along with the officials of Balaban and Katz and the exchange.

## Columbus, Aug. 29.

A formal banquet, at which Zukor is expected to speak, and a preview of "Movie City" (Loew) will round out the stay of Paramount.

## Freund to Direct

Hollywood, Aug. 29. Karl Freund, Universal ace cameraman, gets his first directorial assignment to meg "Imhotep." Replaces William Wyler on the job. Doris Karloff and Gloria Stuart will head the cast.

Hollywood, Aug. 29. A radio serial will now be started with colorful lights, personal appearances and the usual Hollywood fanfare with which they open pictures, barber shops, meat markets and military emporiums out here. Ballyhoo is being arranged by KXN, local Paramount radio station, and Metro, for starting off of a Tarzan air serial, to be staged Sept. 10 at the long dark Egyptian, Hollywood Boulevard.

Intention is to open the house for the one night, have the usual outside ga-ga, attendance of picture and radio names, and the usual "I'm glad to be here" from a mike in front and speeches and what have you inside.

Program is for a vaude show and personal appearance from the stage, and then audience will be allowed to listen to first chapter of serial, which will be heard from the loud speaker, equipment connected with a radio.

Metro is in on the ballyhoo, figuring it's good exploitation for its "Tarzan" film, now current.

## WHEELER-WOOLSEY-RKO PALAVER OFF—MONEY

Hollywood, Aug. 29.

Proposition whereby Wheeler Woolsey would return to Radio upon completion of one picture contract with Columbia, is cold. Studio officials have been talking with Bert Wheeler for past two weeks with latter wanting double amount which studio offered. He contended that the W-W combination stood above the Radio star group in dollar value at the box office, and figured their pay should be in proportion.

Studio, however, could not see the demand, with result that Wheeler decided to call off negotiations.

## From Stage, to Lift, To Studio—All for Par

From elevator boy in the Paramount building, New York, to Par's Hollywood studio is the leap for Joseph Gregory. He's been up and down for two and a half years. Before the depression slapped a claim on him, Gregory was an assistant to Boris Petrol, unit star. He doesn't know what his job will be at the studio, but it won't be running an elevator. Sam Katz is responsible for the switch.

## Cagney West

Deferring his trip to the Coast a week, James Cagney left New York last Friday (26) to straighten out his affairs with Warner Bros. Cagney's manager, Billy Brady, states that he and Cagney both have the assurance of major distributors that should Cagney secure a release from Warners or be legally adjudicated as free from the WB lot, there would be no question about booking Cagney's independently made pictures.

## 2D DEL RIO-RADIO

Making Another Film and Personal Appearance Tour

Hollywood, Aug. 29. Because of "Bird Paradise" RKO is considering Dolores Del Rio for a second picture. Salary offered is \$15,000 flat, but no deal yet. Miss Del Rio was also offered to RKO for personal appearances with the film in the circuit's combo spots. This is also still holding fire.

## Virginia Corbin's Son

Hollywood, Aug. 29. Virginia Lee Corbin, in private life Mrs. Theodore H. Prohl, had son at Cedars of Lebanon hospital Aug. 16.

Mrs. Prohl sought no publicity.

## CLIFF EDWARDS WEDS

Hollywood, Aug. 29. Cliff Edwards and Nancy Dovey fly today (Monday) to Yuma, Ariz., to be married. Edwards was divorced by his first wife.

## Rockefellers Sponsor 600-Seater, Putting Oil Czars in Show Biz

Rockefeller participation as active and integral factors in the motion picture industry, sometimes anticipated but never realized before, is now a fact. The Rockefellers are building a motion picture house in Williamsburg, Va., of 600 seats.

Williamsburg, once the capital of the U. S., is being restored to its original Colonial design by the Rockefellers at a cost of several million dollars.

When the house is completed, RKO will manage and operate. This is by request of the Rockefellers. The house is expected to be completed by New Year's.

Hitherto, the Rockefellers have been only on the brink of the biz, coming into that edge indirectly partly through financial affiliation with certain banking interests, and partly through building of Rockefeller Center in New York of which Radio City is a part.

The direct affiliation, with show biz on the Rockefeller Center end, however, belongs to NBC and RKO. Later companies lease certain space in that huge plot for radio studios, an office building and two theatres. Rockefellers neither as landlords nor otherwise are affiliated in the operation of these amusement institutions of Rockefeller Center. They're strictly an RCA-NBC item.

**RKO Operation Only**  
However, the Virginia Association puts the Rockefellers directly in the biz. They are not only building but will own the property. RKO will be restricted, so far as known, to management and operation only. No lease has been signed. What compensation arrangement is for RKO has not been divulged.

While probably a philanthropic venture for the Rockefellers, the Williamsburg venture looks to have potentialities in that the family may build more theatres for the same or other reasons.

Financially the Rockefellers have long had an indirect association with show biz, first through the Equitable Trust Co. of New York, but more largely and recently through Chase, which absorbed the Equitable.

Chase, through its indirect financial interest in Loew's and more directly connected with General Theatres and Fox, is the largest single financial factor in show biz, having a financial interest that runs around \$100,000,000 in the industry, mostly in Fox.

The president of Chase is Winthrop W. Aldrich, brother-in-law of John D. Jr., and former chief of the Equitable Bank. Aldrich became the reins of Chase in the merger of the two institutions.

The curious picture that the situation represents, puts the Rockefellers, at least financially, in close association with all the major theatre operating companies except Warners and Paramount. That's a big slice to be associated with even indirectly.

How far this new Rockefeller interest may develop towards active participation in the biz is open. From a show angle, however, the outlook is rife with anticipation.

## Windjammers' Long Race Being Made Into Feature

Hollywood, Aug. 29. Walter Putter is making a feature of the race of the windjammers between Australia and England. All boats left Australia the same day loaded with the first shipments of season's grain. Winner made the trip in 103 days beating the second boat by four hours.

A. J. Villiers, novelist, and author of 'Vanished Fleets,' a history of sailing vessels, photographed the trip.

## State, L. A., Going on The Air Nightly Sept. 2

Los Angeles, Aug. 29. Loew's State is going on the air nightly 15 minutes over KMPC beginning Sept. 2 with the opening of 'Blonde of Politics' (M-G).

Home will have a remote control station and will endeavor to obtain studio personalities to appear in conjunction with the stage units.

## New Technique

Hollywood, Aug. 29. An indie producer is using another method to cut production. On his latest picture he studied the cost accountants and director when it came time to pay off, telling them to return the following day.

When they came back they discovered a stranger outside the office, who informed them the producer was unable to pay, but the stranger offered to buy their claims for from 25 to 50%. About half took the offer.

Later, they discovered the stranger was the man who was financing the producer.

## Eddie Grainger Figuring On Six Indies for Fox

Hollywood, Aug. 29. Edmund Grainger, Fox associate producer now on an indefinite vacation with pay, is waiting expiration of his contract to enable him to make independent productions. Grainger is completing six pictures, which he expects to release through Fox, starting in January.

Grainger's father is J. R. Grainger, general sales head for that company.

## Col. Drops Voight

Hollywood, Aug. 29. Hubert Voight, handling photographic news material since released the public ruins at Columbia by Cliff Lewis, goes off that payroll Wednesday (31) upon instructions of Harry Cohn from the east.

Voight's duties will be divided among other members of the staff.

Voight is the publicity man who socked Daryl Zanuck, during an argument, for talking about his departure from the WB studio.

## Ed Loury Idea

(Continued from page 2)  
larger the audience, and the greater the campaign necessary to put a new name before the public. I've played out the same idea in distinctly different types of cities—in every one I've used the methods that I know appeal to my type of audience. Everywhere I've found fans who are male, who like juvenile entertainment and a warm feeling of personal friendliness.

After he returns from a Havana cruise, he's starting to work in earnest to solidify widespread admirers. He'll play more dates for Publix, picking up an audience of poem-writers and token-senders as he goes along. With friends in ten towns firmly enrolled on his visiting list, he'll embark on his own tour—maybe a concert solo—maybe with a few good acts.

That's the ambition of Smalls Eddie: to capitalize his audience appeal of friend, buddy and boy from the neighborhood—any neighborhood he happens to be playing.

## Fox May Only Have 2 Houses Left in Chi

Chicago, Aug. 29. Fox will probably dispose of its Commercial theatre to Harry Balaban. Negotiations are on. With this house changing hands Fox will have only the Terminal and Sheridan left in this city.

The Portage has just been taken over by Morris Kaplan. Schoenstadt's obtained the Midwest a few weeks ago. Crown reverted to the landlord who closed it. Monroe is being operated by Sam Trint.

Harry Hartman Out  
Los Angeles, Aug. 29. Another Fox West Coast vet manager, Harry Hartman, district supervisor at San Diego, has been released.

B. V. Sturtevant, former district mgr. at Indianapolis for Skouras-Publix, substitutes.

## CAPRA'S 3 YEARS

Resigns with Columbia—Never Has Asked for Contract

Hollywood, Aug. 29. Frank Capra, director, will continue with Columbia for another three years. New contract was agreed upon last week despite there being one year to go on the present arrangement.

Capra has been with the studio five years and has had as many contracts, none of which he has ever requested. Studio has voluntarily proffered the new papers on each occasion.

## 19 WB PLAYERS IN 2 TO 4 PIX

Hollywood, Aug. 29. First six pictures in production at Warner-Brothers studios have 19 players appearing in two or more productions, in some cases doubling between sets.

Spencer Charters tops list by working in four different features. "Sheila" Terry, Glenda Farrell, George F. Collins, Harry Holman, William LeMaire and John Wray are working in three apiece, while Arthur Byron, Preston Foster, Guy Kibbee, Robert Warwick, DeWitt Jennings, Oscar Apfel, Jack LaRue, Roscoe Karns, Edward McNamara, Russell Simpson, Charles Middleton and Berton Churchill have two assignments each.

## OLYMPIC REELS FOR EUROPE BUT NOT U. S.

Hollywood, Aug. 29. As a gesture to the Olympic Games committee, Metro-Goldwyn News Corp. has compiled three reels of the sports which will be presented to the body as a pictorial record. Through agreement the three-reel cannot be publicly released in this country. However, it is understood, after 90 days, it can be released in Europe.

As shown to the press here, the reels seem to hold little appeal to foreign countries. With the exception of the clips showing four foreign winners, all other feats are American. Conspicuous by their absence is the Japanese team which during the week with the male swimming events, and the finals in equestrian. Also missing is the marathon.

Of the newswreels covering the games, Metro-Goldwyn has the largest staff and coverage. During the event it turned out reels for 15 different countries. Most of the stuff shown in this special reel has already been released in the regular Hearst and Fox weekly editions.

## RKO Party Splits

Los Angeles, Aug. 29. Harold B. Franklin, after a conference here, leaves by plane Wednesday (31), for San Francisco. He then goes to Denver and Omaha and arrives back in New York, Sept. 6, to attend an RKO directors meeting, Sept. 7.

Jack goes to San Francisco but returns here Thursday (1). Bob Sisk and Phil Reisman will remain in L. A. another week.

## Publix Allowing 3 Wks. For 'Venus' at N. Y. Par

Marlene Dietrich's 'Blonde Venus' goes into the Paramount New York, Sept. 8, with a possible two or three weeks in mind. Publix had previously intended the film for the Rialto or Rivoli. Paramount has just added the film three weeks. Opportunity arises through turning over the Rivoli to United Artists.

## Assistant Gets Director Spot After Sistroni's Pix

Hollywood, Aug. 29. On strength of his work on 'Crooked Circle,' first William Sistroni picture for World Wide, Lucky Humberstone draws directing contract from Paramount. No assignment yet.

Humberstone, former assistant dir., had previously directed one for Tiffany.

## Exhib-Operator Break Wide Open; N. Y. Union in War of Retaliation

### On Their Own

Hollywood, Aug. 29. Charles Skouras, accompanied by Arch Bowles, Al Hansen, Frank Newman, Rick Rickert, Mike Rosenberg, and Charles Buckley, attorney, leave for New York tomorrow (30). They will consult on season's film bookings. Skouras' idea is to have his division managers decide and pick the pictures for their territory with responsibility thereafter on their own shoulders.

## Animal Re-Issues As Balto Gets That Jungle Film Fever

Baltimore, Aug. 29. This territory has gone wild-animal conscious. So, belling has been the enthusiasm for the jungle films, and so, too, the grosses that the exhibs are beginning to pull the old ones off the shelf.

'Rango,' old Par animaler, was last week plucked out of the vaults and reissued in four theaters. Other jungle epics, silent and sound, are getting calls. Silent ones are getting lectures, the idea being taken from Frank Buck's personals with 'Bring 'Em Back.'

Exhibs haven't been so excited about a cycle locally as the result of the strength of 'Congorilla' and 'Back Alive'; in years, both of which pictures got hold-over dates.

Neighborhood houses particularly are interested in the animal cult because of the intense reaction from the children. Exhibs state they haven't gotten such an influx of kids since the days of the old silent ones. Many mothers are themselves gotten in touch with exhibs to hold-over the flicker.

These animal pictures having done much to build up a new good will for the neigbs where mothers have been telling that the films are getting too hot for their kids to see.

## Among Others, MAA Asks \$7,500 of 'White Zombie'

'White Zombie' receipts at United Artists, distributor of the film, have been tied up in attachment on behalf of the Music of America Artists, Inc., the American subsidiary of Campbell-Connelly, English music publishers. M. A. alleges it advanced \$7,500 to Halperin Productions, Inc., and Edward R. Victor Halperin in 1929. Seeking to recover this money, 'Zombie' was attached at U. A., with the court to determine how much, ever, and above money due other claimants, can be utilized to pay off part of the music publishers' claim.

'Zombie' has been previously hypothesized by Amusement, Securities Corp., a New York loan firm. Phil Goldstone, on the Coast, also has a prior claim on any moneys due the Halperin brothers from their independent production.

Campbell-Connelly's claim arises from a music-film deal whereby C-C would have the exclusive song publishing rights to not less than 12 songs in six Halperin screen musicals. The music rights \$7,500 was paid in advance in California by Jimmy Campbell of the British company. No film musicals were produced and the money wasn't returned, is the claim. Abeles & Green are acting for the plaintiff.

## Ralph Out as Lesser Production Manager

Hollywood, Aug. 29. Edward J. Ralph has resigned as production manager of Sol Lesser's Principal Productions.

Lesser, now headquartered at Putter studios, will move within next two weeks to either Pathe or Metropolitan, but will not start producing for six weeks.

First filming will be his serial, 'Tarzan.'

With Local 308 Motion (29) admitting that the Schwartz circuit has pulled away and that Lee Cohn will probably follow, exhibitor chiefs declared that it is too late for New York independents to compromise with the Kaplan organization and that tomorrow (31) night fully 400 of its projectionists will report for their jobs. Over 75 active theatres by operators from the rival union, Empire.

The Kaplan unit yesterday afternoon called in its board of strategy and prepared for immediate war on the Schwartz chain of 15 theatres throughout Brooklyn and 4 part of Long Island. Open air theatres, all with free admission, were closed and the fight was on against Schwartz. Local 308 executives yesterday said Schwartz, dealing exclusively with the unions for 17 years, had some completely new, ordering and new men, including musicians and stagehands, out of those of his houses where vaudeville is a policy.

More For Empire  
While exhibitors expressed confidence that other chains, including the 20 theatres operated by Manhattan and those run by Casey & Wheeler, Bar Brothers and Silverman, as well as many individuals, will be among those entering the new booth contract year on Sept. 2 with Empire, the Kaplan organization believed Manhattan at least would stick for another year.

Confidence that it will win the fight in the long run, despite contracts signed by the exhibitors pressed in the Kaplan camp. The fact that it has the backing of the American Federation of Labor and all of the major company circuits in the New York territory, as well as a new contract with the most powerful local indie chain, the 42 houses of Randorff (Frisch & Rinsler), is chiefly responsible for this 308 view.

Exhibitor declarations that the Kaplan unit has spent large sums in 'policing' New York and that its expense total exceeds 25 times that of the Theatre Owners' Chamber of Commerce, are scoffed at around union headquarters. The 308 attitude is that it will continue to spend and that it will win.

Although the next two weeks will argue its motion to compel film companies to service its open air houses, unionists claim they are assured of many months' security, factored from the same companies. Two of these now renting their old product at \$5 and \$10 rentals are Arkin and General Talking Pictures.

## Horwitz Paci Execution Is Still in Abyeance

Although lawyers say they have approved, and are through with their end of the Horwitz-Paci zoning pact, concerning Cleveland exhibitors, there yet remains the subject of executing the agreement by the circuits involved.

Status of the matter is that within the next two weeks Loew, Warners and RKO will either execute or not execute the agreement. Simply means that the circuits either will agree or disagree with the protection interpretations of their legal attaches as to what they should do.

## AGENT WINS

Beyer Gets Commish in First Competition Academy Arbitration

Hollywood, Aug. 29. First agent-client dispute to be heard by the Academy conciliation committee was decided in favor of the agent. Although previously all such cases were fought in court, percentage argument between Richard Boleslavsky, director, and Charles Beyer, agent, was handled amicably and paved the way for more cases of the type being settled by Academy arbitration.

Boleslavsky, now directing 'Rasputin' at Metro, contended that Beyer did not obtain for him his first engagement. Conciliation board ruled that inasmuch as Beyer held an exclusive agency contract he was entitled to commission.



# \$175.000 AS AVERAGE COST

## Indie Exhib Rep. Called to Wash. In Monopoly Row

Los Angeles, Aug. 29. Armed with affidavits charging discrimination against indie exhibitors by distributors, and alleging a monopolistic attitude by Fox-West Coast, Major Frank S. Huton, attorney for Independent Theatre Owners of Southern California, is in Washington, on invitation of U. S. Attorney General Mitchell, to present his case.

Huton's trip followed meeting of directors of indie organization, to devise ways and means of making what the exhibitors term a final stand for their existence.

Attempt of indies recently to force action by the federal government against signers of the consent decree entered into in 1933, where, in indie sought, to obtain contempt of court order against F-WC and certain distributors, has made no headway, with radical element of indie group charging interference in Washington by film interests.

Latest threat in side of indies is reported closing by WB-EN with Fox-West Coast to supply next season's entire product, which leaves unaffiliated theatre men only two major services, and a few independent films, for their use.

Threats of independent federal courts are not taken seriously by major distrib, who hold no contractual obligations are being violated in selling new season's product.

## Metro Gets Tough Breaks on Planned 3 \$200,000 Budgets

Hollywood, Aug. 29. Plan of Metro to slap maximum budgets of \$200,000, and a limit of 16 shooting days on three pictures has failed through bad breaks. 'Kongo', 'Tin Foll' and 'Mask of Fu Manchu' are the films.

Robert Montgomery's appendix operation held up 'Tin Foll'; directorial disagreements, with Charles Brabin finally replacing Charles Vidor, delayed 'Kongo'; script difficulties held 'Kongo' back.

## JAFFE JOINS RADIO AS GENERAL STUDIO MGR.

Hollywood, Aug. 29. Having broken away from commitments to return to Paramount or go to Fox, Sam Jaffe has tied with Radio to become general studio manager.

Besides carrying this title and supervising the physical end of production, Jaffe will be an aide to David Selznick. Also a possibility of the later handling units as an associate producer.

C. D. White continues as studio manager under Jaffe.

## 'Night Mayor' Is Shown in Des Moines

Des Moines, Aug. 29. 'Night Mayor' showed at the Strand last week in Des Moines, arousing interest to the picture being postponed on Broadway screens.

In reply to the request that Milton Simon, manager of the Strand, withdraw the film, Simon explained that his bookings would not permit a last-minute alteration.

## GLUCKSMAN RETURNS

E. M. Glucksmann, former general theatre director for RKO, gets back this week after a two months' holiday in Europe.

Glucksmann is bringing back play scripts as legit and picture production possibilities.

## Framing Roxy

Chicago, Aug. 29. Martin Beck appeared locally in the role of a practical joker, his victim being S. L. Rothfeld. It was an old gag, but Roxy hadn't a suspicion.

Hoax was pulled at the luncheon at the Blackstone hotel with members of the press, among others, present to meet the RKO party passing through to the Coast. Beck had a phony microphone planted at the table and framed Roxy to talk for 10 minutes on Radio City.

Rest of the luncheon guests were in on the gag. Roxy was told later in the day. His reaction is not reported.

## Pictures Can Only Stand 1 More Year Of Doubles, Hammons

Figuring that the production end of the industry cannot stand more than another year of double-features, E. W. Hammons, oldest producer of short subjects in the industry, declares that he is willing to 'take it on the chin' for another year.

Hammons, admitting that he will be happy if he breaks even on his two-reeler overhead during 1932-33, declares that the public, as well, will not countenance twin features much longer.

Hammons observes that exhibitors are paying for two features what should be the price of one, and that producers are becoming aware that their philanthropy is not appreciated.

## DROP CENSOR FORMULA IDEAS ON NEWSREELS

Efforts to establish a censor formula for newsreels, similar to that of the Hays Code for features and short, have been abandoned. Reason for elasticity in the news is the conclusion that any special law would rob the reels of initiative.

Newsreels are now not even being previewed though every picture produced by the studios is seen in script and preview form by Hays representatives on both Coasts.

Judgment on news matters has been relegated solely to the news-reel editor. Occasionally counsel of the Hays group is sought, but this is never binding.

## WB GIVES 8 EXTRAS CHANCE AT REAL PARTS

Hollywood, Aug. 29. Statement of Jack Warner several months ago that he would give contracts to unknowns who had possibilities, has resulted in contracts for eight extra girls at WB.

Girls are Lorena Lyson, Jacquelyn Allen, Cernine Green, Alize Janz, Helen Mann, Muriel Gordon, Patricia Green and Monica Bannister. Contracts are short termers at \$75 and \$100 a week.

## Fox Clears 'Sherlock' - After 5 Mons. Chase

All details on rights for 'Sherlock Holmes' were finally cleared Thursday (25), so Fox can now go ahead with making the film. It represents a five months' world chase.

Dialog rights were held in New York, somebody in Switzerland held the talker rights and the Doyle estate, in London, also had to be contacted. Besides that, the Frohman company, which first produced the play, had its contentions.

Oliver Brook will be borrowed by Fox from Paramount for the lead.

## BANKERS' INTENT REGARDING FILMS

Major Producers Say Move Must Be Unanimous—Likens It to Disarmament—Set Three Budgets of \$150,000, \$200,000 and \$300,000—Conferences Held in N. Y.

## 'QUIT STALLING'

Acting on what is said to be an ultimatum from the bankers to 'quit stalling,' film producers are considering a concerted move to get the average cost of feature length pictures down to \$175,000.

Eastern conferences during the past few weeks, following a survey which Will Hays is personally making, reveal that in many instances Hollywood's promise to economize has been on a 'tomorrow' basis. Bankers, admitted to have wearied of promises, are credited with the attitude that the picture business must have reduced production budgets regardless of the means to this end.

The new grades of budgets as intended would start at \$150,000 for the average program type, \$200,000 when deemed necessary and \$300,000 top. Any budget exceeding this maximum would have to be for a special feature. Desire, however, is that at the end of the production year the producers' books shall balance so that the cost checked off to each feature will average the aimed at \$175,000.

Disarmament Complex One of the most popular excuses of companies for not preening prior to this is that organizations taking to this initiative would suffer; that their best people would move to lots continuing to pay higher wages and that, like disarmament, the studio first taking action would leave itself open to the other companies. This is the reason for companies contemplating one united front on the subject.

Major studios are currently turning out features running from \$125,000 to \$1,000,000 with executive figuring that \$325,000 is the average cost at present and too high.

## LASKY AS INDIE PRODUCER FOR PAR

Hollywood, Aug. 29. Paramount is working out a similar deal with Jesse Lasky to the one it recently arranged with B. P. Schulberg for a series of independent productions.

The Lasky arrangement is said to include full settlement of his present contract, with has about 16 months to go, and means a consideration of about \$250,000. A provision of the agreement is expected to be the indie production stipulation with release through Par.

Deal will get a final decision today (Monday) or tomorrow, when Lasky returns from a trip to Mexico. Belief is that Sam Katz worked out the details while in New York recently.

Former Paramount studio head has been away from production for over a year, but his indie arrangement with Par, the same as Schulberg's, will be on a profit-sharing basis for six or eight pictures. Plans call for an Oct. 1 start, with Cecil DeMille probably directing Lasky's first.

## Cagney-Dvorak's Contract Breach Scored by Coast Producers' Ass'n, Which Votes 'Hands Off' Policy

## Working on Roof.

Hollywood, Aug. 29. With nine pictures in production and requiring all available stage space at Radio studio, the studio has built exterior sets for 'King' on the stage roofs at Pathe.

'Conqueror' sets on the ranch made it impossible for construction of 'King' sets there.

Hollywood, Aug. 29.

At the semi-annual meeting of the Motion Picture Producers and Distributors' Association last week a resolution was passed recommending that 'All members at no time in the future shall employ any artist who has refused, without legal justification, to comply with his contractual obligations to any producer of motion pictures.' Will H. Hays himself made the formal announcement of the adoption of the resolution.

This means that producers will adopt a hands-off attitude toward any squabble between any producer and his players. It also means that there is no chance of James Cagney working again in films until he has adjusted his attitude with Warner Brothers.

In the absence of Louis B. Mayer, Jack Warner presided over the meeting, and the resolution was introduced by Darryl Zanuck, who laid particular stress upon his own studio's troubles with Cagney and Ann Dvorak.

Association went on the record as formally accepting the Hoover stance of non-interference, on which the studio heads have been working out the details for several weeks, in conjunction with the unions concerned.

Plan of employment, on which the studio heads have been working out the details for several weeks, in conjunction with the unions concerned.

Both in picture production and the manner in which they were advertised. Producers agreed upon a stricter abstinence by the Hays code for the sake of the economy which would follow the elimination of the present extensive censorship cuts.

## KATZ, COHEN BOTH SAY LATTER STAYS AT PAR

Hollywood, Aug. 29. Both Sam Katz and Emanuel Cohen have issued denials to the story that Cohen had proposed to leave Paramount studio. Yarn appeared in 'Variety's' Coast bulletin last Friday (26).

Reports that Cohen's withdrawal from the studio was imminent originated in a rumored dispute between Katz and Cohen over the B. P. Schulberg indie production deal and similar proposal for Jesse Lasky. Cohen was said to have opposed the closing of both these propositions. Katz, however, declares that he has had no disagreement with Cohen on the subject and points out that Cohen is the one who closed the Schulberg deal.

Cohen remains in charge of the Coast studio, paying his peripatetic and supervisory visits to the lot as general manager for Paramount-Public. No changes in executive personnel are contemplated with the studio staff concentrating on turning out pictures.

## Schenck Denies Any U.A. Release Thru M-G

United Artists will retain its present release status throughout the year.

Joseph M. Schenck made this statement in denying reports that he is east to arrange for distribution of U.A. product through Metro exchanges.

## L.(a)unching Roxy

Hollywood, Aug. 29. Radio studio will give a complimentary luncheon with the studio staff tomorrow (30).

Roxy will leave the Beck party here and return to New York by boat, via the canal.

## Studios Agree on Fuller Co-Op as to Player Exchanges

Hollywood, Aug. 29. At producers' meeting, following a conference with Goldwyn that real co-operation among the studios was lacking, because Irene Dunne (Radio) refused to be loaned to Goldwyn for 'Cynara,' producers agreed that as their companies are playing each other's pictures they must go out of their way in exchanging players. Matter of working out an agreement with the artists' agents was taken up and referred to a committee consisting of Irving Thalberg, Dave Selznick and Edwin Loeb. Also, suggestion was made that rules and regulations should be worked out to become effective about Jan. 1.

Regarding the resolution of hands off on players jumping contracts, it was decided that any player who figured his contract was not satisfactory could demand a hearing from the producers or through the academy for arbitration. But if the player should quit during the shooting of a picture no decision is necessary for the other members of the association to negotiate with them.

## 'SMILIN' THRU' COSTING M-G AROUND \$750,000

Hollywood, Aug. 29. Metro expects that 'Smilin' Thru,' now in its 10th week of production, will cost around \$750,000 before it reaches release.

Budget of \$250,000, before a camera crank was turned. This represents cost of film rights from Joe Schenck, and salaries of those involved in the several treatments made before picture finally went into production.

Norma Shearer heads the cast.

## Kent Is Not Flatly Against Higher Rentals

The film industry cannot stand rental increases of from 20 to 50% over last year, declares S. R. Kent, Fox head, but those films deemed outstanding pictures, can be increased from 15 to 25% because they will merit more than that in return at the box office. By the same token low grade program pictures should be less than they were in '31-'32, he declares.

Kent emphasizes these distinctions in pointing out that he is not flatly opposed to higher rentals for '32-'33.

## Allied Sees Political Propaganda in Films

Chicago, Aug. 29. Allied Exhibitors has adopted a resolution not to permit politically biased pictures to be screened.

Allied declared the producers are taking sides in politics and slipping in direct or subtle propaganda.



# Conn Opens New House Amid Razzing and Counter-Bronxing

Providence, Aug. 29. Capt. Jacob Conn, stormy petrel of the Providence theatre world, broke into the headlines once again last week when he opened the doors of his new downtown theatre, Metropolitan, amid confusion and disorder.

Anxious to open the theatre as soon as possible Conn pushed the date way ahead with the result that while he did open he was unable to go through with his show for again Conn originally had planned to open for business in September. He switched the date to last Thursday (25) and when he let the crowds in, workmen were still hammering away with a hundred and one different little things to do.

Both boxoffices in the house had not been completed, and when the crowds came surging through the doors Conn was forced to take dimes and nickels at the door, giving change out of his pockets.

After 3,500 persons had been jammed in the house Conn made a stage speech in which he told the patrons that he was unable to go on with the vaudeville because his stage wasn't ready. This announcement was met with plenty of boos and hollering but Conn took it calmly and did a little Bronx cheering at the audience himself.

The picture program was run through twice before the vaudeville was ready to go on, but despite this not many patrons did the walking act.

At night on that same date Conn held formal exercises with workmen still hammering away and fixing the light and one thing or another. Nearly 5,000, of which 1,000 were invited guests, attended the ceremonies.

**Attacks Leading Newspaper**  
Conn in another stage speech attacked the leading newspaper in town for the refusal to return his aid as he had prepared them. He told the audience that when he made enough money out of the theatre he "would buy the local sheet." Conn's ads were refused because he inserted a line calling his new theatre the "largest and most beautiful house in the world." The ads were accepted only after the line was taken out by Conn.

Conn also attacked the Republican State and city officials for not attending the exercises. He said that "they didn't have the nerve to come up on this stage and hear me talk."

His theatre is located on the fringe of the city's business section. It has a seating capacity of 3,400, and was built at a cost slightly in excess of \$500,000.

The policy will be pictures and eight acts of vaudeville, five professional and three local to a top price of 30c. There are 11 musicians in the orchestra pit. He is putting the finishing touches to a campaign on the second floor. Conn operates a garage adjoining the theatre, and patrons may park their cars in the garage for 25c, providing they show theatre tickets. Conn is also the owner of Conn's Olympic theatre in Olneyville.

## Anti Blue Law Bill As Alabama Surprise

Birmingham, Aug. 29. A bill popped up in the legislature last week to do away with all Sunday blue laws in Alabama. No one knew just when the bill would be introduced up to the legislature, for a fact, that it would come up. Representative Carter Manasco, of Walker County, is author of the bill and it was given a favorable report by the unknown vote of the criminal laws committee. It will be brought up for debate tomorrow (Tuesday).

There is no state law against Sunday films, but it is believed passage of this bill will clear the way for many municipalities to legalize Sabbath pictures.

**N. Y. to L. A.**  
James Cagney.

**L. A. to N. Y.**  
Don Jaccobs.  
Sam Fox.

## TACOMA STUDIO BURNS

Old Weaver Plant, which Sound Stacked, Became Dance Pavilion

Tacoma, Aug. 29. Flames of incendiary origin completely destroyed the old Weaver moving picture studio here, loss being estimated at \$100,000. Fire was spectacular and brought thousands to watch.  
Studio was built in '25 for silent, H. C. Weaver Productions establishing headquarters. Sound caused the concern to fold.  
Plant has since been used as a dance pavilion. It will not be rebuilt.

## Studio Placements

Root Gibson, Sheila Mannors, Bobby Nelson, Fred Gilman, Jack Rutherford, Al Bridge, Skeeter Bill Robbins, William Humphries, Gordon De Maine, William McCormack, Allen Allen, cowboy Counselor, original by Jack Naterford; George Melford directing; Allied.  
"Fuller" Hitchcock, Cliff Edwards, "Let's Go," Harry Pollard directing. Metro.

Tony Gaudio, cameraman, "Mask Fu Manchu," Arthur Edison, cameraman, "Red Dust," Metro.  
Donald Cook, Jason Roberts, "Cavewoman," Radio.

Rochelle Hudson, "Secrets of French Polaris," Radio.  
"Ranchero," "The Mask of Fu Manchu," Metro.

Edward G. Robinson, "The Machine," by David Boehm, Roy Del Ruth directing, WB.  
Title of Father and Son changed to "Divorce in the Family," Metro.  
Rancho, "Eddie," Eddie Woods, Lillian Bond, Jesse Arnold, Rose Coghlan, Jane Darwell, "Hot Saturday," Par.

Walter Byron, Lew Cody, H. B. Warner, John St. Polis, Arthur Hoyt, Syd Saylor, Joseph Girard, "Crusader," Majestic.

Glenn Tryon, Robert Elliott, Barbara Kent, "Fride of the Legion," Majestic.  
Willard Robertson, Ward Bond, Edward Le Saint, Shirley Gray, "Virtue," Col.

Julia Swayne Gordon, "French Polaris," Radio.  
Ivan Simpson, "Sherlock Holmes," Fox.

Ruth Dennett, "Tess of the Storm Country," Fox.  
Stanley Fields, John Keyes, "Rackety Rax," Fox.

Gertrude Messinger, Francis McDonald, Ray Hallor, John Elliott, Arthur Millett, V. L. Barnes, George Ray, Jess de la Cruz, Dick Diehlson, "Hidden Valley," Monogram.

Ivan Linow, "Rackety Rax," Fox.  
Elsie Raymond, "Red Dust," Metro.

E. Hugh Herbert adapting "Wise Girl," Premier.  
Bertram Milhauser, continuity "Sherlock Holmes," Fox.

Carole Lombard optioned by Par. for six weeks.  
Henry Stevenson, "Animal Kingdom," Radio.

Julia Swayne Gordon, "French Polaris," Radio.  
Nat Pendleton, "Cauliflower Alley," Fox-Col.

William Miller, Sr.; Lillian Bond, Beth Hilton, "Hot Saturday," Par.  
Harry Wallace, Bradley Page, Louis Calhern, Marty Martin, "Night After Night," Par.

Claudia Morgan, Eddie Boland, Max Beatty, "Vanity Street," Col.  
Cyril Cuneo, Frank Clay, Clement, "Rasputin," Metro.

Harry Langdon, Vernon Dent, Bill Hatt, Lili Chevre, Matthew Betz, King Baggot, Jack Grey, Bill Irving and Bill Egan, "The Big Fish," Roach. Arvid Gilstrom directing.

Barbara Weeks, "Cauliflower Alley," Fox-Col.

Arthur Vinton, "Plainclothes Man," Col.

Grady Sutton, Rita LeRoy, "Hot Saturday," Par.

Roscoe Ates, Rockville Fellows, Carl Miller, Jack Pennick, Max Wagner, James Girard, "Renegades of the West," Radio.

Billy Bevan, "Payment Deferred," Metro.  
Sam Hardy, "Goldie," Bachman.

**Standard's \$423 Debt**  
Los Angeles, Aug. 29. Ray A. Myers awarded foreclosure and order of sale on property owned by Standard Sound Studios and C. W. Rison on Gordon street.

Studio building will be sold to satisfy mechanic's lien for \$423 if debt isn't paid.

**Ruth Rose's Mystery**  
Hollywood, Aug. 29. Ruth Rose, wife of Ernest Shodack, Radio director, is writing a mystery story for that studio.

## 1st Runs on Broadway (Subject to Change)

**Week Sept. 2**  
Paramount — "70,000 Witches" (Par).  
Capitol — "Blondie of the Folies" (Metro).  
Strand — "Blessed Event" (WB) (1).  
Mayfair — "Back Street" (U) (2nd week).  
Rivoli — "Love Me Tonight" (Par) (2nd week).  
Winter Garden — "Big City Blues" (WB).  
Rialto — "Horse Feathers" (Par) (4th week).  
Roxby — "Down to Earth" (Fox) (1).

**Week Sept. 9**  
Paramount — "Blonde Venus" (Par).  
Capitol — "Grand Hotel" (Metro).  
Strand — "Blessed Event" (WB) (2nd week).  
Mayfair — "Bird of Paradise" (RKO).  
Rivoli — "Love Me Tonight" (Par) (2nd week).  
Rialto — "Horse Feathers" (Par) (5th week).

**12 Pictures**  
"Life Begins" (WB) (Hollywood) (2nd week).  
"Singing Interlude" (Metro) (Astor) (1).

**Foreign Films**  
"Schindler's Manoeuvrezeit" (Fell) (German) (Hindenberg) (3rd week).

"Spies" (Amkino) (Russian) (Gaiety) (2nd week).  
"I Kiss Your Hand Madame" (Superfilm) (German) (Europa) (1).

"Lettie Company" (Ufa) (German) (Little Carnegie) (2nd week).

## Scramming Tenants' Furnishings Help Cut Equipped Office Rent

Hollywood, Aug. 29. Office buildings catering to picture trade, particularly agents, are renting offices fully furnished at the lowest rents in their history. Main reason is that flocks of tenants have moved out, leaving their furnishings as payment for back rent.

In the Tat building, a suite of three offices, fully furnished, including typewriters, rents for \$60 monthly. Formerly the same space went for \$150 and just the bare walls.

Same is true of the Security, Equitable, and Guaranty buildings, all of which have found themselves with plenty of furnished space available.

Dozen agencies have folded in the past two months, all leaving nicely equipped offices and plenty on the curb. Question now is how long the new tenants will last and what can the building grab if they walk out on their rent?

## RKO, Farish & Farley Schenectady Pool Off

RKO-Farish & Farley pool for Schenectady is reported off. Hitch came when Farley who was negotiating with RKO, upped his demands from the original 25% interest to 30%. Pool called for RKO to manage and operate combo of its own two houses with two Farley spots.

Under the original deal talked of, Farley & Farish were to enjoy a 25% interest of the whole arrangement for turning over their two houses to RKO operation.

## Free Wheeling

Hollywood, Aug. 29. Radio is using four six-day bike riders in "Sport Page."

Studio hunted for two weeks before it could locate such a quartet, and had to buy three new tires before the bike men could work.

**Sid Blumentstock Rejoins**  
After being disconnected from Warner Bros. for about three months, Sid Blumentstock has rejoined the publicity department, working on exploitation under Lou Goldberg.

He is a brother of Mort Blumentstock, former director of theatre publicity and advertising.

## 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.

**Carthay Dark Again**  
Lack of \$1.50 picture is closing the Carthay Circle again Aug. 31 after a four weeks' run with "Back Street" (3).

**Sturges at U**  
Preston Sturges at U to write originals.

**Roach Resumes**  
Roach lot has resumed after three dark weeks.

**Mayfair's 'Extra'**  
Having sold "Second Extra," an original to Mayfair, Douglas Churchill and Harry Chandler working on adaptation.

**Par Writing Changes**  
Paramount has added Julian Josephson, Murray Roth, Francis Edward Farago and Jules Furthman to its writing staff. Studio has dropped Martin Flavin, Leo Buringk and E. D. Leshin.

**'Orchids' for Carole Lombard**  
Edmund Lowe drew the lead in "No More Orchids," while Walter Lang is to direct. Par loaned Miss Lombard for the two.

**Lowe in 'Garage'**  
Edmund Lowe drew the lead in Charles Rogers' "Metropolitan Garage," going into production Sept. 9.

**'Spain' on Ether**  
Sam Goldwyn took advantage of Radio's other program, "Hollywood on the Air," for a plug of Eddie Cantor's "Kid from Spain" Sept. 22.

**Stunt Man Author**  
John Weld, former film stunt man, writing on different ideas at Par for a Kate Smith story titled "Queen of the Air." Marine Drake from novel, "Sanctuary," at same studio.

**Hart Co-directing**  
Walter Hart, stage director, imported by Par as co-director of "Bookworm Turns" with Lloyd Corrigan. Hart's first picture job.

**Cary Grant's Part**  
Cary Grant opposite Sylvia Sydney in "All My Love" at Paramount. Going into production Sept. 12.

**'Nether Pigskin Actor'**  
Dutch Hendrian, chief director on Columbia's "That's My Boy," footballer, gets his historic unveiling in same studio's "Vanity Street."

**Lowe, Junior's, Jobs**  
Edward R. Lowe, Jr., adapting and directing "Back Up Your Monster Stalks" for Majestic.

**For Indie Financing**  
Sol Lesser and Frank Wilson have organized Principal Finance Corp. to back 15 indie films for Principal Distributing release.

**Madge Evans Back**  
Madge Evans, back on Metro contract after becoming Mrs. John Gilbert, expected to be opposite William Haines in "Let's Go."

**But No Whiskers**  
Daniel Boone, to work for World Wide. He's minus whiskers, being four years old.

**Actor-Author**  
Nat Pendleton has sold his story, "Cauliflower Alley," to Bryan Foy. Also himself as an actor in the picture.

**L. & H. Returning**  
Laurel and Hardy due back Sept. 12. Will be in New York for opening of the feature, "Back Up Your Troubles," at the Capitol Sept. 3.

**Band's Picture Spots**  
Finishing at Coconut Grove, Carlos Molina and his tango band will play picture houses on way to New York. Negotiating with Central Park Casino and Embassy club there.

**Eddie Managing Benny**  
Eddie Rubin has left the Lev Gold agency to manage his brother Benny.

**From 'Bad to Wife'**  
Hamilton McFadden will direct "Second Hand Wife," co-starring Sally Eilers and John Boles, instead of "Broadway Bad." Later film temporarily off at Fox.

**Chinese Background**  
Leon Britton, former film producer in China, returning here to film background material for Metro's "Good Earth."

**Friedman's 'Carnival'**  
Circus carnival to be made by Sam Friedman, former U supervisor, for World Wide release. From original by Robert Rianon and Harold Shumate.

**Carter DeHaven's Act**  
Seven people's vaude act being broken in by Carter DeHaven.

**Roland with Bow**  
Indications are that Gilbert Rowland will oppose Clara Bow in "Call Her Savage" at Fox.

**Fineman Gets B. R.**  
Al Fineman back from New York with bankroll to make six indie features. Budgets to be under \$25,000.

**Waiting for Damita**  
Lily Damita at Warners for "Match King," Production of J. G. Bachman's "Goldie" postponed, awaiting her return for the leading part.

**'Checkers' Treatment**  
Screen treatment of "Checkers" (Fox) being handled by Alan Ryan, Kin and P. J. Wolfson.

**Warburton's Break**  
Replacing Nina Auer in Radio's "Secrets of the French Polaris," John Warburton given contract when execs viewed first day's rushes.

**Beahan Denies**  
Charles Beahan, U's eastern story editor, denies he is negotiating with Radio for a studio berth.

**Story for Kate Smith**  
Murray Roth and Paul Gerard Smith working on different ideas at Par for a Kate Smith story titled "Queen of the Air." Marine Drake from novel, "Sanctuary," at same studio.

**Baudine's 'Palooka'**  
William Baudine directing "Joe Palooka" for Edward Small's Reliance company.

## Exhibs Join Bluenoses Favoring Cal. Race Law

Los Angeles, Aug. 29. Both theatre men and reform elements are backing the amendment to California law permitting pari-mutuel betting on horse and dog races which will be on the ballot at the November election.

Exhibitors favor the new law as it would limit the amount of daylight hours, and the blue-noses are for it since legalized gambling could be controlled better than present option system.

## Va. Exhib Must Come North in \$85,000 Suit

Justice Julius Miller, in N. Y. Supreme Court, has ruled that Elmer D. Heinz, Roanoke, Va., picture house owner must come to New York city to fight a \$85,000 suit before trial in a suit by Charles Wise against Heinz, the Sun Investment Corp. and the National Theatre Corp. These are claimed to be Heinz's companies which own and control three theatres in Roanoke. House have since been leased to Paramount for operation although two years ago Warners was to purchase them outright for \$1,700,000.

Computing 5% of this sum, Wise, as assignee of Albert M. Greenfield & Co., Philadelphia and New York retailers who negotiated the original Heinz-VB deal, is suing for \$85,000 commission.

Heinz denies obligation in that the Warner negotiations fell through and Public now leases his three theatres. Greenfield's assignee, Wise, however, is suing on the premise that a deal had been effected regardless, and that specific services had been rendered. The complaint, by Abeles & Green sets forth that the contract with WB was already drawn up waiting signatures when a last minute hitch scrapped the proposition.

**Emergency Ending**  
Tiffany has a special ending ready for "Last Mile" in the neighborhood houses. It's a happy climax.

Won't be used at the Capitol, New York, and possibly other deluxe houses.



# L. A. Pacing Sluggishly But Par 'Nice at \$15,000; 'Down to Earth,' Oke at \$18,000; 'Madness,' \$7,000

Los Angeles, Aug. 29. Biz started negligibly but is building right along.

'Strange Interlude' went out with a bang and a half week run in Chinese, with house going dark until Sept. 9, when 'Rain' has its premiere.

Carthy Circle will probably also go dark Aug. 31, with bowing out of 'Back Street.' 'Igloo' got off to good start at Critterium (\$7), and Parks as though it should hold for two weeks at least.

Will Rogers in 'Down to Earth' at Palace is pretty fair, as is the Paramount with 'Devil and the Deep,' which will hit about \$15,000.

'Two Against the World' in, and eight days at the Hollywood, sold to better than average pushoff here, and looks like \$12,000.

**Estimates for This Week**

Carthy Circle (Fox) (1,500; \$5-\$15), 'Back Street' (U) and stage show (4th, final week) \$15,000, out announcement, trade perked up a bit. Last week okay at \$2,200.

Chinese (Fox) (2,000; \$5-\$15), 'Strange Interlude' (M-G) (7th, final week) and stage show. Final three days, net. \$6,500.

Palace (Fox) (2,000; \$5-\$15), 'Down to Earth' (U) (1,000; \$5-\$15), 'Igloo' (U). Big bellyhoo. First promise of first week figure possibly equaling 'Congorilla,' but \$7,000 is disappointing. Second and third week of 'Congorilla' (Fox) an even \$7,000.

Downtown (WB) (1,800; \$25-70), 'Doctor X' (U) and vaudeville. Good \$500. Last week 'Crooner' (WB) fairly good at \$9,800.

Hollywood (WB) (2,750; \$5-75), 'Two Against the World' (WB). Starting one day early, eight day run here should hit good \$12,000.

Week 'Big Sister' (U) (1,000; \$5-\$15) had titular reaction at b. o. as pulled after six days with less than \$7,000.

Phoebus (2,270; \$25-65), 'American Madness' (Col.). Start none too sensational, but developing into big take since the location of the straight sound policy, \$7,000, which is big on scale charged and average house has been doing better than straight piz. Last week 'War-Crooner' (Col.) okay at \$4,700.

'Fantasia' (Fox) (2,000; \$5-70), 'Tom Brown's Schoolday' (U) and stage show. Okay opening that looks as though house should get fair \$7,000. Last week 'First Year' (Fox) very disappointing at \$6,900.

Paramount (Public) (3,550; \$5-\$12), 'Devil and the Deep' (U) and stage show. Picture none to hot and following Marx holdover having straggled to get \$15,000, which being added to previous. Face evidences pic is building. Second and final week of 'Horse Feathers' (Par) (3,000; \$5-\$15) take to \$12,500.

State (Loew-Pox) (2,024; \$5-75), 'Down to Earth' (U) and stage show. This Rogers open oke for \$12,000. Last week 'Passport to Paris' (Fox) and 'Ted' for house with a poor \$16,700.

## FEATHERS,' \$20,000, RUINS REST OF ST. L.

St. Louis, Aug. 29. All eyes are turned toward the Missouri this week, where the Marx Brothers are holding forth. Long lines in front of the theatre indicate the comedy will bring in big money.

The first program since the house passed under the management of RKO in a pooling arrangement entered into by the Marx Brothers. RKO leased the theatre from Paramount last week for a flat taking charge of the show. Missouri is taking so much of the money, in fact, that not much is left to be distributed to the other owners, although the Ambassador is doing fairly well with Constance Bennett, equally popular here.

The pulled around Gladys Baxter, from the Municipal Opera, in an effort to aid a weak picture, succeeded.

**Estimates for This Week**

Ambassador (WB) (3,000; \$5-55), 'Two Against the World' (FN) (1,000; \$5-\$15), 'Down to Earth' (U) at \$12,000. Last week 'Doctor X' (FN) \$10,000.

Loew's State (3,000; \$5-55), 'Devil and the Deep' (U) and stage show, but trade poor; \$7,000. Last week 'Speak Easily' (M-G), \$13,300.

Missouri (RKO) (2,000; \$5-\$15), 'Horse-Feathers' (Par). House reverting to single film, after more

## ALBEE, \$28,000; PAR, \$40,000; B'KLYN UPS

Brooklyn, Aug. 29. The downtown area, with its other attractions, Harry Richmond at the Paramount assisted by the Mills Brothers; Olsen and Johnson at the Albee; Harriet Lee, last year's radio queen, is at the Loew's Metropolitan, and Rian James 'Crooner' is the flicker attraction at the Strand.

Paramount, without doubt, has the business this week with Richmond, the Mills boys and Will Mahoney on the stage. 'Night Club Lady' is the picture and house should do \$40,000. Albee is thriving with 'Back Street' and vaude; around \$28,000.

**Estimates for This Week**

Paramount (4,200; \$5-55-75), 'Night Club Lady' (Col.) and stage show headed by Richmond, Mills Brothers and Will Mahoney. Good notices and \$40,000, okay. Richmond holds over another week. Last week, 'Devil and the Deep' (U) with George Jessel and Norma Talmadge on the stage brought in \$42,000, good.

Fox (4,000; \$5-55-60), 'Passport to Hell' (Fox) and vaude. Around \$28,000.

Strand (2,000; \$5-55-65), 'Love' (Allied) \$3,300, oke.

Albee (3,500; \$5-55-60-75), 'Back Street' (U) and vaude. Olsen and Johnson in bilious offering coupled with the picture will bring in excellent \$28,000. Last week 'Hole in the Wall' (U) had \$15,000.

Loew's Metropolitan (2,500; \$5-55-60-75), 'Speak Easily' (M-G) and vaude. Rian James and Harriet Lee on stage drawing a good \$23,000. Last week 'Skyrunner' (M-G) did \$19,000.

Strand (2,000; \$5-55-60-65), 'Crooner' (FN). Based on the novel by Rian James, Brooklyn 'Eagle' columnist, did \$19,000.

'Two Against the World' (FN), okay, \$16,700.

## ALL PORTLAND IS UP; CHEVALIER, \$13,000

Portland, Ore., Aug. 29. Par's 'Horse Feathers' and 'Love Me Tonight' are two big weeks for the Paramount successively. Horse Feathers' currently moved over to Radio for a second week and in line for a third.

All other biz in the burg on a lower scale.

Two good Phobus's all sound policy making the grade. Cutting out vaude hasn't affected grosses to a great extent, but the picture is making up the difference.

Orpheum currently has 'Blonde Captive' and 'The Love of the Ages' on the stage. The latter is doing average biz. 'Age of Consent' last week held its own.

J. J. Parker again to open the dark Broadway next month with straight picture policy. His other Fox-Parker houses letting up on high pressure did result the Paramount to prepare for fall policy of straight picture exploitation.

Two good weeks of 'Wet Parade' at Gamble's Rialto was a high spot of local biz. House admish was raised from \$5 to \$11.10 top and b. o. grosses for the two weeks went up about 500%.

Hannick's Oriental doing nicely with 'Devil and the Deep' (U) connecting for about average biz.

**Estimates for This Week**

Paramount (Fox-Parker) (3,000; \$5-55-60-75), 'Horse Feathers' (Par) and 'Love Me Tonight' (Par) and F. & M. unit. Getting results, good \$13,000. Last week 'Horse Feathers' (Par) did \$12,000.

Loew's Metropolitan (2,500; \$5-55-60), 'Blonde Captive' (Col.). Fair \$6,000. Last week 'Age of Consent' (Radio), oke at \$4,300.

United Artists (Fox-Parker) (1,000; \$5-55-60), 'Downstairs' (M-G). Good enough \$4,500. Last week 'Speak Easily' (M-G) nicely for \$4,000.

Oriental (Hannick) (2,500; \$5-55-60), 'Devil and the Deep' (U) and stage show. Above average \$4,000. Last week 'Weekend Marriage' (FN) okay for this house at \$3,000.

Rialto (Gamble) (1,500; \$5) 'Horse Feathers' (Par). Doing a nice second week at this house following 'Love Me Tonight' (Par) and 'Horse Feathers' (Par). Should get at least \$3,000. Last week 'Wet Parade' (M-G) roadshow connected for \$20,000 in two weeks with raised admish.

With a year of double features. Sure-fire headliner for \$20,000. Last week 'Devil and Deep' (Par) and 'Igloo' (U), \$6,200, average.

## B'ham's South Sea Wave; 'Paradise,' Nifty \$5,000

Birmingham, Aug. 29. Wave of South Sea Island stuff sweeping through town like the miniature golf idea. Even the radio stations are picking it up and broadcasting South Sea music. Three pictures in town last week and two more than this week.

'Bird of Paradise' at Ritz will likely prove best bet, with 'Devil and the Deep' and 'Back Street'.

**Estimates for This Week**

Alabama (Public) (2,800; 25-35-55), 'Devil and Deep' (Par), home-state Tuluhan Bandhead is domestic girl Gary Cooper is getting the billing; around \$5,000. Last week 'Horse Feathers' (Par) missed a record because of the weather the latter part of the week, but a neat \$14,000 and plenty of black ink.

Ritz (Radio) (1,600; 25-40), 'Bird of Paradise' (Radio). Great South Sea stuff, and off to dandy business; \$5,000. Last week 'Blonde Captive' (Col.) (U) with 'Empire' (BTAC) (1,100; 25-40), 'Tenderfoot' (FN). Long time booking this one after release date but good \$4,000.

Strand (BTAC) (800; 20-30), 'Paradise' (Radio). Great South Sea stuff, and off to dandy business; \$5,000. Last week 'Blonde Captive' (Col.) (U) with 'Empire' (BTAC) (1,100; 25-40), 'Tenderfoot' (FN). Long time booking this one after release date but good \$4,000.

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## Bird OK in K.C. Urban Wow \$20,500 Newman, \$14,000

Kansas City, Aug. 29. Continuing its last week's smash with 'Roar of the Dragon' and 'Desert Song', RKO is responsible for the greater part of the business, the RKO Mainstreet is this week turning the heat on the picture, 'Urban Wow'.

'Urban Wow' looks the best of the summer, with only the feature to draw. Stage show topped by the 'Society Girl Revue' and A. Trahan, is good but does not have the appeal of the big 'Desert Song' production. Encouraging, however, the heavy and increasing business the house enjoyed with Ted Lewis and the 'Fanchon & Maes' series, the management rates strong vaudeville bills will be in force, five acts making up the bill.

At the Newman, Chevalier's 'Love Me Tonight' will also hang up a big gross, \$14,000. Last week 'Horse Feathers' (Par) did \$12,000.

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Loew's Midland is the weak spot in the district. 'The Love of the Ages' is the picture, but the customers passing it up for the lighter entertainment. Manager John McManis has extra publicity, with street car and bus cards and the week prior to the opening had a display of weapons, narcotics and other contraband. From the police department museum, on display in the lobby, but nothing helped.

Last week was also time with 'Blonde of the Pollies'. Just too much strong opposition.

September will see another first run house in town when the Plaza changes its stage show policy and will screen Fox pictures first hand. The other big picture, 'The Love of the Ages', will reopen with first subscription showings second run.

Liberty (Public-Dubinsky) (800; 15-25), 'Man Pinkerton' (FN). Fair \$3,500. Last week 'Love is a Racket' (U) did \$2,700.

Loew's Midland (2,500; \$5-55-60), 'The Last Mile' (World Wide). This will be another dark spot in the district. The house, for the cash customers seen in the picture, is not doing much better for their money.

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Mainstreet (RKO) (3,200; 25-55), 'Bird of Paradise' (Radio). Scads of newspaper space given the picture, but the picture is not a special publicity, and lines of fans coming on doors opened Friday kept the house from doing \$25,000. Last week 'Horse Feathers' (Par) did \$12,000.

Newman (Public-Dubinsky) (1,800; 25-55), 'Love Me Tonight' (Par). From the Marx Brothers to Chevalier means just the same at

## Flock of Philly Films But Biz So-So; Fox, \$18,000; 'X,' \$14,000

## LOEW PEPPING UP FOX, WASH., TO WOW \$24,000

Washington, Aug. 29. Loew is putting the Fox over with somewhat of a bang. Spending real dough on the stage, putting some workworth on the screen and the town's biggest theatre is discovering it hasn't enough seats.

Palace (WB) (2,000; \$5-55-75), 'Horse Feathers' (Par) and 'Love Me Tonight' (Par) and F. & M. unit. Getting results, good \$13,000. Last week 'Horse Feathers' (Par) did \$12,000.

Loew's Metropolitan (2,500; \$5-55-60), 'Blonde Captive' (Col.). Fair \$6,000. Last week 'Age of Consent' (Radio), oke at \$4,300.

United Artists (Fox-Parker) (1,000; \$5-55-60), 'Downstairs' (M-G). Good enough \$4,500. Last week 'Speak Easily' (M-G) nicely for \$4,000.

Oriental (Hannick) (2,500; \$5-55-60), 'Devil and the Deep' (U) and stage show. Above average \$4,000. Last week 'Weekend Marriage' (FN) okay for this house at \$3,000.

Rialto (Gamble) (1,500; \$5) 'Horse Feathers' (Par). Doing a nice second week at this house following 'Love Me Tonight' (Par) and 'Horse Feathers' (Par). Should get at least \$3,000. Last week 'Wet Parade' (M-G) roadshow connected for \$20,000 in two weeks with raised admish.

With a year of double features. Sure-fire headliner for \$20,000. Last week 'Devil and Deep' (Par) and 'Igloo' (U), \$6,200, average.

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Philadelphia, Aug. 29. Every house in the downtown sector changed pictures last week, except a couple of the small 'art' theatres. Changes were made as follows: two Thursday, three Friday and two Saturday.

Income figures indicated business generally fair to good, with no real smashes on the horizon. In fact, if anything, grosses should be generally lower this week than last.

The Fox, with 'Congorilla' on the screen and a stage show lacking in b. o. names, figures for no more than \$13,000, under recent average. Animal pictures have limited enough following here at best, and 'Bring 'Em Back Alive,' recently offered at Stanley, didn't help any.

The Earle with 'Speak Easily' and 'Blonde of the Pollies' did not do much work in person will also drop a peg or two in all probability. Maybe \$15,000, but certainly no more.

The Boyd, with 'Jewel Robbery,' scarcely rates \$15,000, and the Stanley, with Dr. X, will be lucky to get \$14,000.

The Little Arcadia ought to get a satisfactory \$2,600 with 'Aren't We All' (Par). Fine notices and \$2,600 likely. 'Man from Yesterday' (Par) ordinary at \$2,000.

Stanley (3,700; \$5-55-75), 'Dr. X' (FN). Should boost house's gross a little but not more than \$2,000 indicated. Last week 'Skyrunner' (M-G) rather sour with \$12,000 in seven days.

Strand (2,000; \$5-55-75), 'Devil and the Deep' (U) and stage show. Above average \$4,000. Last week 'Weekend Marriage' (FN) okay for this house at \$3,000.

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# 'Zombie,' at U. A. Chi. \$16,000;

## '70,000 Witnesses' \$20,000, Fair;

### Montgomery Billed Over Davies

Chicago, Aug. 29. Although Chicago is, and will be, in starting stages of the lease dates on most of the new pictures, local showmen are generally optimistic and feel that the upturn in trade is reflected in the re-openings of various closed theatres.

Managements in almost every instance are spending some of the profits from the substituted incipient grins. This will, in theory, help everyone starting in the coming districts about Oct. 2 and in the bigger stands in mid-September and sending its radiations downtown to the loop.

Palace last week gave notice that the oldtimes were passed by zooming through with a smashing profitable week of \$27,000. There were lines daily for 'Hold 'Em Jail.' Another happy omen, of course, was 'Horse Feathers' which, despite McVickers' lowered admission, ran to \$37,000 in its getaway. Last week's grosses were \$17,000 for 'The Uptown,' \$13,500, was encouraging for the neighborhood de-lux, although 'Horse Feathers' had \$19,000 at the Oriental and a poor \$31,000 at the Chicago, where the 'Constance Bennett' picture, 'Two Against the World,' disappointed.

United Artists opened Thursday with 'White Zombie' and used several stogoes on the marquee. In an animated gossipable tableau to draw passers-by, the picture was most unusual for the house, and accumulated a sidewalk audience as the busy Randolph-Deane corner.

Estimates for This Week  
Chicago (Public-B&K) (4,000; 40-55-75)—'Blondie' (M-G) and stage show. Robert Montgomery given top billing over Marion Davies by house and advertising that was appearing in Hearst papers, as well as others. Expect grosses \$44,000. Constance Bennett fell down as a draw in 'Two Against the World,' which barely sneaked over the barrier into the \$20,000's.

McVickers (Public-B&K) (2,000; 40-55-75)—'Horsefeathers' (Param.) and stage show. \$27,000 on holdover, after whirlwind start of \$37,000. First wallop of the local season.

Oriental (Public-B&K) (3,200; 40-45-55)—'70,000 Witnesses' (Param.) and stage show. Arrived on the scene last week. Second picture, but four weeks in advance of the football fever. Neither Oriental nor Chicago have heavy business this week. Should hover around \$20,000, the figure for last week with 'Jewel Robbery.'

Palace (RKO) (2,500; 40-55-83)—'War Correspondent' (Col.) and stage show. House will reach high tension seven days after 'Hold 'Em Jail' last week. Correspondence plus dubious box office value lineup may mean \$19,000 against last week's net \$27,000.

State-Lake (RKO) (2,700; 35-38-44)—'Hollywood' (Param.) and vaude. Still the best quantitative bargain in the loop. Seven and an unimpaired picture. Business has been spotty, but has returned in an advance over the straight film policy. This week will be helped by fan appeal of title. Anticipate \$16,500. Last week 'American Madness' did okay on holdover, \$16,500.

United Artists (Public-B&K) (1,700; 40-55-75)—'White Zombie' (U. A.) and stage show. Attention-arresting marquee display, promising for house, but pace not promising. Look for moderate \$16,000. 'Fascade' (M-G) and stage show, for a general marriage and theatre shipshape. Miles Connors again in charge.

### New Haven Perks Up; Biz All Around O.K.

New Haven, Aug. 29. Business is picking up noticeably with further improvement in sight with amusement of shore and outdoor amusements spots, and picture business.

Estimates for This Week  
Colleges (Arthur). Will reopen Sept. 12 with split week single first run and five and seven days later.  
Paramount (Public) (2,353; 40-72)—'70,000 Witnesses' (Param.) and stage show. \$17,500 for last week. 'Horse Feathers' (U. A.) and unit, \$14,000, big.

Coli (Arthur) (3,640; 35-55)—'Back Street' (U. A.) and 'Painted Woman.' Should build to nice \$7,000. Last week 'Zombie' (U. A.) and 'Horse Feathers' (U. A.) and stage show, to best gross, \$8,000, since spring.

Roger Sherman (RKO) (2,300; 35-55)—'What Price Glory?' (RKO) and 'Racetrack.' Okay \$5,000. Last week 'Blonde Captive' (Col.) and 'Crooner' (WB) petered out to a mild \$4,000.

### FLOYD GIBBONS-JAIL' WOW \$16,000, DENVER

Denver, Aug. 29.

Floyd Gibbons proved a draw at the Orpheum, although he has excellent backing in 'Hold 'Em Jail' and Baby Rose Marie. He was a gold mine for exploitation, making page 1 of the 'Post' every day and a big art page 1 day he arrived; art inside the other. 'Post' used two spread stories for him. Gibbons also discovered an ex-soldier here who saved his life when Gibbons had his eye shot out the first time. Story aroused great interest, but Gibbons' broadcast was the true cause of the popularity, which broke the opening day record since Huffman has had the Orpheum.

Ted Mack, proving a draw at the Denver, has a big part of the show applause and indicates his popularity is growing. Without Gibbons to back, Denver would cup top place. Paramount is doing okay with comedy, but Rialto's disappointment with 'Picture Palace' has interest. Paramount and Rialto cutting from 50 and 45 to 40 next week to duck the Orpheum.

Estimates for This Week  
Denver (Public) (2,500; 25-40-68)—'Devil and the Deep' (Param.) and stage show. Not bad \$14,000. Last week 'Horse Feathers' (U. A.) did \$16,000, aided by reappearance of Ted Mack, and 7,000th appearance of R. Schmitt as Denver orchestra leader.

Orpheum (RKO-Huffman) (2,600; 25-40-68)—'Hold 'Em Jail' (U. A.) and RKO vaude with Floyd Gibbons. Smashing \$16,000. Last week 'Back Street' (U. A.), aided by Jack Dempsey in person, did over \$14,000, two grand better than previous week.

Paramount (Public) (2,000; 25-35-55)—'Speak Easily' (M-G). Okay \$5,000. Last week 'Doctor X' (FN) proved a tonic to this house doing \$6,000.

Rialto (RKO-Huffman) (900; 25-35-50)—'Tom Brown of Culver' (U. A.) up a bit to \$2,500. Last week 'Picture Palace' (U. A.) and stage show, pulled after six days and a poor \$1,900.

Beaucoup Comedy, but 'First Year' at \$9,000. Very Good Too, Newk

This ought to be called 'Laugh Week' with three of the four de-luxes. 'Horse Feathers' (U. A.) and 'Hold 'Em Jail' (U. A.) and 'The Branded Man' (U. A.) are going to be right among the leaders and with the excess of comedy may come in first.

The Gen. G. heigra, which was supposed to have hurt on Saturday, and what is close to vaude, 'Police Berengere' running both mat and Sunday night, offered competiish, but a rainy Saturday night was a week-end break.

Estimates for This Week  
Brando (WB) (2,966; 15-65)—'First Year' (Fox). Greatly liked and probably will reach \$9,000. Last week 'War Correspondent' fared at \$8,000.

Capitol (WB) (1,300; 15-25-35)—'Unashamed' (M-G) and 'Stranger in Town' (WB). Ought to be close to the steady \$5,000. Last week 'Alma' (WB) (Fox) and 'Lady and Gent' (Param.) fared at \$5,300.

Little (Cinema) (299; 30)—'White Devil' (U. A.) and stage show. Should get a nice \$1,200 on third week. Last week did well with \$1,000.

Low's State (2,780; 15-55)—'Speak Easily' (M-G). If the farces take, it will be on the pious this week. Last week 'Skyscraper Souls' (M-G) fared at \$7,000.

### 'Igloo,' \$2,200, Tacoma

Tacoma, Aug. 29. Back to three-a-week pix change at the Rialto to use up product while Blue Moon hits. Improved pace with 'Igloo.' Orpheum dark, not helping so much.

Estimates for This Week  
Blue Moon (Hearst) (1,400; 25)—'Igloo' (U. A.). Big bally and approp lobby display helps; looks \$2,200. Last week 'Jewel Robbery' (WB) did \$2,200.

Rialto (FWC) (1,250; 25-35)—'Brown of Culver' (U. A.). 'Alma' (WB) (Fox). 'Horse Feathers' (U. A.). 'Horse Feathers' (Param.) did great \$3,400.

### COLUMBUS NUTS OVER HEAVY TRADE

Columbus, Aug. 29. Everyone's trying to figure it out and getting nowhere. For some unknown reason this burg has suddenly gone picture crazy. After a plenty stack along with the five, four downtown houses out of five played to standees on opening night of this week and kept up the good work through Saturday as well. It certainly looks as though there is plenty of sugar waiting to be spent and plenty people now ready to do just that.

Palace with 'Bird of Paradise' had 'em in line all day of opener and it looks like that it will continue all week. 'White Zombie' at the Broad also had 'em waiting, while the combo of Bill Dalton at the organ and 'Brown of Culver' packed the 'Grand and John Gilbert's latest did better than good at the Ohio. The house kept up good times more than just back.

This bullish biz is building up to the town's major topic. It amounts to a run on the theatres, and if the state fair visitors should join the local folk in this run over the heavy picture, the picture will be heavy.

Estimates for This Week  
Palace (RKO) (3,074; 25-35)—'Bird of Paradise' (Radio). Looks like a smash for this house and best close the heavy price. Sold get at least \$10,000 and continued tops may bring it to \$12,000. Last week 'War Correspondent' (Col) fared at \$4,000.

Ohio (Loew-U. A.) (3,000 25-35)—'Ovinistas' (M-G). Not up to last week's heavy picture but heavy biz at \$10,500. Last week 'Speak Easily' (M-G) knocked 'em for a row.

Broad Loew-U. A. (2,500; 20-25)—'White Zombie' (U. A.). Just below the price scale is so low here, but even at this time, up to \$5,000 which is plenty heavy. Last week 'Alma' (WB) (Fox) fair enough \$3,600.

Grand (Neth) (1,100; 20-35)—'Brown of Culver' and Bill Dalton at the organ. Fine \$7,000 and everybody's happy. Last week 'Jewel Robbery' just managed to take \$3,200.

Rialto (RKO) (1,100; 15-25)—'Hollywood' (Param.). May be better than \$1,300. Last week 'Fast Companions' (Fox) proved slow but fared fair at \$2,200.

### 'DEVIL-DEEP,' \$13,000, INDIANPL. OUTSTANDER

Indianapolis, Aug. 29. Biz picking up a bit with folks back in town after \$9,000. Last week at Circle are fine with stage show inaugurating new fall season. Marx Bros.' 'Horsefeathers' went plenty big last week, but still not big that the show is being held for second week. First time in history for house.

Estimates for This Week  
Apollo (Fourth Ave.) (1,100; 25-35)—'Two Against the World' (WB). Around \$4,000, okay. Last week 'Jewel Robbery' (WB) fared at \$3,200.

Circle (Skouras-Public) (2,600; 25-35-55)—'Devil and the Deep' (M-G) and 'F&B' closed a little big. Last week 'Skyscraper Souls' (M-G) fared at \$7,000.

Newport (Adams-Param) (2,248; 15-65)—'Horse Feathers' (Param.). Can hardly come much below \$11,500. Last week 'Devil and the Deep' (M-G) fared at \$6,500, off.

# B'way Becalmed by Holdovers; 'Back Street's' Big \$23,500 Start; Marxes \$24,000; Capitol Off

A calm hangs over Broadway box office this week. Second week of new pictures and holdovers of others at weekly changes is presenting the scene with little that excites the gross-watchers.

The only exceptions are the Mayfair and Rialto. The Mayfair with 'Back Street' will clock \$23,500, and the third week of 'Horse Feathers' will gross \$24,000, very nice.

Capitol is moving slowly at a \$52,000 pace. 'The Last Mile' failing to inckle the draw that it was believed it would manifest. Stage show and Charles Lewis Rogers, Leon Errol, Jay C. Flippen and Art Jarrett, but the desire to take a look at 'Mile' is not proving intense. 'Mile' is the first outside booking for that de-luxer by Loew's in 20 months. Metro ordinarily being overboard on product for this spot.

Of the other new pictures this week 'Life Begins' started out only fairly, running up \$8,000 on its first three days, but 'Night Club Lady' at the Fox, plus return engagement of George Jessel and Norma Talbot, and 'Madam' (RKO) are ready to open big. House will be fortunate to do \$43,000, poor.

Palace, on second run of 'White

Zombie' and a stage show without heavy drawing card, Arthur Tracy leading the array, will slip off to around \$12,500, a deprecating figure after the \$17,000 chalked up by Olsen and Johnson previous week. It means plenty of red.

Among the pictures that are on the heavy drawing card, Maurice Chevalier is disappointing a little at the Rialto, with only about \$27,000 for 'Love Me Tonight' (Param.) on its second week.

Rox, holding over 'First Year' (Fox) appears to be heading for under \$40,000 on five final days on 'Passport to Hell' (Fox) coming in Thursday (1).

Strand is melting away to \$16,700 on the second week of 'Two Against the World' (WB). 'Mile' is other 'Gail' new operation, Winter Garden, is playing to empty seats at \$10,000 on 'Passport to Hell' (Fox) one of the Fox pictures, booked away from the Fox. 'Big City Blues' is next in opening Thursday, the same-day that 'Battered Event' moves into the Strand.

Warners may spot 'I'm a Fugitive' into the Hollywood over 'Life Begins' (WB). 'Mile' is other 'Gail' new operation, Winter Garden, is playing to empty seats at \$10,000 on 'Passport to Hell' (Fox) one of the Fox pictures, booked away from the Fox. 'Big City Blues' is next in opening Thursday, the same-day that 'Battered Event' moves into the Strand.

United Artists takes over the Riv on end of the Chev run, placing its 'Mr. Robinson' (U. A.) there. If business on 'Love Me Tonight' does not improve, that will be 'within the week' (WB). 'Mile' is other 'Gail' new operation, Winter Garden, is playing to empty seats at \$10,000 on 'Passport to Hell' (Fox) one of the Fox pictures, booked away from the Fox. 'Big City Blues' is next in opening Thursday, the same-day that 'Battered Event' moves into the Strand.

Estimates for This Week  
Astor (1,012; 35-55-83-110-125-130)—'Stranger Interlude' (M-G). Opens here on Thursday night, the 31st (Wednesday). 'Grand Hotel' (M-G) goes out tonight after a 19 weeks' run.

Capitol (1,500; 35-72-83-110-115)—'Last Mile' (World Wide) and stage show. Film transcript of 'Mile' play's pace indicates only \$52,000. 'Back Street' (U. A.) is to make up for 'Mile's' lethargy. Last week, 'Speak Easily' (Metro), 'Back Street' and Eddie Dowling on stage, \$35,000, big.

Mayfair (2,200; 35-72-83)—'Back Street' (U. A.). Winner, running up the \$115,000 contest to around \$23,500 and a holdover. Previous incumbent 'Hold 'Em Jail' (Radio) proved a dud.

Palace (1,700; 30-40-55-83)—'White Zombie' (U. A.) (2nd run) and vaude. Palace combines this chiller with 'The Last Mile' (WB) and stage show. Drawing card, but together they aren't drawing much; \$12,800 on stage. 'Horse Feathers' (U. A.) and Olsen and Johnson all over the stage and 'American Madness' (Col) screen last week did a fine \$17,000, but also the red because of the heavy hook-up.

Paramount (3,644; 40-72-94-110)—'The Club Lady' (Col) and stage show. Fared pretty much the same as 'Painted Woman' stage show after an absence of a week, but that didn't hurt. 'Horse Feathers' (U. A.) fared at \$43,000. That will mean two poor weeks in a row for house after bad \$41,300 last week on 'Devil and the Deep' (Param.).

Rialto (2,200; 40-55-72-92-110)—'Horse Feathers' (Param.) (3rd week). A lot of talk about \$40,000, but at the screwy Marxes, according to \$24,000 pace on third week. Last week, second, a good \$22,000.

Rivoli (2,200; 40-55-72-92-110)—'Love Me Tonight' (Param.) (2nd week). This Chevalier isn't doing much. 'Horse Feathers' (Param.) is doing over \$27,000 will be a surprise with pace noticeably slowed up after first week when house hit \$36,000. 'Mile' only two more weeks at that rate.

Rox (2,200; 35-55-83-115)—'The First Year' (Fox) (1st week) and stage show. 'First Year' on final five days of holdover week. First week around \$60,000, okay. 'Passport to Hell' (Fox) (1st week) (Fox) opens Thursday (1), but house won't go Thursday opening day.

Strand (2,900; 35-55-83-94-110)—'Two Against the World' (WB) (2nd week). Connie Bennett's lure at the Strand is a heavy draw. Last week, one, to around \$15,700. Final seven days a big \$22,000.

### MacArthur Jump Ahead On 'Rasputin' Rewrite

Hollywood, Aug. 29. Metro has assigned Charles MacArthur to rewrite several sequences of 'Rasputin'.

Author is working against time, with company photographing the stuff as he bats it out.





# If you haven't bought "Horse Feathers" you're as unlucky as a man caught in a money shower..wearing boxing gloves!

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ON PRE-RELEASE RUNS!**

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"HORSE FEATHERS" SENSATIONAL. BROKE EVERY  
RECORD SINCE HOUSE WAS BUILT.

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GROSSES OF FOUR PRECEDING WEEKS COMBINED,

OKLAHOMA CITY—CRITERION THEATRE, WIRES: BIGGEST  
OPENING IN EIGHTEEN MONTHS... WISH  
WE COULD GET A "HORSE FEATHERS"  
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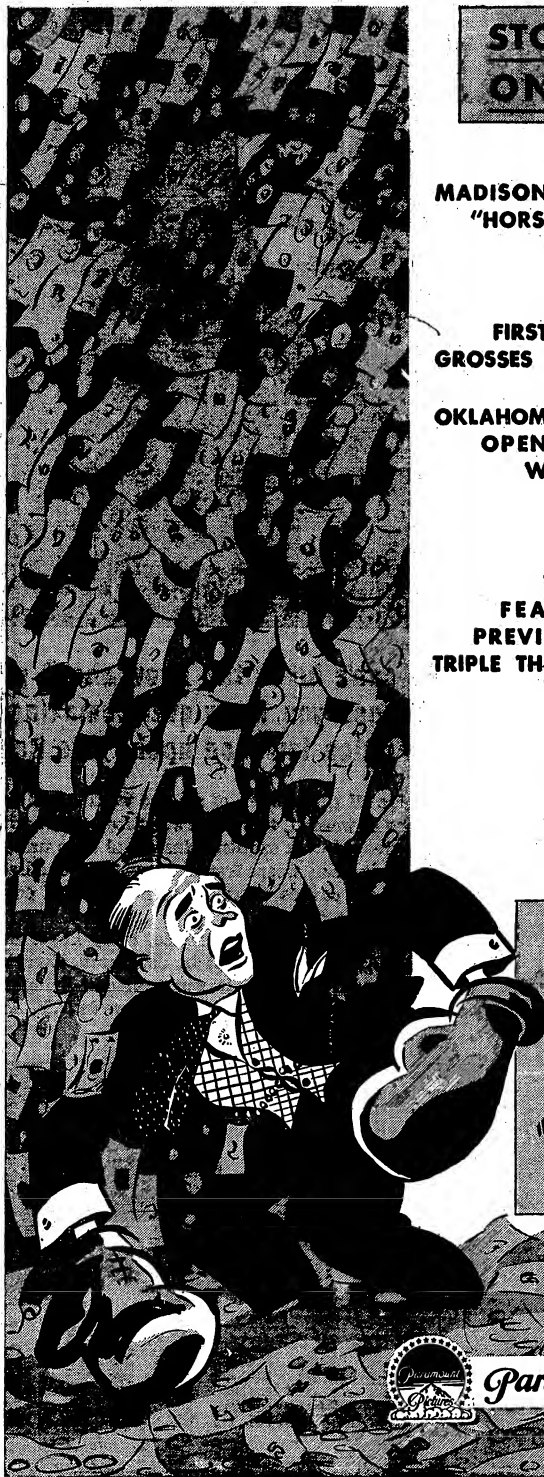
LOS ANGELES—PARAMOUNT  
THEATRE—FIRST WEEK OF "HORSE  
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PREVIOUS WEEK AND WAS MORE THAN  
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BROTHERS  
IN  
"HORSE FEATHERS"**



Paramount's **PARAMOUNT** Year



**\$5,000  
REWARD**

to anyone who can find in any English dictionary a stronger adjective than these from New York reviews of "Life Begins" World Premiere!

Affecting      Moving  
 Amusing      Novel  
 Beautiful      Poignant  
 Brilliant      Powerful  
 Courageous      Radical  
 Delicate      Rich  
 Dramatic      Startling  
 Entertaining      Tender  
 Epic      Tense  
 Exquisite      Terrific  
 Fascinating      Tremendous  
 Fine      True  
 Four Stars      Unforgettable  
 Great      Unusual  
 Gripping      Vivid  
 Impressive      Witty

▲ ▲ You can't be in the know about picture business unless you know every amazing word these key critics lavished upon "Life Begins"!

"A film for all the women of all the world. And for every man born of woman, too. It's a startling, tensely dramatic subject, treated with exquisite taste and deep understanding. It would wring weeps from a stone god—or a living one. And with its pathos there's rare mingling of comic and tragic masques, as well.

"Life Begins" fulfills every promise, every hope. Seeing is believing. And the world will be convinced. Every scene is poignant drama that stabs its way to an ever-living memory."

—Regina Crewe in N. Y. American

**LIFE**  
**WARNER**



Cheering, clamoring crowds block Broadway as "Life Begins" for a bigger and better motion picture season. It turns all eyes to the Warner Brothers. This taste of the new product arouses a thirst for more."

—Regina Crewe in *N.Y. American*

With Loretta Young—Eric Linden—  
Aline MacMahon—Preston Foster  
— Glenda Farrell • Directed by  
James Flood • Co-directed by  
Elliot Nugent • A First National  
and Vitaphone Picture • • • •

"An exquisite story boldly, wittily told. You'll laugh and you'll cry over 'Life Begins.' Strong drama, powerful pathos, rich humor, everything which goes to make an entertaining movie went into this one. In oddity, the picture is terrific. In entertainment, it is right there. 'Life Begins' is unusual, fascinating, impressive. Women will love it."

—Bland Johaneson in *Daily Mirror*

"A true, simple masterpiece of motion picture drama. A story told beautifully, movingly. Brought tears to the eyes

of a distinguished audience at the premiere; little comment can be added to that. It is a great photoplay."

—Rose Pelwick in *Evening Journal*

"FOUR STARS. Film epic. Genuinely dramatic. Will make you weep and laugh."

—Kate Cameron in *Daily News*

"Ought to make Hollywood sit up and respect itself."

—Thornton Delehanty in *Eve. Post*

# BEGINS

BROS. **HIT NO. 1** for 1932-'33

VITAPHONE, INC., DISTRIBUTORS



## Talking Shorts

**'TWO FOR TWO'**  
Comedy, Singing, Dancing  
17 Mins.  
Strand, N. Y.

Vitaphone No. 1417-8  
A hodgepodge of singing, dancing, comedy and novelty woven around a light story. Entirely in Technicolor and elaborate on sets, costumes, etc., but generally lacks the pace to set it aside from routine revue-sketch material.

There is a little too much of nearly everything in *Two for Two*. Mostly singing and dancing. Short would have been more effective if trimmed down to about 12 minutes, but view of the polish, flash and color it has enough of a touch to avoid complaints.

Franklin Pangborn, Esther Howard, Helen Lynd, Babe Kane and Dave Morris are among those in the cast. Pangborn, who is married, wears a husband to whom the golf club is his only refuge. He is in and out of the picture, often appearing to sing for song, dance and other numbers. On the whole the story holds together fairly well.

It's based on a novel idea, a man holding out against permitting women into the golf club. When it comes to the golf ball, the club and other numbers, action moves all around, finally into the ladies' locker room and at last to the swimming pool.

Numerous vaude turns have been used, including doubles, a single and a man who wrestles with himself.

Majority of the song and dance numbers are minor waterfalls.

Short is one of several and on the Coast in color, with Warners bringing up Technicolor. Idea, however, under that company's commitment.

**'THE NICKLETTIE'**  
Comedy  
10 Mins.  
Strand, N. Y.

Amusing but not as well strung together as some of its type. Short holds down to 10 minutes and idea of the palmier days of the silent picture. Where novelty of this kind is preferred, a buy.

Material has been compiled by Burt Frank. It includes amusing slides, reminiscences of all the day, a couple old shots under the head of Fathetic Newswell, a ballad singer working with song slides, and parts from a couple super dramas. One is an oldie in which the late Rudolph Valentino appeared as a gangster.

There has been considerable of sort of thing in shorts form of late, but for most folks there isn't pack a lot of interest. *Char.*

**LOUISE FAZENDA**  
**'UNION WAGES'**  
Comedy  
20 Mins.  
Cameo, N. Y.

Universal  
One of the better two-reelers, containing several good laughs, an idea or two of originality and a couple amusing minor scenes. Louise Fazenda is aided in the acting line by Sidney Toler and Jim Finlayson.

It's not a new idea, but the idea of the plumber in to fix the lady's bathtub. She has a jealous school-teacher caller and to impress her, he hires the plumber to make believe he's hubby. He puts it on thick, and as played by Toler garners a whole arm of laughs.

Miss Fazenda looks better in this one than she has in some time. *Kaw.*

**'BERLIT! TODAY'**  
Travelogue  
9 Mins.  
Strand, N. Y.

Vitaphone No. 1357  
One of the E. M. Newman Travel-tales taking a tourist's look-see at Berlin. It's complete as to important highlights of a visit of that city, but dwells on the same old police dogs and their training. Otherwise interesting and well done, particularly as to photography.

Newman, whom *Yoke* has a pleasant tonal quality, delivers the usual offscreen explanation. A portion of the short shows the Ber- at night, revealing the city's brilliant mazda advertising. *Char.*

**MAGIC CARPET SERIES**  
**'Silver Springs'**  
10 Mins.  
Embassy, N. Y.

Fox Movietone  
Regular newsreels have worked the Silver Springs, Fla., from every angle and time and again. This is a different slant in this Carpet episode.

A couple are allowed to give the impression of staying under water for the full 10 minutes of the subject's running time. The Ber- explore the floor of the pool with the aid of an under-water camera. *Waly.*

**'BELIEVE IT OR NOT'**  
With Bob Ripley and  
Leo Donnelly  
Novelty Travelogue  
8 Mins.  
Winter Garden, New York

Vitaphone No. 1363  
Group of travel clips and not so unusual, showing a piece of territory across the globe over which Spain and England were once in controversy with neither getting it; a newly invented collapsible auto in Berlin; a N. Y. haberdasher who specializes in clothes for fat people; a butt picker who sells his pieces in a tin; and the 11th avenue (N. Y.) railroad jockey who races up and down warning of an approaching train.

Technically this subject is done okay. The photography passes, but it sizes only with regular newsreel matter. With so much of present-day newsreels being mostly magazine, any theme utilizing both this type of subject besides a newsreel has plenty to figure out for customer entertainment.

Shots are silent, but the voice of Leo Donnelly details the silent action offscreen. Donnelly, one of the screen's best raconteurs, does superior lecturing as usual. *Shan.*

**CHARLEY CHASE**  
**'Charlie War'**  
Comedy  
20 Mins.  
Orpheum, N. Y.

Metro  
One of the best Chase has turned out, though a reminder of the film *Charlie's* Universal shorts. Plenty of good, clean laughs, with considerable action material, despite the obvious derivation.

Chase is cast as the marine in some phony South American country, and fighting his way through a series made on the other side.

Flames (Monogram). Great fire scene, but slovenly worked picture, chiefly to the lesser box-fices.

**'Schoen ist die Manoverzeit'**  
(World Trade). Another German. Millimeter. Another. No much. b. hope except in strictly German naves.

**'Last Mile'** (World Wide). Depressing subject of convalescent in a hospital, but without feminine interest and lacking public interest such as held stage play of two scenes ago.

**'SCREEN SNAPSHOTS'**  
8 Mins.  
New York, New York

Columbia  
Concerns itself wholly with Hook Glendon's road at the latter's ranch in May, with the date plainly shown from the fence signs. As a novelty, the film is a screening of what goes on in a rodeo together with glimpses of a dozen or so film celebs in the rodeo audience.

'Snapshots' may be an interesting filler. Photography is ok. Action is silent with an offscreen voice lecturing. *Waly.*

William Powell, Mary Pickford, Tom Mix, Sally Eilers, Milt Green, Jackie Scola, Ginger Rogers, Bud Cody, Bill Hart and Tim McCoy are among the celebs glimpsed. *Shan.*

**TED HUSING**  
**'Sportlights'**  
5 Mins.  
Winter Garden, N. Y.

Snapy 5 minutes under the CBS announcer's expert splicing, starting off very Ripley with a child wonder-gopher, Sol Hartman, but soon going into the more substantial *Sportlights* mystery. Miami outdoor motorboat racing and a cross-country steepchase to a rousing end.

from behind ran coming to the fore in excellent fashion.

Lower Harlan's links wizardry is likewise left, and the fast water sporting in Florida waters is a nice build-up for the equestrian finale. *Ad.*

**'TRANSATLANTIC MYSTERY'**  
Detective Drama  
22 Mins.  
Winter Garden, New York

Vitaphone No. 1439-1440  
So far as is known this is the windup of the Van Dine detective series. It's not a good one and hard to recommend for any type of customers because it ends com- tediously. London thief is murdered by his American pal. Latter absconds with the jewels, while the mysterying blonde, behind him to be the dead man, gives chase. Aboard ship the American is also a victim of the woman's plot. *Waly.*

(Continued on page 27)

## Miniature Reviews

**'Life Begins'** (FN). Splendid women's picture promising at least solid matinee business. Particularly well cast and played, with much more on performance than they do on a marquee.

**'Back Street'** (U). Corking transition of Fannie Hurst novel featuring Irene Dunne and Charles Bowers over which romance, a little tear-jerking, and a woman's picture—which means a money production.

**'Night Club Lady'** (Col). Save for slowness through detail, a murder mystery that holds the interest. Adolphe Menjou as master detective makes what it is but to love interest at all which may hurt where that's expected to Menjou.

**'Passport to Hell'** (Fox). Pictorially good but stale story picture.

**'Miss Mary Smith'**. A murder mystery with a faint touch of novelty, but not above average idly.

**'Man From New Mexico'**. Formula story made more like, than usual through good acting and competent direction. Will please.

**'L. of the North'** (Monogram). Ambitious western drama which does not achieve its ambition of being different.

Bill Cody and Andy Shurford. *Fan.*

**'The Sign of the Four'** (Worldwide). Too bad this is lacking on the technical end because it is the best of the most promising of the Doyle series made on the other side.

**'Flames'** (Monogram). Great fire scene, but slovenly worked picture, chiefly to the lesser box-fices.

**'Schoen ist die Manoverzeit'** (World Trade). Another German. Millimeter. Another. No much. b. hope except in strictly German naves.

**'Last Mile'** (World Wide). Depressing subject of convalescent in a hospital, but without feminine interest and lacking public interest such as held stage play of two scenes ago.

## LIFE BEGINS

First National production and Warner Bros. picture, directed by Frank Lloyd and Eric Linden. Aline MacMahon, Preston Foster, Charles Bowers, and Gilbert Roland. Directed by James Flood and Elliott Nugent. *Waly.*

A good picture, a woman's picture, different and new, a first for the screen. The theme is child birth with the entire locale a hospital and the story particularly concerned with a cross section of probably any maternity ward.

Its strength is its cast and the natural drama of the surroundings imply. Its weakness is the problematic reaction of men and adolescence.

Picture is an adaptation of a play which opens in New York last spring and ran just one week despite that it created a definite de- among the women who saw it. It reached Broadway after having been introduced by a collegiate group at Columbia University.

As a film it ignores much of the comedy which it held as a play. The women are first, the men are second, and the story ends with the death of the mother at her own wish to save the child and despite the fact that she is a prisoner, about to embark on a sentence for murder, also including the doctors to the girl's father than the boy's command.

Story simple in its delineation of the actual drama of the first birth, concern itself with the murder phase other than to use it as a further sympathetic device. The story is told by Loreta Young, the implication being that she was justified regardless of the jury. The sidelights are on the woman's life and the various social levels and the different temperaments involved.

There is one cast retention from

the play, Glenda Farrell, as a hard-boiled night club performer who goes the way of all mothers after indulging she'll have nothing to do with her twin. She sings *'Frankie and Johnnie'* to one infant, after it arrives, as the closest to a lullaby she can get. Miss Farrell's performance is splendid and the twist given the ribald ditty is an effective theatrical touch no matter how obvious.

Aline MacMahon, as the ever efficient nurse, Miss Farrell and Eric Linden, as the doctor, performing highlights. Linden is particularly sincere and believable as the very young and distracted father while Mrs. MacMahon is outstanding with an impressive performance which she expertly shades as called upon.

In the early running Frank McHugh is prominent as one of those 'we never lost a father yet' examples, and his aim is confined most of the gestures at comedy. Miss Young is convincing throughout in a none too easy role, being restricted as to action and clothes. There she may not seem the type who would kill a man is not fatal. Also worth more than a mention is Dorothy Peterson as a psychopathic patient suffering from the delusion that she is going to lose a child and who is always seeking the maternity ward.

Film reveals a fine selection of character in its regard to both mother and father. Humanly and delicately presented it carries its thematic punch which may jolt the thoughtless and explain why men will be disciplined to give it verbal support. But it treats of a vital subject for women. It is so thrilling and in sympathy with it. Young girls, probably seeing the picture in close relation to their own life, will be sure to enter their own minds elsewhere at night. Which makes *'Life Begins'* a big movie picture.

That the studio never anticipated the office reaction to the film appears evident in the introductory scoring, the musical theme being that old tin pan alley pop, *'Pretty Baby'*, tried in with the dignity which WB has tried to evolve for the picture, and which it deserves.

That *'Pretty Baby'* seemed all out of place in the picture is a pity. Film looks to be under the \$200,000 cost with Warners having paid out \$45,000 for it.

James Flood and Elliott Nugent share co-direction billing, the latter being credited for dialog supervision. As it unwinds first honors are given to Nugent for, as previously stated, it's the literal translation of the play which has been made to a screen.

Pertinent to exhibitors may be the report that at the recent Warner national trade shows a rating voted on by exhibitors placed *'Life Begins'* fourth in the list. *Sid.*

**'The Woman's Angle'**  
(MGM). Convincing details of backstage pandemonium, heightened by the attitudes of Jimmy Durante and Buster Keaton. Sympathetic caricatures, built to suspenseful comedy against an interesting locale, win feminine attention and laughter.

**'Devil and the Deep'** (Par). Carefully plotted melodramatic love triangle. Can rely on handsome-than-ever Gary Cooper and Charles Laughton's new style of creepy, insinuating menace to interest the ladies and offset the apathy of Talulah Bankhead's melancholy account of another unhappy heroine.

Miss Bankhead's small but smart wardrobe warrants feminine attention.

**'Hold 'Em Jail'** (RKO-Radio). Title and cast will lure very few fanatics indoors to enjoy the scattered laughs provoked by the laborious comic strip of Wheeler and Woolsey, but for those who are wary of his prison locale will approve of the extravagance for their children.

**'Crooner'** (FN). Matinee ladies are too conversant with the styles of their radio idols to swoon over the false drama of the accompanies David Manners' tepid, unromantically mocking characterization of an ether star. A faintly amusing success-story whose box office potentialities are weakened by unconvincing treatment and inadequate casting.

**'The First Year'** (Fox). Crisp American folk lore modified by the sweetening, box-office influence of Janet Gaynor and Charles Farrell upon Frank Craven's stage play. The tender, big-little tragedies of early marriage, trimmed with heart-warming home talk and situations that ring true to feminine audiences.

**'Two Against the World'** (WB). Routine murder-trial drama, weakened by unsubstantial conflict, disappoints its title's promise of a tender, intimate love story. But Connie Bennett's personality—plus instructions on what to do, wear and say, when ennobling a beau or winning over judge and jury—save the film from box office mediocrity.

**'The Night Club Lady'** (Col). Well dressed Adolphe Menjou, solving a hocus-pocus murder mystery that has moments of well built suspense and Skeets Gallagher comedy. Ignores fanettes by failing to establish sympathy for its victims or suspects.

**'The Last Mile'** (World Wide). The tragic futility of John Wesley's play loses dramatic intensity thru unconvincing preparations for a lashed-on happy ending. Though film invokes sympathy for a likable cast, it is a slow, nerve-wracking ordeal that will be shunned by the ladies.

## BACK STREET

Universal production and release featuring Irene Dunne and John Boles. From Fannie Hurst's novel, nothing to do with her twin. She sings *'Frankie and Johnnie'* to one infant, after it arrives, as the closest to a lullaby she can get. Miss Farrell's performance is splendid and the twist given the ribald ditty is an effective theatrical touch no matter how obvious.

A winner. It's a tear-jerker, without being artificially sentimental, impressing in the main as a human document faithfully translated to the screen in a solid and sound, which rings true from start to finish.

Just as Fannie Hurst's best seller must have fired the imagination of readers a couple of years ago, this saga of Ray Schmidt who lives in a shadowy back street, and technically meretricious relationship with Walter Saxel, leaps off the screen and smacks the auditor above the gray matter and under the heart.

Its skillful transition to the screen has everything in its favor for box office. The sympathy for Ray Schmidt is naturally, humanly and willingly developed, even unto loving assignment of a character of tion winning her audience away from a slightly unconventional start where she is shown hobnobbing with the traveling salesmen in the Over-the-Rhine beer gardens of Cincinnati.

Miss Dunne's symmetrical, every demand of her lover (John Boles), despite his own imminent marriage, for family reasons, is as a success as having a cup of coffee, and yet it is packed with human interest and sympathetic romance, without becoming wishy-washy or maudlin.

At no time is it steeply sentimental. The sympathy for Ray Schmidt and Walter Saxel's pseudo-unconventional association is a natural, humanly progressive which is built up with intention and all the more gripping by its very ease and naturalness.

Miss Dunne is excellent as Ray Schmidt. She is the personification of a 'real woman', an excellent acting assignment for the role. Boles, too, in very effective, deftly highlighting the somewhat selfish man who makes heavy demands on the love of a girl with genuine love in the No. 2 woman in his life.

James Flood and Elliott Nugent share co-direction billing, the latter being credited for dialog supervision. As it unwinds first honors are given to Nugent for, as previously stated, it's the literal translation of the play which has been made to a screen.

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(Continued on page 21)

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# A NEW RECORD MAKER!

Yes, even the "Bring 'Em Back Alive" records...the year's high spot for every house...give way to "The Bird's" triumphal sweep across America! Eighteen new week end openings give such remarkable figures as these:

Cleveland's first two days exceeds "Bring 'Em Back Alive" by \$2512 . . . Toledo doubles its two opening days on Buck . . . Columbus exceeds all opening figures by \$1357... New Orleans climbs on the band wagon with \$2440 excess in three days . . . Kansas City tops all records by 33% . . . Akron's first two days rang up a thousand more... Providence \$1467... Rochester \$1943 with Des Moines, Detroit, Houston, San Antonio, Seattle, San Francisco, Cincinnati, Milwaukee, Grand Rapids and Birmingham equalling and exceeding the records in every house!



## KING VIDOR'S

Glamorous Production from Richard Walton Tully's World Sweeping Play

# "BIRD OF PARADISE"

with

**DOLORES DEL RIO**  
**JOEL M'CREA**

John Halliday, Creighton Chaney,  
Richard "Skeets" Gallagher, Bert  
Roach and a vast supporting cast

**RKO-RADIO PICTURE**

**DAVID O. SELZNICK**  
Executive Producer

**RKO-RADIO IS MAKING PICTURES  
THAT ARE MAKING MONEY! . . .**

"Bring 'Em Back Alive," "What Price Hollywood (RKO-Pathé)" "The Age of Consent," "Bird of Paradise," "Hold 'Em Jail" and coming soon Richard Dix in "Hell's Highway," "13 Women," "The Most Dangerous Game," John Barrymore in "A Bill of Divorcement," Constance Bennett in "Rockabye," "The Phantom of Crestwood"—ALL MONEY PICTURES!



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# THREE ROUSING WAR-WHOOPS, MEN!

**You're Back in the MOTION Picture Business with 12 Roaring Episodes of the Grandest American Outdoor Show that Ever Drove Fifty Million Kids Wild with Joy!**

# THE LAST FRONTIER

**COURTNEY RYLEY COOPER'S  
RED-BLOODED DRAMA  
OF FIGHTING MEN  
AND FIGHTING DAYS**

*with*

**CREIGHTON CHANEY,  
DOROTHY GULLIVER, FRANCIS  
X. BUSHMAN, Jr., JUDITH BARRIE,  
JOE BONOMO, WILLIAM DES-  
MOND, YAKIMA CANUTT, PETE  
MORRISON • Supervised by  
Fred McConnell • Directed by  
Spencer Bennet.**



**Released Sept. 2 when Young America is taking its last fling at vacation...just before they sink their noses in the history books.**

*Men of daring cleave the savage West in the most dramatic of all the Indian campaigns, culminating in Custer's Last Stand. Thousands of Indians, herds of buffalo, wagon trains weaving their snake-like trail toward the Golden Gate. Historic characters re-live the blazing pioneer days.*

**Produced by VAN BEUREN CORPORATION**

## Australia

By Eric Gore

Sydney, Aug. 1.  
Rumors that Western Electric intend to vacate the Australian film market are denied here by W. E. It is explained that W. E. has a 101-year contract with every exhibitor equipped with its wire.

**British Pictures**  
Within the past few weeks British pictures have made large inroads into all theatres, and playing at house of the big chains to fairly good success. It's winter here now.

Hoyt's Theatres, Ltd., announces it will bring British pictures into each of its long-run houses in key cities. Arrangements recently consummated with EIP, Greater Union Theatres has screened British film for some time and Fullers also entered the field by playing them in most of its theatres.

Marked improvement by the English producers in their later picture was assured an Australian market for them.

**Showing Banned Play**  
First produced in New York in '23 and banned, "Mays" will be produced here this week by Scott Alexander and his band of semi-pros. Police also prohibited the piece here, but Alexander will do the production in his Little Theatre, a small church situated in the commercial section.

No charge for admission, and entrance can only be had via invitation. All those who attend are expected to subscribe about \$1 to the Sydney Repository Society.

**Sydney Big Okay**  
Some nice business being turned in by current attractions playing the key cities. In Sydney "Bitter Sweet" is a decided smash for W. T. and Ernest Rolis is finishing up five weeks' season with the "Big Show."

"Happy and Glorious" is quick flop, but "Mae West Played God" (film) clicked for five weeks for Hoyt and "Old Vienna" (Congress Dances) will replace "Letty Young" looks a winner and "Blue Danube" has four weeks chalked up and ending strong.

"Symphony of Six Millions" (film) was moved to another house, but failed to pull. Great business for (Continued on page 45)

## M-G RELEASING BIP'S SHAW FILM IN ENGLAND

London, Aug. 29.

Metro has taken over the British release of the British International feature, "Arms and the Man" made from the G. B. Shaw play of that name.

Transaction constitutes a precedent for the BIP subject to go into British release under the auspices of an American organization. It is understood Metro has a financial interest in the production. BIP makes Metro's quota pictures.

## Hotel London Spot Shifts, Palace Maybe

London, Aug. 29.

Arrangements for the twice daily run of "Grand Hotel" at the Hippodrome fell through at the last minute.

It is understood now that negotiations are pending for the picture to feature at the Palace starting around Sept. 20, following the closing at that house of "The Cat and the Fiddle," Sept. 17.

## U. A. SELLS NEAR EAST

United Artists has completed a new deal with Ophir Films for Egypt and vicinity. Ophir will distribute a minimum of seven U. A. films to that territory during the next year.

Ophir has handled U. A. product in Egypt on several occasions in the past.

## Brussels News Cinemas

Brussels, Aug. 20.

Brussels will shortly have its first new reels-only cinema.

The former Splendid cinema, near the North station, which has had an up-and-down existence, is being remodelled.

**Maj. Herron's Round Trip**  
Major Frank Herron, head of the foreign department in the Hays organization, returned yesterday (29) to the New York office after a month's stay in Hollywood.

Herron made the round trip by air.

## MENJOU'S FOREIGN FILMS

One in French For Ufa—Maybe Another For Gaumont

Adolphe Menjou will make a picture in French while abroad for Ufa and will possibly do one in England for Gaumont. He sailed Tuesday night (23) and plans being away about three months.

On return to the States Menjou will do additional series for the Thatcher Colt detective series for Columbia of which 'Night Club Lady,' current at Paramount, New York, is the first.

Menjou has been free-lancing for the past year.

## G-B MEN DRAW NEAR DEAL WITH U

Maurice Ostrer and William Gell, directors of Gaumont-British, are in New York, Sunday (28). One of their first moves yesterday (29) morning was to get in touch with Universal as regards a product deal.

Gell and Ostrer have been authorized in London to bid for the British distribution of Universal product. This would guarantee Universal release through Britain's biggest circuit, save U. overhead in Britain and probably increase its British turnover.

Gaumont-British controls three distribution houses and is notoriously short on product. Even should its deal with Fox straighten out for 100% Fox output in Britain, the company figures to be in better shape by addition of Universal's films. This is especially true in the light of the new deal made by United Artists with British & Dominion for U. A. distribution of the latter company's films. B. & D. pictures were previously handled by G. B.

Understanding in trade circles is that Carl Laemmle is definitely interested in the deal and it's merely a matter of coming to terms.

## Par Dubbing Spanish Films in Joinville

Paramount is going back to Spanish dubbing, the work to be done in Joinville. Scheduled for immediate treatment this year are "Shanghai Express," "The Man I Killed," "World and the Flesh," and "This Is the Night."

Paramount's idea is that dubbing has improved technically to the extent where Spaniards may now accept it, although they have been vigorously opposed to it in the past. In Spain it's a matter of customer objection. Par thinks this can be straightened out under new conditions.

For the rest of the Spanish-speaking market, outside of Spain, the same picture will be released with ordinary super-imposed titles as in the past.

## Two Spanish Musicals With Rosita Moreno

Hollywood, Aug. 29.  
Fox has given Rosita Moreno a contract for six Spanish pictures. She will be first with Jose Mojica in "Diek Turpin," and next opposite Raoul Roulien. Both are musicals.

New agreement starts Sept. 1.

## SITE FOR MEX. STUDIO

Mexico City, Aug. 28.

Another native film enterprise has been organized here. It is headed by Carlos E. Stahl, Mexican capitalist, and is reported to have financial backing.

Company has purchased a tract of land for a studio site. Stahl says he will leave soon for the U. S. to get technicians and sound equipment. Proposes to get into action about Oct. 1.

## Smith Sails for Film Survey of Australia

Los Angeles, Aug. 29.  
Gregson Smith, a division sales manager for Radio, sailed from San Pedro Wednesday (24) on the Mariposa, for Australia.

He will spend several months in the Antipodes and the Orient, on a survey of exchanges and theatres for Ned Depinet, general sales manager. He made a similar trip for United Artists seven years ago.

## Brit. Producers May Seek to Cut Can's Costly Censorship

Toronto, Aug. 29.  
British film producers will probably seek a revision of Canadian censorship costs which they deem to be too high, according to Col. John A. Cooper, president of the Motion Picture Distributors' Association of Canada.

Although representatives of the British film industry did not seek a quota, it is understood that they did recommend closer co-operation between British film producers and the censorship boards of the various dominions with a view to mitigating cuts in British pictures.

Col. Cooper points out that in no British country, save Canada, is there more than one board of censors. In Canada there are eight, one for each province. He added that one provincial board had condemned 11% of British pictures submitted to it last year.

In Ontario, the fee for censoring a British picture is \$11, he said. "The estimated cost of censoring a seven-reel British picture for exhibition throughout Canada" would amount to \$155, compared to \$25-\$35 in any other British country. He thinks the picture producers feel that there should be some negotiations with the provinces.

## NATIVE-MADES SUBSIDY TALKED OF IN MEXICO

Mexico City, Aug. 26.  
Screen nationalistic move, which has required in boosting to all but prohibitive proportions import levies on all non-Spanish films and discs and establishment here of a native production company, is now being supported by organized commerce throughout the country.

Confederation of Mexican Chambers of Commerce has drafted a resolution that will be acted upon at its national convention here Sept. 10 to 14, urging Federal government to free censorship film and bar out pictures in foreign languages and alien to Mexican customs and viewpoints.

While organization admits that it is not easy to down the supremacy in this field of imported pictures, especially American, something more can be done about giving Mexican and Spanish language productions more financial help, so that something like a government subsidy may be urged at the forthcoming national convocation.

## Mexico Personals for Spanish Version Player

Hollywood, Aug. 29.  
Ramon Perera, who has been appearing in William Powell, Charles Bickford and Lewis Stone parts in Spanish pictures, will do four week personal appearance tour in Mexico. Booked by Lichtig and Englander. Opens Sept. 6 in Mexico City.

## BELGIAN HOME-MADE TRY

Brussels, Aug. 20.  
Another attempt at Belgian film production is being made, with M. Charles Kurlandsky, of Ufa, as producer. Title is "La Dame de Minuit" and meterage about 2,500. Cast is all-Belgian. A studio in Brussels is being used, exterior shot in Madrid and San Sebastian.

## SELLING EAST DIRECT

United Artists has opened an exchange in Manila. Eddie Ugast, formerly in the Paramount foreign department, is in charge. U. A. was previously represented in Manila by a local distributor. Ugast, after investigation by Ugast, that it would be best to handle directly.

## United Artists Bids for British Markets by Col. B. & D. Deals

### ONE MORE HARVEY UFA

After Film With Veidt, Star Heads for Fox Coast Lot

Juan-les-Pins, Aug. 29.  
Lillian Harvey is here resting up for a fortnight, having finished the British version of Ufa's "Blonde Dream" in London.

From here, she goes back to Berlin to do her last Ufa film, playing opposite Conrad Veidt. Immediately on conclusion of this one she leaves for Hollywood and the Fox lot.

## CANADA INDIES BAND IN FILM TAX WAR

Ottawa, Aug. 29.  
The battleground for the film business in the Dominion over the question of new taxes and tariff revisions directed against the industry will be in Ottawa before and during the next session of the Federal Parliament scheduled to be called early in October. Details of changes will not be made known until Parliament sits and various interests are calling for the Parliamentary gathering as soon as possible so that business will be settled.

The Imperial Conference proposal for a special levy on all foreign films as an aid for British pictures and for additional revenue is what the film men agitate. It is promised that the Canadian companies handling U. S. films and the exhibitors will unite in protesting against the tax on foreign celluloid which will be assessed against rental charges. Incidentally, the exhibitors will have to foot the new bill, which will run to \$250,000 in the aggregate, it is expected, because the rental agreement in force provides that all or any new taxes will automatically be charged to the theatres. Intimation has been made that steps will be taken at once by the film trade to combat the proposed foreign film rental tax before it reaches Parliament because it would become immediately effective if it is included in the budget resolution before the House of Commons.

Word has been given that Canadian exhibitors will not oppose any move on the part of the Dominion Government to combat the preference or even free entry to British films—as proposed by Canada at the conference. The exhibitors have also stated that they will not object to free censorship film and discs on the part of provincial governments in Canada. They say they will accept anything but a quota system or new tax to be footed by the exhibitors who claim they are already being taxed out of existence.

The word has been spoken that Canadian distributors and exhibitors will work hand in hand against the foreign film tax. At the same (Continued on page 46)

### Third Mexican-Made

Mexico City, Aug. 28.  
National Picture Co., Mexican enterprise which began operations here 10 months ago and has two pictures to its credit, is completing a third, "A Life for a Life."

Picture is a Mexican drama, starring Nancy Torres. Scheduled for a premiere here Sept. 14. It was written by John H. Astor, who came from Hollywood to direct the production.

### Argentine Trick Exchange

Buenos Aires, Aug. 29.  
Exchange control strait as ever, though movie-men invariably promised plenty dollars next week. Bootleg dollars at \$4.75 Arg. Bank rate \$3.75.

### SSS's London Branch

Supreme Screen Service plans a branch trailer office in London. Company will have the arrival of Maurice J. Wilson, from London, before closing any deal.

United Artists and Columbia have finally agreed on terms for a British combine. Offices of the two companies will be merged and U. A. will handle the distribution of product for both companies in the British territory. Papers have been drawn up but not signed, pending a get-together of Jos. M. Schenck and Hitt. Cohen.

Similar deal, in negotiation for about a year for the South American territory has been dropped by mutual consent because the two companies couldn't see eye-to-eye on what was needed down there.

U. A.-Columbia deal going through means that United Artists becomes about the most important distributing concern in the U. S. Columbia own product, added to the Columbia films and the British and Dominions pictures, through the deal completed Wednesday (29), means that U. A. will have a fairly formidable list of product. The B. & D. deal gives U. A. distribution rights on all the British company's pictures throughout the world.

U. A. While U. A. has world rights on all the B. & D. films, only a very few of them will be released in the United States; first being "Magic Night" with Jack Buchanan.

## Three More Out in M-G Foreign Version Dept.

Culver City, Aug. 29.

Although proceeding with its scheduled foreign picture slate, awaiting arrival here of Arthur Löw, and an expected decision to halt all versioning, Metro continues to drop personnel from this department.

Latest ones are Paul Beaumont, Bernard Deroux and Robert Harari, French writers.

General of its 25 foreign players now under contract are coming up within next two weeks. It is expected several of these will be allowed to lapse.

Currently in production are the German "Grand Hotel," French "Reducing" and Italian "Strange Interlude."

## Prague Reports Native Mades on the Increase

Prague, Aug. 18.

Great activity is noted in the production of native-made Czech films. Marek Eric is at work on "Slater Anderson." The leads are played by Susanne Marvitz and Hugo Bas. The plot develops partly in a monastery and partly in an adjacent prison.

Immamann, the Prague film registrar, is turning out "The Songster" with the well known Prague humorist and singer, Karol Haasler (a former brother-in-law of the American comic scene in the Gaiety hall leading role. The film deals with the Czechoslovak revolution.

M. Binovec is now finishing "Peplna Reholovna" and "Red Raile." Music for the latter is composed by John Gollwell and W. Sperger and J. Rovensky will appear in the leading roles.

## Paris Extras Riot

Paris, Aug. 20.

The police reserves had to be called to turn off the infuriated mob of extras attempting to stop a private showing of a new Opera film production, "La Voix Qui Meurt" ("The Voice that Failed"), shown at the Salle Gaiety, Paris, concert hall. Story is that of a concert artist whose voice dies. To save money on production, the director had arranged to shoot a concert scene in the Gaiety hall during a free concert, thus saving the expense of a mob, which extras resented.

Paris press printed the story wrongly, insisting that the disturbance was due to employment in the film of foreign performers. That was not the case.

## Buying for Singapore

Marcus Baker, head of Alhambra Theatres of Singapore, is due in New York in about two weeks for his bi-annual buying spree. He's not here in Europe on route.

Baker is the Gaiety hall disposition in that territory for Joe Fisher's Capitol Theatre.

# A LITTLE AD-THAT TELLS A BIG, HAPPY STORY!

**WORLD-TELEGRAM—Classified**

**WANTED:** Twelve girls experienced in filing and retyping motion picture contracts. Apply Room 912, Paramount Pictures Corporation, Times Square, New York.

**WANTED:** Good salesman.

**CONTRACTS? ...  
THEY'RE KNEE-  
DEEP ON THE  
NINTH FLOOR—  
AND UP TO OUR  
ADAM'S APPLE  
IN THE FILE  
DEPARTMENT.  
EVEN THE MAIL  
MAN IS ASKING  
IF WE'RE GIVING  
AWAY SAMPLES!**

Records pop like wine corks as **THE 4 MARX BROTHERS'** "HORSE FEATHERS", **CHEVALIER'S** "LOVE ME TONIGHT", and **HAROLD LLOYD'S** "MOVIE CRAZY" sweep the nation. We're afraid everything is going to be all right... for Paramount... Grand Old Rock of Show Business... and 15,000 exhibitors from the Florida Keys to the China Seas!



*Paramount's* **PARAMOUNT** Year



# EXPLOITATION

## No Daily Paper Problem

There are a great many towns without daily papers. Getting around without any luck on advertising except in a community or neighboring town paper. Handbills are made, for instance, and board space is at a premium or spotted as to be of little value.

But the New Spencer, Ia., printers and other business houses have solved the problem, at very little cost, through distribution of a mimeographed "Daily Reminder" which goes to every home daily. The world news is carried in one of three columns, running 14 inches deep. Others are devoted to spot bargains and specials. Demand for the sheet is stepped up also through the advertising of the theatre.

Theatre runs tabs on current attraction in all towns, listing certain individuals in town and trade territory to be guests of the house for a certain picture. One for an entire week is less than a handbill distribution or spotting cards and passes in business places on a one-time basis.

## Matched Halves

Just to be a little different, try the broken coin stunt for a mouth hookup. Broken coins are not required. Just as good results can be had from 30-cent iron washers at a few cents a pound.

These are broken by being placed in a vise with one half protruding. This is grasped by pinchers and worked back and forth until the metal breaks. A sufficient number of these should be secured to supply the anticipated crowd.

Merchants are solicited for prizes, and for each prize offered the merchant is given the right to choose the other half being placed in the box for distribution.

The broken half is given each patron and anyone who can match his half to the fragments in the stores gets the prize indicated. Merchants get a visible increase in the pulling power of the stunt, and some of the visitors will make purchases in the window and store displays are made attractive.

## Advertise Times

Always a good idea to diversify the starting line of the picture in newspaper and other advertising, but it seems more important than ever to do this in connection with "Guilty as Hell," in which the patron's enjoyment of the development of the story will be increased if he knows in advance the murderer and his methods.

Every should give emphasis to this fact with such mention as "This is not the usual murder mystery." The actor knows the murderer and has committed the murder and his enjoyment of the picture will be increased if he knows his visit to catch the opening scene.

## Collected Jars

Akron, O.

Ernie Austgen got in with the "Beacon-Journal's" "Can the Surplus" idea, holding a manatee at which the audience was a complete fruit jar. Jars were given to the paper to be given those willing to contribute one or more jars. The needy, who had no jars and vegetables, but shied at using their own jars.

While it was made plain that the empty jar was sufficient for an admission, not a few filled jars came in, also turned over to the paper.

## Horror Stories

Rochester, N. Y.

Working up some excitement for "White Zombie," Loew's Rochester persuaded the "Chronicle" to offer prizes for the best submissions under the heading of "My Most Horrifying Experience." House provided 50 tickets to be awarded the best submissions, those generally brought a second cash admission.

Sufficient number of comedy efforts to lighten up and the dealer's reference was given the unusual and

## Trade In Value

Newest development of the free used car gag is to permit the winner to turn it in at full advertised value any time within the week and winning a supply of beer used car or a new boat. Idea is that the winner will want a better car after trying out and the dealer donates the car gets the benefit of a better deal.

Free cars are petering out in most spots, but this idea may act as a pulmotor where it has gone stale.

## Ready-Made

Philadelphia has a depression problem in the upkeep of its zoo. Animals can't take the 10% cut. Newspapers have entered the campaign and were followed by Pathe's, which has prepared pictorial mate-

## Up and Down

Chicago, Aug. 29.

What ballyhoo, exploitation, and getting out and pushing means in dollars and cents was illustrated when the Portage, Neb., reopened a week ago.

Merchants of the neighborhood co-operated, excitement was stirred up, special lighting, bunting and whoopis was provided. House did \$800 the first weekend.

But as soon as the preliminary glamour was over and things got back to normal so did the house. Business fell as low as \$50 a night.

Just as the ceremony ended and the crowd was flocking out of the city headquarters he had a small band parade down the street advertising his picture—"Merrill We Go to Hell," with banners everywhere.

Just as the ceremony ended and the crowd was flocking out of the city headquarters he had a small band parade down the street advertising his picture—

## Crabbing

Carnival week in a small Pennsylvania town had the local manager on tiptoe to offset the free attractions, including a public wedding at the city hall, the carnival's big exploit.

Just as the ceremony ended and the crowd was flocking out of the city headquarters he had a small band parade down the street advertising his picture—

## Mayor's 'Laugh Week'

Seattle.

Mayor Dore for the first time co-operated solidly with theatres in ballyhoo for "laugh week" with Gilda Gray on platform in front of the 5th Ave. theatre, the mayor talked "laugh."

Vic Campbell, adv. mgr., also had a laugh contest running in the "Times," the two femme winners with prettiest smile getting air trip to Vancouver, B. C., and return.

Contest in "Star" in connection with picture run together like "salt and pepper," inspired by Lowe and McLaughlin being teamed together. Currently in "Guilty as Hell," brought 2,000 replies and free newspaper space daily.

## Exploited a Bus

Reading, Pa.

Astor, a WB house, hired a bus for three days and after posting it brightly lighted.

Instead of entering the vehicle and inspect it. Bus co. figured it will build business and it made business for the house.

## A Hula Every 20 Mins.

Seattle.

Six sailors from the U. S. "Albatross" and a tap dancer, J. S. Kenney, together with a local girl hula dancer, played afternoons and evenings in the lobby of Orpheum. This gave feet air to house and stopped throngs. Angle was to plug "Bird of Paradise," opening next.

After hula dance placard was displayed telling of coming film. Thus the house was getting traffic and done out in front.

Girl's hula was okay and she shook every 20 minutes.

## Radio Imitators

Chicago.

Amos 'n' Andy, Bing Crosby and Kate Smith were the most frequent imitated radio celebs in a "radio imitation" contest just winding up for "Public-Grand Statesman" in Madeleine Woods promotional auspices.

Stunt brought out hundreds of entries in a new kind of amateur night that cost Great States very little and stimulated big business.

Regional eliminations in Peoria and Joliet will be followed by a state-wide championship both under WLS. Two winners will get some professional engagements in Great States houses.

## Fake Police Calls

Winnipeg.

S. Gunn, of the Lyceum, expanded widely on "Radio Patrol" both using a radio patrol car on the streets and loud speakers over the marquee of the house.

Patrol car went round the streets broadcasting fake police calls from loud speakers over the car; messages were sent from the office of the theatre.

## Store Mgrs. Popularity

Birmingham.

Alabama theatre has closed a deal with Hill Grocery Co., local chain store, for display of food products in the lobby. But a popularity contest among the managers of the stores is added.

Ballots handed out to customers, with votes to be dropped in a box inside the theatre. Winner gets a three months' pass.

## Get 'Em Both

Exhibit whose patrons don't care much for African pictures was stuck for a selling angle on "Congorilla." But he recalled he had cleaned up on "Tarzan."

When he got ready to show he blazed on all his advertising: "You saw Johnny Weissmuller as 'Tarzan.' Come and see what a real gorilla looks and sounds like."

Seemed to give the crowd a new idea, and he did better with this jungle picture than with the last three of the type.

## Flower Shows

Getting around to the time when wise managers of the lobby or mezzanine. Later is better if there is room, though even here there will be some lobby ballyhoo. Promote prizes and if possible get

# BEHIND the KEYS

Des Moines.

Harry Herman, formerly with Public in Waterloo, Mo., secured western Iowa rep for Warner Bros. local exchange.

D. Galloway, succeeded by Tom Burke, of Minneapolis, as manager of Educational exchange here.

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## Buffalo.

Shea-Pub for national three-cornered switch of downtown house managers. John Carr goes from the Century to Great Lakes; George Disposit to the Hipp.

Henry Murtagh present Hipp house organizer-manager undermined.

## Indianapolis.

Jack H. Roth, manager of the Circle, made divisional superintendent of Skouras local theatres here. Succeeded B. V. Sturdivant, who goes to the Coast.

Ed. L. Kinsale, publicity at the Indiana, resigned to become business manager of the Indianapolis Civic theatre.

## San Francisco.

Bob Pearson and Dick Lancia to Star-Joe for National Theatres. Pearson gets district post and Lancia as assistant at local Warfield.

## Reading, Pa.

Cornelius G. Keeney, formerly manager of the Park theatre, has again taken over the Park as actor-manager and will reopen it in a few weeks.

## Milwaukee.

B. E. Van Norman, who resigned as manager of Fox, was succeeded by Hyman Lurie, formerly at the Strand.

## Marlboro, Mass.

Pastime Hall has given up as a sports arena and reopens as a film theatre.

## Worcester, Mass.

J. W. Deubach, recently at the RKO Albee, Providence, R. I., appointed manager of Warners here.

## Rochester, N. Y.

Truman Brizee, manager of Connecticut's Capitol, resigned at Medina, N. Y., Warner theatre. Possibility Capitol will remain closed.

## Canton, O.

Dick Gruniger has replaced George Blister as local Warner manager. Blister resigned recently to join an eastern film house chain.

## Rockville, Conn.

Palace again playing vaudeville, five acts, opening on Tuesday.

## Galveston.

Abilene, in west Texas, votes to repeal Sunday film ordinance, which is ignored in most other Texas cities.

## Mason City, Ia.

Jim Kelso, to manage Strand, which reopens after summer closure.

## Kansas City.

Midwest division of Fox-Warner Coast held a two-day convention at Excelsior Springs, Mo., with some 200 managers and executives present. Convention under the di-

## Conserves Props

Loew's State, N. Y., playing "Speak Easily," has a cabinet filled with liquor bottles on the street side of the box office. Bottles are empty, but they are taken in each night just someone crash the glass while in a state of mind unable to notice that the bottles are not filled.

Display is flanked by two bowls of pretzels, but the containers are kept covered to prevent depletion.

the printer to run off some certificates of awards, to be neatly lettered and presented the winners. Arrange for florists to do the judging or, failing them, some well-known grocers who are not in the competition.

And while this is being done it might be a good plan to form the most active into an association for next year. It is almost always possible to find a few enthusiasts who will do the work of organization, and the theatre can be loaned one morning a month through the winners for informal meetings to hold the interest.

## Both Ways

Working with an amiable chief executive, a midwestern manager is planning to center his fall opening around the mayor. He is having built an invitation 10 by 15 feet, attested by both sides, and the mayor to visit the theatre the opening week of the season. The invitation will recite the entire week's bookings and invite him to take his choice. It ends and this invitation will be your card of admission.

Planned to truck this to city hall about a week before the event and park it in the corridor. The mayor will accept and nominate the opening night, when the high school band will escort the truck to the municipal building, pick up the mayor and his pass and return to the theatre, where His Honor will be formally welcomed and his pass taken up.

Giant invitations and passes are old, but hitherto they have stopped with the delivery. This seems to be the first instance of a round trip.

## Coaxing Praise

Manager has recently instituted a more or less regular plan to get the idea of getting some line on what his patrons like. Near the top of the lobby is a space for the name and address of the patron. Ten single tickets weekly for the most helpful comment, not to exceed the limits of the note sized sheet.

Figures out that while it will not give him a good section of his audience, since many will not bother to fill out the sheets, he can get a good idea of what a picture click. He cannot pick the pictures to fit the formula, but he will know when to bear down on his exploitation.

Sidelight is cultivating the habit of praise instead of complaint.

## Backling

Too few managers realize the danger of boomeranging in over-enthusiasm. Recently one picture has been sold on what amounts to downright deception. It sells on the lobby floor and does not make good when the patron gets inside. At most points it has rolled up a big gross, but frequently the subsequent week it has aggregated gross over four weeks tells a far different story from the attractive figures on the lobby floor.

Better to sell on value delivered and to keep on selling.

## Baseball Guesses

With the baseball season approaching its climax it's a good time to start a contest for the most accurate placement of the 16 teams. Probably can be worked with a sporting goods store, latter supplying the balls and printing the picture. With advertising. Props played up it can be worked for plenty of interest. Give a side line, but invariably good.

## Fish Display

Los Angeles.

Taking advantage of the over-exploited fishing prowess of Zane Gray, manager of the F.W. LaBrea cinema, is to exhibit his during run of Zane Gray's "South Sea" picture. He borrowed actual and enlarged photographs of Gray's catches, as well as mounted specimens, which were utilized for fish display.

## Poster Size

Pross book for Harold Lloyd's "Movie Crazy" reverts to the good old days when books were books. The property by Lloyd's "Movie Crazy" is full newspaper sized with 32 pages on glossy paper.

Has pretty nearly everything but the picture above and a picture of Lloyd without his glasses.

## Maybe N.S.G.

Paramount, in its press book, suggests a "perfect murder" contest for "Guilty as Hell," with a prize for the most neatly devised plan for re-murdering some one.

May prove a boomerang in some spots where the sensitive may contend that it's too suggestive.

## Lends a Lobby

Chicago.

Inter-circuit friendliness exemplified in Milwaukee, where the Ambrosia, Universal-owned, and now closed for the summer, has given its lobby to the Fox-Warner organization. "Go to the Wisconsin" reads the sign.

## Trick Stuff

Sometimes the novelty gag will work out of proportion to its seeming importance. It is a good gag to use, such a stunt now and then. (Continued on page 25)

(Continued on page 64)



# some eclipse!

COLUMBIA'S FIRST <sup>and</sup> SECOND PICTURES  
for 1932-1933 - ECLIPSE EACH OTHER!

COLUMBIA'S FIRST  
FOR 1932-1933

"100% PICTURE"  
"AMERICAN  
MADNESS"

WALTER HUSTON  
Pat O'Brien — Kay Johnson  
Constance Cummings  
Gavin Gordon  
Story and Dialogue by Robert Riskin  
A FRANK CAPRA  
Production

COLUMBIA'S  
SECOND PICTURE  
FOR 1932 . . . 1933

"A KNOCKOUT!"

Says N.Y. DAILY MIRROR of the  
FIRST THATCHER COLT MYSTERY EVER SCREENED

"The NIGHT CLUB  
LADY"

ADOLPHE MENJOU  
Mayo Methot — Sheets Gallagher  
From the Novel by Anthony Abbot  
Adaptation and Dialogue by Robert Riskin  
Directed by Irving Cummings

YOU  
NEED 'EM

CRITICS HAIL IT!

"Much over Par!"  
Motion Picture Daily

"Thoroughly Enjoyable!"  
Film Daily

"Better Than Most!"  
New York Times

"Plenty of Laughs!"  
New York Evening Journal

"Thrills and Plentiful Suspense!"  
New York American

Columbia

HAS 'EM



Everybody's  
Watching Columbia!



# ECLIPSED!

**Greatest Feats in Show History  
Pale Before This Unparalleled  
Free Nationwide Radio Tie-up!**

## FIND THE STATION THAT COVERS YOUR TOWN

### 23 in the East

Atlanta, Ga.	WSB
Baltimore, Md.	WBAL
Boston, Mass.	WNAC
Buffalo, N. Y.	WBEN
Charlotte, N. C.	WBT
Chicago, Ill.	KYW
Cincinnati, Ohio	WSAI
Cincinnati, Ohio	WLW
Cleveland, Ohio	WHK
Detroit, Mich.	WJR
Hartford, Conn.	WDRG
Milwaukee, Wis.	WTMJ
Nashville, Tenn.	WSM
New York, N. Y.	WOR
Philadelphia, Pa.	WCAU
Pittsburgh, Pa.	WCAE
Portland, Maine	WCSH
Providence, R. I.	WEAN
Richmond, Va.	WRVA
Rochester, N. Y.	WHAM
Schenectady, N. Y.	WGY
Utica, N. Y.	WIBX
Worcester, Mass.	WTAG

### 41 in the West

Amarillo, Texas	WDAG
Bakersfield, Calif.	KERN
Bellingham, Wash.	KVOS
Boise, Idaho	KIDO
Casper, Wyoming	KDFN
Ciudad Juarez, Mexico	XEJ
Dallas, Texas	KRLD
Denver, Colo.	KLZ
Enid, Okla.	KCRC
Fresno, Calif.	KMJ
Honolulu, H. I.	KGMB
Houston, Texas	KTLC
Joplin, Miss.	WMBH
Kansas City, Miss.	WHB
Klamath Falls, Ore.	KFII
Las Cruces, New Mexico	KOB
Long Beach, Calif.	KFOX
Los Angeles, Calif.	KNX
Los Angeles, Calif.	KHJ
Medford, Ore.	KMED
Ogden, Utah	KLO
Oklahoma City, Okla.	KFJF
Omaha, Neb.	WOW
Phoenix, Ariz.	KTAR
Pocatello, Idaho	KSEI
Portland, Ore.	KOIN
Pueblo, Texas	KGHF
Sacramento, Calif.	KFBK
Salt Lake City, Utah	KSL
San Francisco, Calif.	KFRC
San Bernardino, Calif.	KFXM
San Diego, Calif.	KGB
Santa Barbara, Calif.	KDB
Seattle, Wash.	KOL
Spokane, Wash.	KHQ
St. Louis, Mo.	KWK
Stockton, Calif.	KWG
Tulsa, Okla.	KVOO
Walla Walla, Wash.	KUJ
Wichita, Kan.	KPH
Yakima, Wash.	KIT

64  
Stations  
in 40 States  
NOW working  
for YOU!

**READY-MADE AUDIENCE OF  
MILLIONS EAGERLY AWAITS  
"CHANDU" ON YOUR SCREEN**

64 powerful stations... broadcasting nightly... for months... "Chandu" hit of the air. Never before in history such an advance build-up. You cash in... no matter where you are... without lifting a finger. The picture's a pip... crammed to the last frame with weird thrills... a natural even without the advance plug. That's Fox showmanship!

# CHANDU

THE  MAGICIAN

with  
**EDMUND LOWE**  
**BELA LUGOSI**  
**IRENE WARE HENRY B. WALTHALL**

From the radio drama by Harry A. Earnshaw, Vera M. Oldham and R. R. Morgan. Directed by Marcel Varnel and William C. Menzies

# WATCH FOX THIS YEAR

A (3.50).....

Note—Gen. Theatre cfs. 4% high, 3% low, 3% last.  
 \* Fox Theatres suspended from trading.



## This Business of TRAILERS!

To supply trailers regularly to theatres requires forethought, planning, ORGANIZATION. This is not a hit-or-miss matter, not a side line incidental to some other business. THIS IS A BUSINESS IN ITSELF—a highly improved cog in the machinery of purveying amusements to the public.

Our trailer business did not spring into being full-grown. Its inception is rooted in the beginnings of the motion picture, and its development has kept pace—through alternating periods of hardship and success—with the growth of the industry.

Today our trailers are supplied to Exhibitors through a highly organized service which is the result of years of experience in meeting the needs of theatres of all classes in all parts of the country. The requirements of these theatres have built that great SERVICE INSTITUTION in the motion picture business which is known as



**National  
Screen  
Service**  
**Ad-Vance Trailers**

**A Message  
from the Makers  
of the World's  
Finest Trailers**

**Every showman knows  
the value of SELLING  
FROM THE SCREEN. Trailers  
build business. They  
speak to an audience  
sitting ready for their  
message, an audience  
100% willing to be sold.**

**National Screen Ad-Vance Trailers are your first aid to better business!**

## Warn Billing Can Close Theatres; 'Captive' Marked

Warning that censor boards in several states are on the warpath, production overseers are hurriedly bringing to the attention of theatre owners the fact that censor authority does not end when picture is approved. A theatre front deemed salacious may result in the house being closed and the license revoked by the same authorities who okayed the program.

Pennsylvania and New York are the first to tighten. In the case of Pennsylvania the state board extended its authority to the point where it threatened to withdraw the license of a Warner house in Philadelphia unless it pulled down exploitation matter on "Blond Captive" (Col.). This is the first time, film executives say, that censors have threatened such action.

Although "Captive," an Australian made film, has been in release for some time, the billing given it at Loew's State, New York, focused attention of officials on it for the first time. Reading matter here dealt with miscegenation. A dividing matter gotten out by Columbia, the distributor, is held by Haystacks not in violation of the advertising code but strictly the fault of individual theatres.

## 1-Yr. Labor Agreement Up in Wash. This Week

Washington, Aug. 29.

General wage scale reduction and possibility of heavy layoffs are faced by organized theatre employees as the end of the one-year agreement with owners draws near.

Projectionists have already agreed to salary cuts running on the average from 10 to 15%. This includes the operators in all the neighborhood and smaller film houses, as well as the large first-runs. Stage hands have agreed to a 7% cut with regard to those members employed in local legit houses, the National and Belasco.

Stage hands, among whose ranks are included the electricians, are asked to agree to a 25% slash and an approximate 50% cut in man power. Union states it is willing to agree to a 15% wage reduction, but would stubbornly resist efforts for further wage lowering and curtailment of man power.

Musicians have been asked to take a 25% drop in the film houses and a one-third slash in the legit theatres. Union officials said they would oppose such a demand vigorously.

All groups involved have one-year agreements which expire this Wednesday (31).

## Loop RKO Ballyhoo Is Concession to Manager

Chicago, Aug. 29.

Through his personal popularity with the boys in City Hall Frank Smith, manager of the Palace, got a sidewalk-to-sidewalk banner hung on Randolph street on behalf of RKO's "Greater Show Season."

Politicians generally refuse this privilege to anyone and such banners are seen only at election time. Spotted at intersection of State-Randolph banner plugs both Palace and State-Lake.

## BOMBER GETS YEAR

Milwaukee, Aug. 29.

Stanley Carey, 18, who manufactured his own atom bomb according to formulas he learned in high school, and planted them in local theatres for the fun of it, was sentenced to a year in Green Bay reformatory.

No further bombings since the apprehension of Carey.

## MIDWESCO RESIGNATIONS

Milwaukee, Aug. 29.

Al Kvool, Fox Midwesco state district manager; Edward Vollendorf, of the booking department; and Joe Kinaki, city district manager, have resigned.

## Jacocks East as F-WC Booking Situation Clears

Los Angeles, Aug. 29.

After six weeks' with Charles Skouras, working on booking situations for F-WC, Don Jacocks left Friday (26) for New York.

Jacocks was sent to coast by Spyros Skouras, to assist in F-WC realignment.

## Exploitation

(Continued from page 19)

not so much for the direct result as to get people in the habit of dropping around to look at the lobby.

One recent gag involved an old magical illusion. A sheet of clear glass was borrowed from a glazier and set at an angle of 45 degrees in a side of a box, the glass being upright and not tilted, as in the case of most of these illusions. Back of the glass was placed a picture of the star, and off to one side, parallel to the glass but out of sight of the spectator, was a brightly colored announcement card with the title and sales copy.

A sort of walking beam arrangement was used to assure that one light illuminating the picture back of the glass would be off when that illuminating the title card was on, and vice versa. When the card was lighted it was reflected in the glass, but seemed to be the same distance back of the glass that the card really was in front of it. With the card dark and the other light on the portrait showed up. It bothered a lot of people to figure out, so it held their interest.

## Toy Hunt

Fort Dodge, Ia.

Kids were in their element when "Bring 'Em Back" played the Rialto. Manager Jess Day staged a stunt redolent of Easter time and the annual egg hunt. Only this time it was toy animals.

Fifty toys, all bearing tickets, were spotted outdoors. In addition to tickets, toys became property of the finder.

## RKO's 'Newsette'

New York

Blanche Livingston, for years in charge of publicity at the Fox. Brooklyn, has taken over editing of "Newsette," RKO theatre magazine giveaway, prepared for all the Greater met houses. She succeeds Isabelle Heath.

## Flying Hostesses

Berlin.

For the opening of "Hell Divers," at the Capitol, Metro persuaded two women flying aces, Edith Belhorn and Marga von Klotz, to welcome the first-night patrons and to give short talks from the stage.

Opening took on a social atmosphere and it helped create word-of-mouth.

## Plane and a Siren

Denver.

Everyone in Denver knew "Doctor X" was at the Paramount—Dick Adams, publicity director, saw to that.

For three nights a plane flew over the town for an hour, under which was an eight-foot "X" in neon.

A siren on the plane was successful in routing folks out into the yard to see what it was all about.

## Using Puzzles

Winnipeg.

Bill Gunn, at the Lyceum, bought the entire stock of 5,000 puzzles from a local dealer and applied them to exploiting a picture.

Puzzles were given out every morning as the house opened, and the first 15 to solve them were admitted free.

## Human Billboards

Paramount is making free use of human billboards and the idea is bound to spread around. It will be only a temporary novelty since the cost of the human figures will presently exceed the extra returns the stunt will bring. But for putting over a picture in a big way it is a sure clincher, no matter what the size of the town.

Not a new idea, but it's almost new on revival and it would be a great stunt with which to open the fall season or to use in putting over a picture that really will make good for the extra effort.

One thing to remember, particularly in the small towns is that everyone can and will see it. Unless the entire town is jazz minded, it will be well not to go too much into the use of half clad models. Make them attractive, but avoid anything those who would not come to the show anyway.

## Double Value

Baltimore.

Using a news clip as a trailer was the idea for the tab version of "Rio Rita" at the Loew Century, under (Continued on page 38)

OUT SEPT. 13

VARIETY'S

8th ANNUAL

INTERNATIONAL  
NUMBER

Tell All the Show Business  
About Yourself

The Opening of the  
Season Announcements

Advertising Copy to Any 'Variety' Office

NEW YORK CHICAGO HOLLYWOOD  
LONDON PARIS

# SEND FOR THESE MATS!

Address M-G-M Ad. Dept., 1540 Broadway, N. Y. C. We will supply them without cost to you!

**CONGRATULATIONS to the greatest Cast of Stars since "Grand Hotel"!**

Progeny Marion, the most recent arrival, is well remembered for her success in "Min and Bill," "The Champ," "The Big House," and "Emma." But she has true stardom with her splendid interpretation of "Blondie of the Follies."

It is the story of two immature girls who rise to fame in the Follies, romance is introduced, but sometimes they wonder if they have not paid too great a price!

An amazing spectacle production created by a great cast! You're in for a great!

**MARION DAVIES**

**ROBERT MONTGOMERY**

*in*

**Blondie of the Follies**

Directed by EDWARD GULLBERG  
Drapage by Adèle Lane  
Songs and Lyrics by Frances Marion  
A MARION DAVIES PRODUCTION  
A METRO-GOLDWYN-MAYER PICTURE

**starts TODAY**

**STATE**

No. 2—150 x 4

**WOMEN SCREAMED**  
as the white-body of the Follies Beauty  
**WAS HURLED INTO SPACE!**

**HER OWN PAL MADDENED BY JEALOUSY TAKES CRUEL REVENGE**  
in scenes of terror and half-dramatic suspense  
dramatic music—this is the story of a girl who is the picture of the most gripping drama of modern times.

**MARION DAVIES**  
and **ROBERT MONTGOMERY**

**Blondie of the Follies**

Directed by EDWARD GULLBERG  
A MARION DAVIES PRODUCTION  
A METRO-GOLDWYN-MAYER PICTURE

**Starts FRIDAY**

**STATE**

No. 1  
180 x 3

## PUT THEM IN THE PAPERS!



## PUT A SIGN IN YOUR LOBBY!

It is important that you screen "Blondie of the Follies" at once! It has leaped into the forefront of box-office news in its first engagements. It is comparable only to the greatest pictures of Marion Davies' career, such as "Little Old New York" and "Marianne." You will see "Blondie" in many head-lines of the trade press during coming weeks. There are big grosses in store for this picture. Get yours!

**TAKE OUR ADVICE!**  
The Surprise Entertainment of the Season is coming! We urge you not to miss it!

**MARION DAVIES**  
and **Robert Montgomery**

**Blondie of the Follies**

with  
**BILLIE DOVE**  
**JAMES GLEASON**  
**JIMMY DURANTE**  
**ZASU PITTS**

Everybody's Raving About it!

**ANOTHER HIT FROM METRO-GOLDWYN-MAYER**

# METRO-GOLDWYN-MAYER

P. S.—Did you take our tip on "Speak Easily?" Well, here's another hot tip!

## RKO No Member, BBB Jazzes Up Smash Cincy Bally on 'Back Street'

Cincinnati, Aug. 29. Town talk for the current screening of 'Back Street' at the RKO Palace was created last week when city authorities made the theatre management remove the greatest downtown bally ever pulled here. The exploitation was in the form of red, white and blue banners and signs stretched across Fifth street from Vine to Walnut, in which square the theatre is located. The signs read: 'Congratulations, World Premiere, 'Back Street', and were printed in red on white, stamped in small black type, not visible from the sidewalk, was a line under 'Congratulations' reading: 'To the 6th St. B. M. C.'

All the shootin' was in honor of the Cincy local of Fannie Hurst's story which was further celebrated with a Hollywood opening; the third such splash for this city.

The street decorations were in evidence for 48 hours before the signs were taken down, the patriotic being permitted to remain until after the Hollywood splurge Friday (26) night. Removal was on the grounds that no permit for advertising of the sort is allowed by city ordinances. Agitation against the bally was stirred up by the Better Business Bureau, which claimed that the showing of 'Back Street' here was not a world premiere, the film having already shown on the West Coast and in Denver.

RKO does not contribute to the operation of the Better Business Bureau.

## U Asks \$2,146 from L. A. Exhibit for Unplayed Pix

Los Angeles, Aug. 29. Universal Film Exchange has brought a Municipal court suit against Mark M. Hansen, of the Marquis Musical, to collect \$2,146 film rentals for U pictures not played.

Suit claims Marquis failed to pick up 22 features, 17 comedies and two serials, and Marquis failed to pay \$3 comedies and two serials.

## Announcing that ALFRED E. FIEGEL Outdoor Advertising 100 East 42 Street New York

has no connection with the Fiebel Corporation, 15 Park Row, the bankruptcy of which was announced in the New York newspapers Tuesday, August 25, and is in no way affected by this bankruptcy proceeding.

## FANCHON & MARCO Featured Acts

FANCHON & MARCO Present  
**ZELDA SANTLEY**  
'VEILS' IDEA

**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

## ALDINE REOPENING

WB Philly Spot's Reserved Seat 3-a-Day Try—Going Artistic

Philadelphia, Aug. 29. The Aldine theatre, Warner house which used to play roadshow attractions but dark for a year and a half, will reopen shortly under a new policy.

Artistic and out-of-the-ordinary pictures, plus educational, newsreels and special features, will be offered by WB with a reserved seat policy. Three instead of two shows a day. The first will be p. m. 2:30 and 8:30. First film may be 'Back Street' (U).

## F-WC Retaining Present Policy at Hollywd Pan

Los Angeles, Aug. 29. Fox West Coast, in its operation of the Hollywood Pantheons, will continue house second run and 2-M of picture for several weeks. Charles Skouras was unable to reach a day-and-date release agreement with Lewy's State.

Occasionally, first run pictures, not set downtown, will be spotted at the Pan, which may also get second run on product prior to showing at the Fox West Coast. F-WC took the Pan over last week.

## Div. Mgrs. Will Handle RKO Realty Matters

Future RKO real estate and property management is to be handled by RKO division managers. All brokers hitherto employed in spots are to be let go.

Circuit is also taking the Palace theatre building, New York, away from the present realty managers and turning it over to its own real estate department. Figure the building can save around \$12,000 in carrying charges this year. Building costs RKO something like \$36,000 annually to handle.

## Kurtzman Travels

Chicago, Aug. 29. After summering here, Charley Kurtzman got his marching papers last week and returns to the operating department of Publix under Milton Feld. He goes first to Detroit to reopen the Paramount there, and will later tackle Toledo, considered the toughest of Publix assignments.

Kurtzman, former divisional manager for Publix in California, was with B. & K. temporarily on a combined assignment for three months. He returned to the organization in August after an absence in the agency business. Kurtzman left for Detroit Thursday (28).

## \$12,000 EYE SUIT

Augusta, Me., Aug. 29. Suit brought against Maine & New Hampshire Theatres Corp. for \$12,000 for the loss of an eye by Miles R. Hawkins. Injury is alleged to have taken place in the gallery of the Strand theatre in Lewiston, Me., at a special matinee for children.

Boy was hit in the eye by bird shot which another boy had evidently aimed at an inflated balloon in the Hawkins youngsters hand.

## DENY ANTI-TRUST COMPLAINT

Boston, Aug. 29. Judge Lowell has denied a petition in Federal Courts brought by the Commonwealth Entertainment Enterprises, of Nashua, N. H., asking that Colonial Theatres, Inc., of Boston, be adjudged a combination in violation of anti-trust laws.

Plaintiff operates the Park theatre in Nashua. Legal action based on difficulty in procuring feature pictures for an independent house.

## PICKETING INJUNCTION

Arthur Theatres has obtained a temporary injunction against striking members of the LATSE restraining them from picketing its local house.

On advice of counsel, stagehands amended signs they were carrying out continued to picket houses pending attempt of counsel to dissolve the injunction.

## One Manager's Idea

Birmingham, Aug. 29. The manager of a theatre, here, whose name can just as well be ignored, has high hopes. 'Just wait till we get beer,' he declares. 'We'll pack 'em with a free mug of beer with each ticket.'

## Talking Shorts

(Continued from page 14.)

tol is found near the body. The dialog develops that the American was doublecrossed and murdered by his supposed valet, not the blonds. The blonde turns out to be the widow of the London thief.

After the first few shots in a London apartment setting, the story transpires aboard ship. Although the action, if not with good finish, with practically no convincing action. The solution by director, Max Meek and Betty Pierce, as to what actually happened aboard ship.

Burke Hersey handled the continuity and dialog, but it may have not been his fault that the finish is bad. Max Meek and Betty Pierce are remembered from the cast list and do okay. Acting as a whole is first class. *Shan.*

## 'WAR BABIES' Kid Comedy Mina Mayfair, N. Y.

Jack Hays production directed by Charles Hays, featuring 'The Baby Face' and 'Our Gang' type of juvenile troupe in 'War Babies', with the cute youngsters, singing and dancing, and a Mexican (or Spanish) canteen background. The boys are of the Lowe-McGee type of antagonists with the seniorita a hot charmer of five. However, a little pick nearly steals credit from generous good of all. *Shan.*

Engaging because of the juvenility of it all, although it is not altogether without dull spots. *Shan.*

## 'BIG BUSINESS' Comedy 18 Mins. Mayfair, N. Y.

One of the Larry Darmour Mickey McGuire series with Mickey and his cohorts in rivalry with Slinky Davis team in New York City. With Slinky Davis as chairman of the committee and ready to help his boy out, in spite of which Mickey gets the victory.

Played for laughs of the usual type and getting many of them. Though the story lacks variety in that it sticks too much to the games. Depends mostly upon its timing for its hit, but goes down that angle. Will please the children and a lot of grownups, but by no means the best of this series. *Shan.*

## 'THE BULLY' 'Flip the Frog' Cartoon 8 Mins. New York, New York Met. Goldwyn

Although it is not especially novel, there is amusement in this froggy antipath that grades it as good filler material.

Boisterous rhythm of the underlying music is synchronized with the action and provides a curious punch to the inkky gyrations on the screen. Flip is attacked by a bully outside fight arena and the promoter invites them in to battle it out in the ring. Flip wins, of course, by a reverse ko. *Shan.*

## Unions Get Three More Downtown L. A. Booths

Los Angeles, Aug. 29. Lawrence E. and Sherrill C. Cohen, operating the Rialto, Olympic and Broadway theatres, subsequent runs, have closed with Local 150 following months of negotiations. Union booth operators are on a six-hour shift, six days weekly, working under conditions similar to those at the Tower and Rialto, close by.

Only remaining Broadway house employing non-union booth men is Daiton's, where the policy is burlesque, with pictures used as fillers.

## Metro, Fiegel Outdoor Adv. Co.'s in Bankruptcy

Metro Outdoor Advertising Corp. and the Fiegel Corp., both controlled by the same group of billboard operators, filed voluntary petitions in bankruptcy with the U. S. District Court. Firms at the same time asked for the appointment of receiverships.

Fiegel company in its receiver-ship petition estimated the value of its billboards at \$33,000 and contracts for space at \$50,000 and set down the liabilities at \$70,000, with \$18,000 of this due on location rentals. Metro gave the estimated value of the billboards at \$160,000, of contracted accounts, \$50,000, debts outstanding, \$35,000 and trucks, \$16,000. Liabilities were not listed.

## Rockford Pool Has Vaude On Sundays at Coronado

Chicago, Aug. 29. In taking over RKO's Palace at Rockford, Ill., under a pooling arrangement, Public-Grand States will use its own Coronado as the ace house. This theatre will play five acts of RKO vaudeville on Sundays, booked by Dick Bergen and will have two weekly straight film splits throughout the week.

Palace will be sealed to 10-15-25 cents for the shift first run. Harold Jones will manage the Palace; while Louis St. Pierre, of the Coronado, will act as city manager.

## 10% BOOTH CUT

Syracuse, N. Y., Aug. 29. First of the theatrical crafts to come to terms with Syracuse major houses is Local 375, operators which signed a new working agreement Saturday (27). Leaves the Skouras-controlled Central New York Theatres Corp., as a stand-out on its two theatres here.

Projectionists take a 10% cut with working conditions remaining as under agreement just expired. Negotiations with musicians and stage hands continue.

## Publix's Chi Opening

Arthur Mayer will pick one from his advertising staff in New York for shifting to Chicago. No decision as to whom.

Another man is wanted there by Publix as a result of Bill Fine's recent transfer to the Coast studio.

## Assume Chicago House

Chicago, Aug. 29. Max Gumbiner and H. A. Young, who individually control several pictures houses, have formed a partnership to take over the Drexel at 43d and Halsted.

## Suburban Spots Join Anti-Dual Move in Chicago

Chicago, Aug. 29. Suburban houses in Blue Island, Chicago Heights, Gary, Harvey and Wheaton and other towns which, because of their proximity to Chicago, have been forced into double features, will join the Chicago circuits and booking pools in abolishing the dual nuisance. Downstate houses have uniformly escaped the policy because of their greater distance from local influence.

Hope for improved business and a good start into the new season hinges upon the successful abolishment of the evil. Everyone is apparently ready to unite, but if business is affected adversely the problem of keeping would-be renegades in line will be tough.

Exchanges are even happier than the theatre men at the prospect of escape from double featuring. In substance it has meant that the exhibs playing two features paid a little more for their show but that the distributor inevitably got a little less per picture.

No serious union troubles threaten on this fall, so the one obstacle to full steam ahead is the dual and the settlement thereof. Passing of the negotiations among film execs. Double features are expected to be shed by Sept. 15 at the latest.

## Ask for Receivership On Penn Theatre Chain

Reading, Pa., Aug. 29. Application made before Federal Judge Welsh, in U. S. District Court here, for appointment of equity receivers for the United Chain Theatres, Inc. Company operates picture theatres in Reading, Easton, Bethlehem and other Pennsylvania cities and in Philadelphia. A hearing will be held.

Application was made by receivers for another concern, Interstate Residences, Inc., creditor of the defendant for \$10,000 on two notes. Interstate alleged insufficiency of funds the part of the theatre company to pay its current debts and inefficiency in operation of its theatres.

New Booking **MARLENE DIETRICH** in **THE VICE VIOLENCE**  
Synchronized Six-Track Sound  
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Appearance**

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AND  
VIOLIN SOLOIST  
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(Public)  
DENVER, COLORADO

Thanks to  
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Thanks to following for  
congratulation telegrams:  
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# ADOLPHE DUMONT

CHICAGO THEATRE

MUSICAL DIRECTOR

CHICAGO



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"Love Me Tonight" is one of the season's best pictures."  
**AMY H. CROUGHTON,**  
*Rochester Times-Union*

**NEW YORK**  
"Unquestionably splendid entertainment for practically all classes of adult audiences."  
**CUNNINGHAM,**  
*Motion Picture Herald*

**NEW YORK**  
"Chevalier's 'Love Me Tonight' is speedy screenery with daring dialogue, polished performances and canny camera conning... keeps its audience highly amused... we recommend it to you."  
**IRENE THIRER,**  
*Daily News*  
Largest Circulating Newspaper in America

**PHILADELPHIA**  
"Love Me Tonight" is one of the few pictures since the advent of talkies that can be praised unreservedly... if these be strong words make the most of them."  
**ERIC KNIGHT,**  
*Public Ledger*

**WASHINGTON**  
"Gay, swift... the most provocative musical in months."  
**ELEANOR WILSON,**  
*News*

**ST. LOUIS**  
"Terrific... a grand start for a new season of grand pictures."  
**HERBERT MONK,**  
*Democrat*

**CHICAGO**  
"Perfect, nothing else could describe it."  
**CAROL FRINK,**  
*Herald-Examiner*

**NEW YORK**  
"It's terrific. Don't miss 'Love Me Tonight'. It's Chevalier's best and naughtiest comedy."  
**BLAND JOHANESON,**  
*Mirror*

**DETROIT**  
"A happy combination of sheer cleverness and popular appeal! Will more than satisfy Chevalier fans and win him an even wider public."  
**RALPH HOLMES,**  
*Detroit Times*

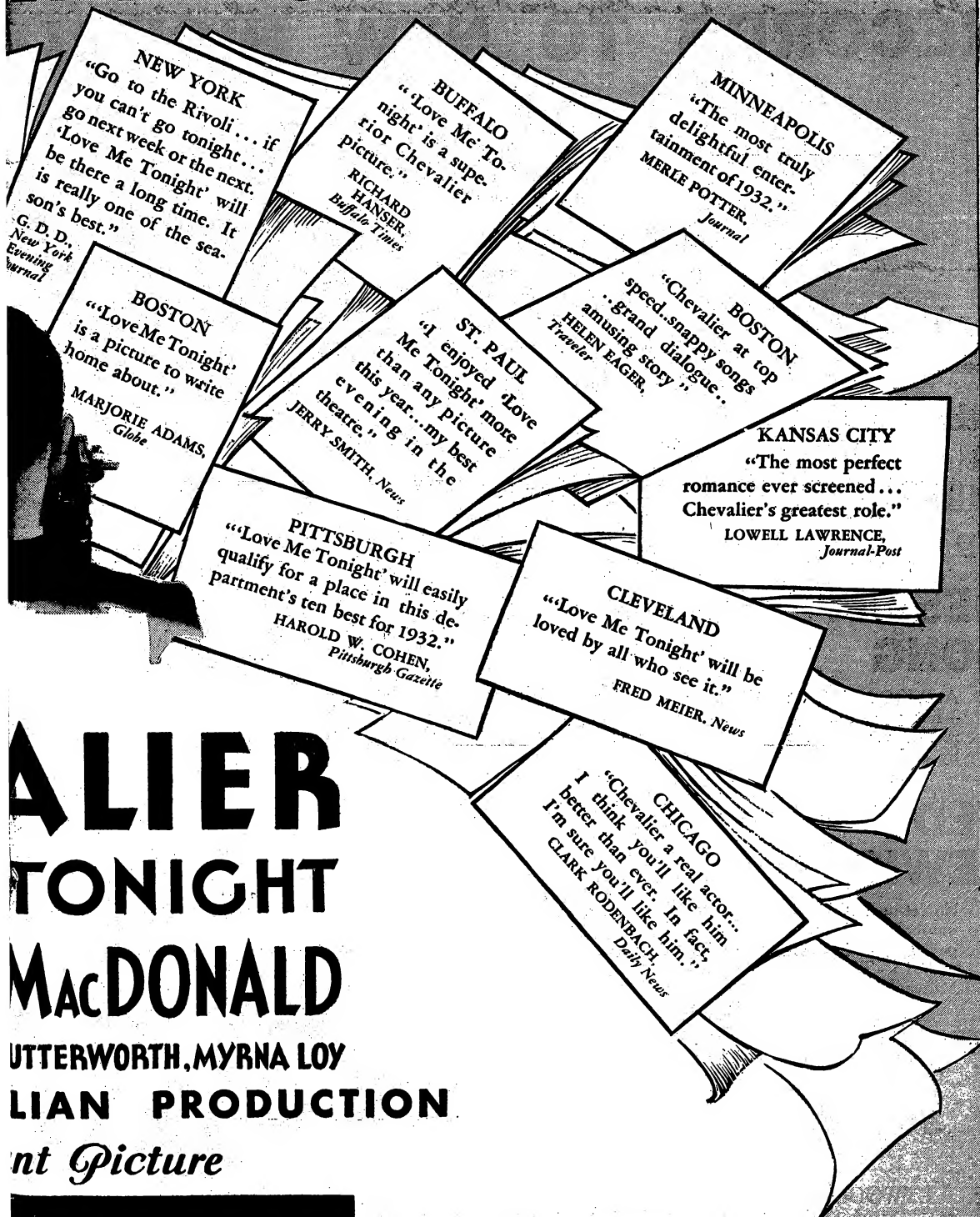
**CHICAGO**  
"Grand fun... one of the really great pictures of all time."  
**HAZEL FLYNN,**  
*American*

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"Chevalier's greatest picture."  
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nt Picture

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## IRENE

50 people—majority of them from original cast  
—(by arrangement with Montgomery, Tiernan  
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**Now playing to sensational business at  
Pantages, Hollywood, also Just broke all-  
time record at West Coast Theatre, Long  
Beach, Calif.**

## FOLLOW THRU

By arrangement with Schwab and Mandel—  
cast of 58 including Joe Penner, Olive Olsen and  
Broadway cast.

**Bowling over natives for tremendous laughs  
at Fox, San Francisco, and every other spot  
it's playing.**

**Other F.& M.  
Attractions  
Still Mopping  
Up—**

## DESERT SONG

At R-K-O Mainstreet  
—hot pace nudging  
record recently set  
by Ted Lewis.

## TED LEWIS

No let-up in his tri-  
umphal march as he  
picks them in Wis-  
consin Theatre,  
Milwaukee.

*Watch for Ziegfeld's  
"Whoopee" and "Sally"*

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# NEWARK TO GET BACK STAGE SHOWS

A settlement of the musicians' trouble in Newark is looked for by Labor Day. Theatres hope to resume stage shows with the aid of Paramount, RKO and Warners. The entire city has been without anything on its stages for some time.

First step made in progress of plans toward peace with the musicians is withdrawal by latter of demand for an extra crew to play supper shows. It's now a question of scale, with belief that this will not cause further impasse as the result of appointment by the Newark musicians' local of a committee of five to represent them in future negotiations.

According to inside, musicians at the time of the walkout asked for an increase over their scale, which averaged between \$50 and \$100 a man in the A stage show theatres. In the belief that they were going to be asked to take a big cut.

## RKO's \$50,000 Bond Pending Healy-Shubert Contract Arbitration

After the Shuberts threatened to annul RKO from playing Ted Healy following his tiff with them, RKO put up a bond of \$50,000 desired by the Shuberts in the event of a lawsuit by them against Healy.

The Shuberts at the same time have asked for arbitration of their differences with Healy before the American Arbitration Association. Date will be set later, though Healy and his manager, Paul Dempsey, claim there is nothing to arbitrate. They insist the Shuberts broke Healy's contract for his appearance in "Passing Show" from which he walked.

Healy opened Saturday at the Palace, Cleveland, for RKO at \$4,000 and is booked to follow in Cincinnati and Chicago. Healy with Loew has been discussed without contracts as yet arranged.

## VAUDE REINSTATEMENT WEST UP TO RKO EXECS

Los Angeles, Aug. 29. H. B. Franklin, Phil Reisman, Martin Beck, Roxy and Bob Sisk, who arrived here Friday night, went into a huddle Saturday (27) with Clint Work, Coast division manager, regarding the future of the vaude.

Contemplate making Orpheum here 'A' class straight picture house and reopening Hillstreet with Class 'B' attractions.

With the shortage of pictures this seems impractical and likely that at a further meeting they will decide to reinstate vaude on the entire Coast, including Orpheum, San Francisco, and possibly taking back Orpheum, San Diego, now operated by Fox-West Coast.

### LEE KIDS SPLIT

Katherine Steps Aside to Let Jane Solo as Comedienne

Los Angeles, Aug. 29. Jane and Katherine Lee have split as a vaude act. Jane comes over for top spot in Fanchon & Marco's tab version of "Whoopee." Katherine has stepped aside to give her sister an opportunity as a single comedienne.

Francis X. Bushman, Jr., goes into the Bert Gordon unit, "Desperate Sam," also tab musical.

### Olsen-Johnson Upped To \$5,500 by RKO

Olsen and Johnson are being pushed to the middle west following their showing currently at the Albee, Brooklyn. Their Palace salary last week of \$5,200 was boosted to \$5,500 for out-of-town showings including the Albee.

Olsen and Johnson will show first at the Palace, Chicago, following the Brooklyn date and then go on to RKO in Cleveland and Kansas City. Following this they play the Interstate time for the same outfit.

### What Memories

Los Angeles, Aug. 29. Idle vaude performers who hang around various places waiting to be called on, in hopes some one will see them and that it will lead to a job, are invariably introduced at dance marathons or whatever the case may be, as follows:

'And next we'll hear from—'

You remember—their performance at the Orpheum—'

The local Orpheum hasn't played vaudeville in almost four years.

## HI-COST LOEW SHOWS FOR B'KLYN

Loew has decided that, if it can, it's going to slip the queen of spades to the vaude bills with the first big show penciled for Sept. 9. Inaugural stage barrage will include Morton Downey, Phil Baker, Leon Errol, Allen Stanley, and Veloz and Yonanda. This commensurate in personnel is along the lines of the stage shows with which this circuit has been blasting at not only the Capitol but the Paradise, in the Bronx, as well.

In addition to the faster flicker coverage, Loew will also augment its vaude bills with the first big show penciled for Sept. 9. Inaugural stage barrage will include Morton Downey, Phil Baker, Leon Errol, Allen Stanley, and Veloz and Yonanda. This commensurate in personnel is along the lines of the stage shows with which this circuit has been blasting at not only the Capitol but the Paradise, in the Bronx, as well.

The Paradise, which just recently played its first big stage outlay, will get three or four more of the kind early this fall.

## WITH RENT ON, PALACE \$9,500 OUT ON 2 WEEKS

In the two weeks beginning Aug. 14 that the weekly rent went back on the house, the Palace on Broadway has turned red for \$9,500. Last week with Olsen and Johnson on the stage, plus American Madness (Col.), although the house grossed \$17,600, a good figure, by comparison with past weeks, house lost around \$1,500. The week's net was \$19,100.

Previous week with 'Congorilla' (Fox) and Bill Robinson on the stage, house grossed under \$12,000, losing around \$8,000 on the week. The Palace weekly rent is over \$4,000.

## 3 KEYS 'SHOWING' FOR LOEW AT \$1,000, 4 WKS

First theatre dates for the Three Keys, whom the NBC is building up, are four weeks for Loew opening Sept. 30 at the Capitol, N. Y. Salary is \$1,000 a week for the colored trio, but specifically fixed by Richards & Lenetska, agents, as a 'showing' price.

Harry Lenetska has arranged a settlement with WCAU, Philadelphia, the station which claimed a prior contract with the Keys, giving that outlet 10% of the net commencing with Richards & Lenetska. It's regarded as a settlement for a moral obligation as otherwise it was felt WCAU's contract with the trio was invalid through lack of a money consideration. Settlement is for the life of WCAU's claimed agreement with the Keys, two years.

Keys auditioned for Swift & Co. for a commercial and turned down \$400 a week for the three 15-minute sessions, holding out for more money. Trio signed with Brunswick records this week.

### Carillo's RKO Weeks

While Leo Carrillo in Honolulu last week thought he was going to London on Oct. 1, his New York agents, Curtis and Allen, know otherwise. Carrillo's booking into Denver to open Sept. 22.

Seven weeks of RKO follow the Denver date, arrangements being made with the Leo Morrison office on the Coast.

## TED HEALY'S STOOGE TROUBLE; ONE WALKS

Stooge trouble for Ted Healy may result in legal steps against Shemp Howard of the trio, Howard, Fine and Howard, who a week ago walked out of the Healy act and threatened to go out to do the same three-act he has been doing for some time with Mull Howard and Larry Fine. Trio had worked alone in vaude before signing a contract with Healy.

According to Paul Dempsey, Healy's personal manager, suit will be filed for \$100 against Shemp Howard to cover costs of quickly obtaining a new man when Howard vamoosed. Another Howard brother, Jerome, has taken his place for the time being.

Healy's contract with Howard, Fine and Howard calls for \$450 a week. Trouble arose over division of this money between the three stooges. Shemp Howard demanding more money during the State, New York, engagement two weeks ago. He wanted to walk then but Healy kept him from doing it.

When Howard couldn't get satisfaction on more money from Mull Howard and Larry Fine, he made demands on Healy for an increase and was promptly turned down.

## CAP HAS NEW \$20,000 ARRAY

Top money bill at the Capitol will go in Sept. 1 (Thursday) with a \$20,000 investment for stage names as in the vaudeville unit and film. 'Blondie of the Follies' (M-G) on the screen.

The Jack Benny-Groge Olsen-Ethel Shutta radio period, at \$8,000, will top. Jack Pearl at \$5,500; Lily Tucker at \$4,500, are other names. Soph's name salary is \$2,600.

Radio group was booked by NBC, with Loew to pay the wire charges when it goes on tour for that circuit. Lyons & Lyons spotted Miss Tashman and Morris office affiliated for Miss Tucker.

## TAB 'SCRAP BOOK' AS 1 HOUR VAUDE SHOW

'Scrap Book' the vaudeville-revue recently presented by Chamberlain Brown at the Ambassador, has been changed to a vaudeville unit and opens for RKO Saturday at the Prospect. Show's new running time is one hour. It was scheduled to tour in original form playing legit houses. There are 35 people in the unit.

'Book', which played a bit more than a week at the Ambassador, was given twenty daily inquiries for it. It created a difference of opinion among Equity officers, as to whether it was a revue or vaudeville. After ordering its members to had in quitting notice, Equity reversed itself following protests by those in the cast. The 14 performances and Sunday playing schedule was permitted, same going for 'Follies Bergeres', as due soon, but Equity gave notice that similar shows would not be countenanced.

Featured in the vaude unit show are Lila Hayward, Eddie McKenna, Helen Bertram and Lola Ravella.

## Cantor Understudy Gets 'Whoopee' Break at Last

Los Angeles, Aug. 29. Buddy Doyle, who understudied Eddie Cantor in 'Whoopee' during run of Ziegfeld musical, but was never given opportunity to play the part, has been booked by Fanchon & Marco for the Cantor part in the tab version, now in rehearsal.

Jack Rutherford, also in original production, and in the screen version, will play his old part.

McRuth ex-m-c's band leader, goes into F&M's 'Sally.' Lyla Bliss also in cast.

Francis X. Bushman, Jr., and Bob Shaffer have been added to F&M's meller tab, 'Desperate Sam.'

# NBC's Expanded Stage Booking Plans; Talent Scout, Act Stager; Cutting, Cowan Under Bill Murray

## Evelyn Law Seeks Reno Split from Harry Jans

Hollywood, Aug. 29. Evelyn Law is in Reno to get a divorce from Harry Jans (Jans and Whalen).

Couple lived here for several years, Mrs. Jans having retired from stage after her marriage.

## JESSEL-NORMA VAUDE ROAD SHOW

George Jessel is lining up his executive staff for his proposed variety road show which will be headed by Norma Talmadge and himself. Couple are currently playing for Public with their own tour to follow. Anticipated date for the launching is during November, meaning any legit intentions by Jessel are off until he sees how this venture comes out.

Jessel has obtained Ned Alford, and two men to work under him, who will go out ahead of troupe, while Louis Epstein and Robert Wilford will be back with the show on the managerial end. Jessel's tent is a troupe of about 45 people including a group of femme dancers and his own orchestra. Negotiations on the band end include strings out for Horace Heidt and Yach-Bunchuk's Russian Instrumentalists.

## MANY LABOR-DAY TRIPS WITH BIG BOAT SHOWS

Although there are two short cruises scheduled for the middle of September, this weekend, which spans Labor Day, will end the season of Halifax and Bermuda trips by ocean liners. Six liners will leave New York Friday, the largest group of the summer. Indicated that all boats will sail with near certainty picture lines and all will carry professional entertainers. Four boats will return Tuesday morning, two sailing on six and nine day cruises.

Estimated nearly 200 professionals will be carried by the liners. There will have 40 persons in its show which has Harry Herschfeld as m.c. Among the artists are Maw Sisters, Blanche and Elliott, Madelyn Killeen, Steele Sisters, Irene Faery, Samuel Kur. The Georgie's show also with 40 in the show will have Bob Carney as m.c., the acts including Carolyn Nolte, Eric Titus, Woods Miller, Four Barones, Sherr Brothers, Little Sisters, Nordstrom Sisters, Zara Lee, Del Faust, Karre, Noyes and Le Baron. The liner St. Louis will have a girl revue, a special orchestra plus Marie Johnson, Bobby Bernard, Bavarian Troupe and Bell Gannon.

The Belgenland which arrives on Friday morning and sails in the afternoon will carry the biggest show, Harry Rose and Ed Lowry are the dual m.c.'s, while the show carries many repeaters, some acts having remained aboard during the summer. They include Chigi, Serge Abagoff, Mike Markoff, Lucille V. Siller. Others include Ted Nash, Lila Baye, Betsy Donner, Edith Rogers, Grace Panvill, Jack Neal, Margot Conway, Wesley Pierce, Hazel Harris, Sylvia Low.

## Vivian Duncan's Band East After Break-In

Los Angeles, Aug. 29. Vivian Duncan and her famous band opened at the Warner's, Fresno, for four days, with the Warner, Santa Barbara, to follow. After the break-in week band goes east. William Morris office handling.

Intent on expanding its stage booking department, NBC Artists is placing Ernest Cutting at the head of a new talent discovery division which will take him all over the country on his search.

Along with this new talent hunt, NBC is taking Rubey Cowan away from Public as an act stager and writer of special material. It is the intent of George Engles and his aides on general bookings, Bill Murray, Ed Scheuing, Chester Stratton, et al., to create for NBC a fully equipped booking, staging and production department to service acts 1933.

Assignment of Cutting to the special department relieves him of his connection as assistant to Stratton, NBC contact with acts Murray's office. Under new revised arrangement Cutting will be in a position to submit his material direct to RKO as a representative of NBC exclusively, as to the Ed Scheuing to business entirely on the network's side of the fence.

As the contact between the NBC Artists Service and the theatre circuit, the Strategic department has its salary split between the two RCA subsidiaries, which state of affairs presumes that the best interests of either side will be equally served in the sale of NBC acts to RKO.

Murray's Ideas Under the artists bureau's revised setup Cutting will be directly beholden to Murray in charge of the service's popular entertainment division.

Idea of the NBC Artists Service going in for theatre bookings on a big scale is a recent Murray innovation, following the discovery of the increasing amount of income being derived from this source. In the drive for this trade Murray, a few weeks ago, appointed Ed Scheuing, previously head of the network's band department, to serve as booking contact for NBC acts with Loew, Fanchon & Marco, Public, Fox and Warner.

Sell Away from RKO NBC sees in the vaudeville theatres its best commercial outlet for talent as an expansion source, aside from its own air waves.

Ethel network is actually selling more of its talent to Public, Loew, Warner, Fox and even Fanchon & Marco than RKO. Explanation around New York seems to be that RKO only has the Palace and Albee, Brooklyn, available. The Prospect, Brooklyn, is strictly a break-in spot.

Radio attractions can't go further away from broadcasting studios than Brooklyn, or possibly Jersey City or Newark.

For RKO it's just thankless detail for an act to break in merely for the RKO only, for the Palace and Albee, Brooklyn, is strictly a break-in spot.

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## FORGERY CHARGES VS. CH. BLANCHARD, AGENT

Los Angeles, Aug. 29. Charles Blanchard, former eastern vaude agent, who has been operating a film player agency in Beverly Hills, is to be arraigned to go in police court on charges of forgery of a check and issuing checks without sufficient funds. Complaint brought by Bank of America, which charges he opened an account there by depositing \$700 worth of worthless paper drawn on eastern banks, and then began issuing checks made out against his account.

Also facing charges that he took sums up to \$100 from four would-be picture actresses for jobs, and failed to produce them, Blanchard claimed money was for publicity, 'vaudeville' convulsions and labor commission that he had done any press work.

## Dorsey's \$1,500 a Week

Los Angeles, Aug. 29. Fifi Dorsey goes into the Paramount here for one week Sept. 18. Salary set at \$1,500.



## 'Folies Bergere' Folds in Newark As Barton, Unpaid, Heads Walkout

James Barton walked out on 'Folies Bergere' when he was not paid in Newark Saturday and the revue stopped. It was billed to open at the Majestic, Brooklyn, last night (Monday). Understood that other principals failed to receive salary, although the chorus was paid off.

Barton, Ada May and Fred Hillbrand were on run of the play contracts, which called for salary and percentage. Estimated gross in 11 performances at Newark was around \$5,300. Max Rudnick was the accredited producer. He was heretofore burlesque impresario.

Show was aimed for Broadway at \$1 top, scheduled to play twice daily including Sunday. Through oversight the idea of a revue, claimed to be vaudeville, was okayed by Equity, latter stating that in future no show would be allowed to violate the eight performance, no Sunday rule.

'Bergere's' quick fold after a week and three days relieves Equity of some embarrassment over the extraction. 'Scrap Book' which landed just about an hour and caused a similar flurry at Equity's office, is now an RKO unit.

Jack Osterman was to have joined 'Folies' last night.

## Harry Barris and Wife In 2-Act; Wald Agenting

Harry Barris and his wife, Loyce Whitman, are to do a vaude act including 'The Great Escape' at the Orpheum, New York, Sept. 10.

Both Barris and Miss Whitman were brought east from the Coast for a build-up by NBC. Barris also will sing.

Jerry Wald is representing the Barris duo, with the William Morris office arranging vaude time.

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## Harry Weber-Simon Agency

Suite 502  
Palace Theatre Bldg., New York  
and Equitable Bldg., Hollywood, Calif.

## Saranac Lake

By Happy Benway

Louis Reisinger, formerly Clancy cottage (Jewell Guild), was billed to arrive at the hilltop lodge. He oozed six months before coming here; incident case now under observation.

'Doc' Gordon Wrighter, who did a four-month tanning; and resting routine at St. Petersburg, Florida, now okay and residing at Thompson, Pa.

Given Vernon out of general hospital minus her appendix, cutting by Dr. Woodruff a big success. Miss Vernon is the daughter of Ethel Jones, who is an N. Y. A. patient here.

James K. Hicks (Kola), a new-comer at the lodge, a little run down after a motor trip from Chicago. A few months of his real care with real care will knock that tired feeling coo-coo; incident case.

Martin Wagner, Harry Lauder's manager, kick-ended at the U. S. Vet. Hospital, Tupper Lake, N. Y. Jim will also lose his vote, as he is now a government reservation man. To be.

Dorothy Harward, who is on the mend and up at times, anticipates the welcome visit of her mother, Grace Harward.

Monthly Paying Show—\$4 days of off-and-on rain, great for the cure, one has to stay in bed.... Ben Shafer hanging onto the bed thing 24 hours a day.... Once and a while we get the sun between the rain; looks like snow here now....

Jeanne LaFauz strictly abed with high tamping but holding that smile.... Ida Howard wants it that she is sitting up....

Ethel Jones now enjoying plenty of exercise, feeling great.... Angela Papulla happy as a lark; her mother, sister and brother shot in by her feeling like.... Lily Leonard is a gritty curer. What that little lady would give to get out of bed! Three years of it now....

Glada Palmer has the big brother by her side, a surprise visit; she's getting ready for that Chicago vacation.... Since Danny Murphy went big-streeling everything in the lodge is sold at a low price and is doing well.... Thanks to Mrs. George Harmon for the gifts. Her husband, who is a steady curer, is as big as life....

N. Y. William Morris gave a mess of N. Y. A. patients the glad hand at Camp Intermission. How that lady loves all the showfolk patients....

Fremmen's convention at Lake Placid, N. Y. Saranac fremmen there, both of them.... Tommy Vicks gets the big down for three months; okay and states that all hand-pickers don't work in hospitals....

Fred Rith has had added exercise given him, and is happy.... Annemae Powers gets fairly good report, out for money once a week....

Edith Cohen got for herself a sore ankle; no can walk; but talk, oh boy!.... Harry English doing well, sun lamp doing the trick....

Henry Namba, celebrating his fourth year abed here, hopes that no one will hand him a pillow for a gift....

Prisco DeVere, once more herself, staged a wonderful comeback since the oper.... Toni Temple adding weight, now tipping 86 pounds kimonoed....

Dorothy Wilson strictly abed with a flareup, nothing serious.... Joe McGreevey holding up okay, gets the final 100% oke on N. Y. B. now doing the putting on weight routine....

Phyllis Milford, much on the side, starting to look the part once more....

Saranac, where men are men and women wear knickers.... Andrew Palmer, back on the main stem, with cane, spats and good looks. He's oke....

Smiling A. B. Anderson, Pontiac manager, giving much of his valuable time to the welfare of showfolk patients....

Manager Dodds, Lake Placid, still has that come-in sign to all N.Y.A. curers....

Mr. and Mrs. William Morris and Ruth (Variety) Morris entertained by the Rotarians at their bow-out.

## NBC's 2-WAY ACT, AND FRAMING A 'NAME' TURN

First two-way booking by NBC for radio and vaude are the Radio Rubies which Chester Stratton is routing. Act is being slated for a commercial, but meantime is doing theatre work.

NBC is also framing an act of the Humming Birds, Whispering Jack Smith and Arnold Johnson's orchestra for vaudeville.

It's in line with Ed Schauling, NBC's theatre book head, plans to build radio talent for stage value.

## London Claim on Diamond Trio Up for Settlement

Two complaints against the Three Diamonds, still rehearsing with 'Humpty Dumpty', were up for settlement early this week. Both were filed by the William Morris agency on behalf of George Black, the London showman, who verified the trio's booking at the Palladium, London, Sept. 25. One was due to be heard yesterday (Monday) evening by the Y.M.F.A. and the other will be considered by Equity's Council this (Tuesday) afternoon.

Once possessing a fortune of nearly \$2,000,000 Miss Tanguy is now almost destitute, having lost everything in the market crash. This, too, had threatened her to remain apart from friends.

Sophie Tucker is booked for four weeks by Loew's, opening at the Capitol, New York, Sept. 10.

Following week she jumps to Boston, then back to the Paradise, Bronx. Fourth week, Metropolitan, Brooklyn, a regular vaude stand.

## Why and How Miss Sweet Ritzed Seattle's Mayor

Seattle, Aug. 23.

When Blanche Sweet, heading Fanchon & Marco stage show this week, at the Fifth Ave., flew into Seattle, she was 20 minutes early, and the welcoming party, headed by Mayor Dore, reached Boeing Field too late.

Miss Sweet didn't wait any. She hurried to the hotel and was taking a nap while the mayor's party waited thinking her plane late. When the theatre pa. phoned if Miss Sweet would come back to the field so they could get her for a picture, or Mrs. Miss Sweet simply could not be disturbed by any means.

So now she joins with Mayor Jimmie Walker, who had ex-mayor Frank Edwards cooling his heels at the local depot couple of years ago, while he slept in his state room, as member of the Hi-Hatting-Hill-Mayor-of-Seattle Club.

F-M's Week Stand at  
Cleve. RKO; Wolf M.C.

Cleveland, Aug. 23.

Rube Wolf, who closed 12 weeks at the Warfield, Erie, Aug. 26, comes into the RKO 105th Street, Cleveland, Sept. 17, as m. c. House then inaugurates policy of full weeks for Fanchon & Marco units.

'Hello, Paree' first.

Bobby Vernon replaced Wolf at the Warfield.

F. T. Thomas, recently in charge of Arthur houses in Connecticut, is new manager at the 105th Street.

Arbuckle Set at \$1,500  
With Loew's and Warners

Roscoe 'Fatty' Arbuckle plays a week for Warner Bros. at the Earle, Philadelphia, Thursday (1). He follows for Loew in Washington, Jersey City and Jamaica, where the Star, New York, has a possibility.

Booking for Arbuckle was handled by Joe Riffkin. Salary \$1,500.

Benway in person told funny jokes.... Larry Kelly, the curing piano player, is back in town.... Loran Newell 80% collapse on the pneumothorax, thing doing well.... Chris Hagedorn gets the one meal up thing, feeling pretty good, downtown at times....

Elsie Johnson holding her own and is on the 100% recovery side. That gal has grit. What a cure!....

Stan up here going crazy over all that nice candy that Jerry Vogel of the Plaza Music Co. sends weekly. That boy Jerry has every patient's heart at heart. Thanks, Jerry, old pal! that's for the gang, also....

Fred Bachman is back in the lodge after two-week out of San routine; looks a lot better and is better....

Alma Montague, motoring to a week-end of different places and fun.

Write to those who you know in Saranac and elsewhere that are in.

## \$18,000 No Go

Los Angeles, Aug. 23.

Former vaude man, promoting a two-a-day co-op vaude show here, turned down the house he had lined up because on 14 performances weekly at \$2 top the show could only do \$18,000.

## EVA TANGUAY, NEARLY BLIND, CRITICALLY ILL

Hollywood, Aug. 23.

Eva Tanguay is in a critical condition at her home here, suffering from Bright's disease, rheumatism and heart affliction. Her illness will be a protracted one, according to Dr. Lucius B. Fairer, her physician.

Miss Tanguay has been ill since May but not until last week when her sister, Mrs. Walter Clifford, arrived here was the extent of her illness known. Former stage mad-cap had preferred to fight it out alone in an obscure bungalow.

Once possessing a fortune of nearly \$2,000,000 Miss Tanguy is now almost destitute, having lost everything in the market crash. This, too, had threatened her to remain apart from friends.

Soph's Loew 4

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## O'Keefe-Whiteman Dates Depend on Land Wires

Walter O'Keefe may do some picture house work around New York. He is arranging for dressing room remote control pick-up, as he's on through an entire hour three weekly and this is too much time out to permit a between-show rush back to the NBC studio from the theatre.

O'Keefe turned down 'Humpty Dumpty', legit musical, to stick with Lucky Strike, being renewed on that program until January.

Paul Whiteman is another who will possibly leave New York at Loew's Paradise, in the Bronx, if the same land-wire pick-up can be arranged.

Belle Baker's \$4,000

Belle Baker's current week at Loew's Paradise in the Bronx is bringing her \$4,000, the figure setting a new peak for the singer's stage earnings. Her top Keith salary was \$2,500.

Booking was an 11th hour affair, with Irving Mills, her new manager, closing the contract the evening before she opened as an emergency substitution for the Boswell Sisters, out through illness.

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

## LOEW LINES UP FLOCK OF NAMES

Loew has lined up a flock of names for immediate bookings, including Lilyan Tashman at \$4,000, opening Sept. 1 at the Capitol, N. Y.

Edmund Lowe, by himself, opening at Loew's Metropolitan, Bronx, Sept. 2; George Price and Bessie Kruger's orchestra, with their Chase & Sanborn tea program, at the Paradise, Bronx, Sept. 3; Alton Stanley, Joe Frisco, Bert Lytell, Ann Pennington and Charlie Judels current at the State, N. Y.

Phil Baker and Frances Williams, together, are also slated for 10 weeks. Leo Reisman and Loew, dickering for the Capitol, N. Y. Matter of terms for the orchestra.

## RKO VAUDE BACK INTO L.A. AND ORPH, FRISCO

Los Angeles, Aug. 23.

RKO reopens the Hillcrest here and the Orpheum in San Francisco Sept. 16 with vaudeville.

Both houses will use six acts recruited locally and 'B' pictures.

## Long Tack at Chinese; Broekman, Musical Dir.

Hollywood, Aug. 23.

Long Tack Sam and his Chinese troupe set for 'Rain' prolog at the Chinese.

This is the first time the Chinese producer-magician has been in this country in four years.

Dave Broekman, former Universal and Columbia music department head, goes into the Chinese as musical director, replacing Oscar Baum, who was there almost a year.

## Loew Rejects Frank Fay's Asking Price of \$4,000

Frank Fay, sans Barbara Stanwyck, has been offered to Loew at \$4,000 a week, but there will be no deal at that figure.

If getting together on money, Fay will open at the Capitol, N. Y. Sept. 30.

Max Hart Recovered

Max Hart is back from the Coast. He has almost completely recovered from his recent illness and has confined him to a Los Angeles hospital.

## LEON ERROL

Loew Theatres Now



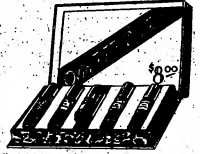
## Matter of Cash Makes Mid-West Wheel Unlikely

Chicago, Aug. 29. Burlesque possibilities in the mid-west are still uncertain. One obstacle regarded quite important by landlords, is that most of the would-be managers have little or no cash. It makes a contemplated midwestern wheel unlikely.

Irons and Clamage want the Garrick, in the Loop, but the property owners apparently aren't anxious for a burlesque tenant and the deal may not be consummated. Announcements were sent to the press of a 'Legs and Laughter' company to open there with Betty Moore, Bert Carr, Lillian Law and Jack Edwards show to be staged by Paul Morokoff.

Should the Garrick adopt a burlesque policy, it is those little things the Woods, its next door neighbor, may follow suit. That's only supposition.

## Special Introductory Offer!



**\$8.00 DeLuxe Package**

**Exquisite  
Parfums Delta  
for only \$2.95**

To introduce to our theatrical friends the rare and delectable Delta Parfums, we are making this unusual offer. The special DeLuxe Package contains 1 pure flower of each of the following: 'Rosa', 'Santal', 'Mou Rose', 'Midnight Blue', and the new 'Lipstick'. Offered for a limited time only. Sent postpaid on receipt of check, draft, or P. O. Money Order for \$2.95.

**Representatives Wanted**  
You can easily make \$15 to \$50 weekly introducing this nationally advertised Delta Parfums at very special prices. Beautifully packaged. Attractive sample kit complete information and 'free offer' write  
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RKO VAUDEVILLE INTRAC 88  
(Week Sept. 10), Keith's, East

**THE GENIAL ROTUND  
LARRY  
RICH**

with  
**CHERI**  
"Miss Pert of Paris"  
**TOMA GENARO**  
South America's Newest Dancer  
**TOMMY LONG**  
"The Elongated Artist of Comedy"  
**AL HODGES**  
"Oklahoma's Ambassador"  
**ENGLAND ONI**  
The Chinese Helen Kane  
**JOE BELL**  
"The Voice with a Heart"  
**GILBERT LAWRENCE**  
And His Snake Hips

**RICH RHYTHM BAND**  
(Direction of Blondell & Mack)

**SCHUDER and ROSS  
DANCERS**

Week Aug. 25—Warners Downtown  
Week Sept. 1, Million Dollar  
Los Angeles, Calif.

**RYAN and NOBLETTE**

Talkies—"Hello, DeVITO and DENNY and DOT STEVENS."  
"You're in Memphis this week—Where do you go next week?"

## MINN. MINUS BURLESQUE

City Council Rejects Gayety's License Application

Minneapolis, Aug. 29. For a second time within a few months an application to permit reopening of the Gayety theatre, stock burlesque, has been rejected by the city council.

Harry Hirsch, operator of the Gayety for the past four years, failed two months ago in an effort to obtain a license for next season. Last week Axel Herman sought the license and was also unsuccessful in his efforts.

Representatives of the Women's Co-operative Alliance, reform organization, opposed the license while labor union officials requested that it be granted.

Failure of the license to go through means that Minneapolis must do without burlesque the coming season.

## MINN. DAILY ATTACKS CITY'S 'WALKATHON'

Minneapolis, Aug. 29.

A furor stirred up here by newspaper charges that liquor was being sold openly in the city's municipal auditorium at the dance marathon in which the city itself is a partner. Front page story in the 'Journal', local daily, started the fireworks. Yarn described bootlegging activity, drunkenness, fist fights and rowdiness in the auditorium. A city ordinance here prohibits dance marathons, but to get around the law this one is called a 'Walkathon.' 'Journal' followed its initial story with a front page double-column editorial denouncing the show itself as 'degrading,' etc.

W. A. Tebbetts, Portland, Ore., film exhibitor, is the promoter, but despite the newspaper censure, Mayor W. A. Anderson, a reformer and prohibition leader, has not availed himself of his police power to halt the 'Walkathon.' It was Mayor Anderson who prohibited the performance here of 'Crazy Quilt' and Carroll's 'Vanities' without even permitting the shows to open or seeing them.

Following the 'Journal's' editorial, however, the mayor finally issued an 'ultimatum' to the 'Walkathon' to 'clean up or get out.' It has been here seven weeks and has about two to go.

From Minneapolis Tebbetts goes to St. Paul to put the same thing on in conjunction with Jone Lane, owner of a big dance hall.

Tebbetts has his own 'Walkathon' organization, which he takes from one city to another.

## L. A. Stock Burly Cut After Four Weeks' Red

Los Angeles, Aug. 29. Stock burlesque goes out of the Arcade. Dalton Brothers decided to drop it after taking a \$6,000 loss in four weeks.

Troupe, or parts of it, will augment the burly at the Follies, also run by the Daltons.

## Al Siegel at Sanatorium

Hollywood, Aug. 29. Al Siegel is at Hay's sanatorium at Monrovia, where doctor has ordered him for a six months' rest. Out here for lung ailment, Siegel has been coaching in Buenos Ayres, and is in a weakened condition.

## Molly's \$2,500 Offer

A \$2,500 Loew offer to Molly Picon. Yiddish comedienne, has been cabled here in Buenos Ayres. She's appearing there as guest star with a local Yiddish legit company. Miss Picon's last figure with Loew was up to \$4,000 a week.

## COMICS SHIFT TO 'VELLS'

Los Angeles, Aug. 29. Russell, Marconi and Jerry, comedy act, shifted by F&M from 'Reflections' unit, closing Sept. 2, to 'Vells' idea, coming into Loew's State next week.

Zelda Santley heads 'Vells.'

## Buffalo Gayety Reopens

Buffalo, Aug. 29. Arthur Diggs has been named manager and Thomas Downum musical director of the Gayety (burlesque).

E. E. Daley re-opened the house this week with burlesque stock.

## NICHOLS TALKS RIVAL CIRCUIT

Baltimore, Aug. 29.

An indie co-operative burlesque circuit for the rotation of principals is to be attempted by Hon. Nichols, owner and operator of the local burlesque, the Gayety.

Venture was indirectly caused by the split between I. H. Herk and Nichols, breaking an association of nearly 20 years standing. This year Herk has taken his own house in Baltimore, the Palace, for the new Empire wheel.

Already announced as set for the rotation scheme are Daly's in Buffalo, Billy Watson's house in Paterson, and the Gotham in Brooklyn, besides, of course, the local Gayety. Negotiations are said to be on for other houses, all east of Chicago.

As now arranged, acts will most likely come out of Milt Shuster's burlesque booking office in Chicago, jumping to Buffalo, Baltimore, Paterson, Brooklyn in that order. Possibility that the Academy, N. S. Barger's Chi burlesque stock house, will come into the deal.

Nichols has gone Minsky-minded, redressing his theatre front strictly after the Minsky flash style.

Gayety opens Sept. 3 with stock, under the tag of Progressive burlesque, which may be the label adopted by the other houses. Herk's Palace here gets going the day following. Both spots will play it two-a-day with the usual Saturday midnights.

Headlining for the Gayety is Nadja, a burlesque name of Chicago.

## Barger's Stock Troupe Opens Sept. 3, Chicago

Chicago, Aug. 29.

Nathan S. Barger, who last season operated the burlesque policy at the Woods, has taken the Star and Greater, formerly by Public, which house. Will open a stock burlesque policy there Sept. 3. Leo Stevens will stage the shows.

Meanwhile, Barger will probably convey the academy, around the corner from the State into straight pictures. Academy has only 900 seats against the Star's 2,100. Latter property controlled by the Hyde and Behman estate of New York.

## 5 RKO Week End Acts

New Bedford, Mass., Aug. 29.

The Empire, operated by Zeitz brothers, who also have the State and New Bedford, began a vaudeville program on Thursday (25) with five RKO acts the last half of each week. The Empire, until opened recently with films, was closed for a long time and had been considered a 'white elephant' by Public, which operates the Olympia here.

## F&M's Teletype

New teletype system of the A. T. & T., utilized mostly by the police, will be used by Fanchon & Marco at headquarters in New York and Los Angeles.

F&M figures the teletype will be cheaper and more satisfactory than telegraph and telephone which is used extensively between both coasts.

## LEROY PRINZ' LIABILITIES

Los Angeles, Aug. 29. Bankruptcy schedule filed by LeRoy Prinz, Fanchon & Marco stager, lists \$23,392 liabilities and \$3,560 assets. Largest claim is for breach of contract between Mrs. Grace Hogan, Mary Grace Vanoy, and Kathleen Vanoy and LeRoy Prinz, Inc., for \$15,800.

Dance director says Paramount Grill of New York, owes him \$500, and Morris Greenwald and Al Weston, also of New York, \$2,310. Only other assets listed is \$250 in household goods.

## UNIT'S ONE WEEK SHIFT

Hollywood, Aug. 29.

So that Public might use Eddie Peabody F&M unit at the Indiana, Indianapolis, and the Madison, Wis., which plays shows following St. Louis, released idea for the week, and is substituting vaude. Milton Feld negotiated switch.

## Unions Take Columbus House for Burley Try

Columbus, Aug. 29.

Stagehands and musician unions have taken over the new Lyceum theatre and will open it with burlesque next month. Officials are now dickering for wheel shows, but may switch to burlesque stock. Operators will again work on a co-op basis.

Lyceum replaces the old house of the same name which burned last March. New house is a local novelty, being a 700-seater with no balcony.

## Arthur Says Stage Shows For Worcester-Springfield

Worcester, Aug. 29.

Regardless of whether or not settlement of the stagehands' and projectionists' strike is reached, Harry Arthur intends to re-establish stage shows here and at Springfield, Mass. The local Palace will reopen early next month and the Poll, Springfield, Sept. 12.

If the strike is settled these theatres will have units, if not there will be vaudeville.

An arbitration meeting has been arranged with C. G. Wood, federal arbitration commissioner, in a further effort to settle the labor difficulties.

## Jack Waldron in 'Irene,' Mary Eaton Rehearsing

Hollywood, Aug. 29.

Jack Waldron is first principal contracted by F&M to support Mary Eaton in 'Irene,' opening here Sept. 23, at the State. Pearl Eaton is rehearsing her sister in dance numbers.

'Whoopee' set back two weeks, opening date now Oct. 7. 'Vells' unit, produced in St. Louis, precedes the Ziegfeld musical tab into the State. 'Georgia Minstrels' may follow 'Whoopee.'

## Seeks Nutmeg Spot

Danbury, Aug. 29.

Stock burlesque for this city is being considered by a New York operator. Empress is the only house available. Burlesque has not been seen in this city for many years, and any attempt to install a company is expected to meet with opposition.

Another house being considered by the producer, who is reported to be very anxious to find a spot in Connecticut, is the State at Springfield, near Stamford.

## Radio Act's Test Date

To get a line on the 'Funny-boners' possibilities as a boxoffice draw around the New York area, Loew has booked the ether trio into the Boulevard, Bronx, for the week starting Sept. 7.

Route around the circuit's nabes stands and a stop at the State depends on the result here.

## RKO TAKES COLORED TAB

RKO is booking the musical condensation, 'Rhapsody in Black,' for the mid-west following completion of unit's present bookings on Public, up about a week. As yet RKO has not designed number of weeks or the houses for 'Rhapsody.' All-colored show was called down by Low Leslie for Public several months back.

## F-M UNIT'S ADDED WEEK

Los Angeles, Aug. 29.

Although F. & M.'s 'Reflections' unit closed at New Orleans, Walter Sachs, company manager, received instructions on way here to play week at the West Coast, Long Beach.

Company disbands after run, which started Aug. 26.

## SPRINGFIELD OPENING

Springfield, Mass., Aug. 29.

State opens Sept. 12 with 'Dimpled Darlings,' a show of the Empire Burlesque association. Jimmy 'Jaws,' who operated the State in other seasons, will be manager. Troupes will come here from Boston and go to New York from this city.

## DARKENED RKO HOUSES FOR LEGIT ONE-NIGHTS

First legit to make the RKO closed houses on the RKO-Leighton & Leffler arrangement is 'Another Language,' Houses which L. & L. will utilize for these one-night legit stopovers are those which RKO intended to keep dark mostly. These include the Proctor's, Albany; Palace, Trenton; Grand Opera House, Cincinnati; State Strand, Dayton; Palace, Ft. Wayne; Keith, Grand Rapids; Palace, Toledo; Orpheum, Columbus; Parkway, Madison; Orpheum, Kansas City; Orpheum, St. Louis; Majestic, Ft. Worth.

## Routing Thurston

Howard Thurston, who's been laying off in Chicago, after 50 consecutive weeks for various circuits, starts the new season at the Ambassador, St. Louis, Friday (3), following at Indiana, Indianapolis.

William Morris office is arranging additional time.



**JOSEF  
CHERNAIVSKY**  
'The Russian Jazz Maestro'  
and His Sympho-Syncopators  
**HEADLINING THIS WEEK  
(August 27)**

**RKO ALBEE, CINCINNATI**

20 weeks at Hotel Gibson and now in 17th week at Netherland Plaza Hotel. Held over indefinitely.

**On WLW Daily Over a Year**  
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**BOOKED!  
SOLD!**

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THE CROWN PRINCE OF MUSIC

Material by  
**EUGENE CONRAD**  
Direction  
**CURTIS & ALLEN**

**WEEK SEPT. 22  
DENVER, COLO.**

**READING PARAMOUNT  
PUB THEATRES**

**JACK  
MITCHELL**

and  
**FRANK  
DURANT**

Chicago Theatre, Chicago  
This Week (Aug. 30)  
Dir.: WM. MORRIS

**DeVito and DENNY**  
And DOT STEVENS

Answering Ryan and Noblette  
"After all, don't embarrass us!"



has made familiar. Here the lighting and colors are inferior to the

Stage show runs 60 min. with a 15-minute intermission. The stage show takes 13. Of the stage show, Radcliffe and Rogers are the big noise and that with a big splash of color. The opening scene shows the duo followed by 100 men in the opening scene. The preceding production number which looked so much like the stage show that plenty of the audience were waiting for the performance to get out from the wings. They didn't let it feaze them and promptly got them seated again.

Their outstanding item of entertainment was the song "Lad Lee". The duo has a lad to sing and his name is Lee. Lad (Lee Mason) does the song.

(Continued on page 37)

[illegible]

Breaks into the finale, a modification of the rainbow which the

Crawford's band climaxes in "The Bumbershoot," a song with a swing that makes the folks think of dancing in the aisles. This 15-piece band has some specialty talent too, including Paul Tutmarc, who plays the electric guitar.

Winifred Renworth is new or- ganist hero and liked. Her num- bers are sans novelty, but musical.

This show was caught at mid with a small crowd of about 100 people. The show stopper nevertheless was "The Bumbershoot" by Don Smith, who sings in rich tones, and with unstudied gestures that fit, did likewise. Lively finale with all hands assembled. On the screen were the following acts: G. G., G. G., spots and comedy short, *Trend*.

Stage show runs 60 min. with a 15-minute intermission. The stage show takes 13. Of the stage show, Radcliffe and Rogers are the big noise and that with a big splash of color. The opening scene shows the duo followed by 100 men in the opening scene. The preceding production number which looked so much like the stage show that plenty of the audience were waiting for the show to get out from the wings. They didn't let it feaze them and promptly got them seated again. The other outstanding item of entertainment was the singing of "Let's Hear It for the Boys" by the chorus. Lad (Lee Mason) does the song. (Continued on page 37)











East

N. Y. Central now using a single ticket for combined transportation and Pullman.

Long Island radio police raided a soda bar early this morning (29). When they came out the police car had been stolen. Found by a pedestrian abandoned some distance from the scene of trouble.

West End theatre property, on 125th street, sold by Joe and Max Warner to a firm headed by Samuel Derokor. May alter the structure into stores or erect a new building.

Richard Aldrich, gen. mgr. for Macgowan & Reed, back from three months in Europe.

Berkshire Playhouse, Stockbridge, Mass., closes its season this week.

Lillian Albertson, former actress who turned musical comedy producer, is asking for a divorce from her husband, Louis O. MacLennan, also producer. Charges mental cruelty.

Nat. Assn. of Broadcasters announcing that "dictatorships" have been conferred on Oswald F. Schuetz, of Washington, who will represent NAB in treaties with the congress and the Senate, organized the fight of the indie stations against the big chains.

Fatty Arbuckle has gone to work at the Vitaphone Brooklyn studio. If his first short clicks, there will be others.

Don Dickerman, who tried to run his Venice Pirate's Den on a dry basis, is a bankrupt for \$6,691. Only assets some old clothes.

R. G. Lydy and Ben Bernie replace Chas Chas as backers of Fritz Brubaker.

Earl Carroll adds his name as a pro to Manhattan and Broadway Theatre.

"Black Water" will be one of the first tank dramas this season. One cast transpires aboard ship, which floats in a shallow tank.

Dancing theatres, who have been in convention at the Hotel Astor, New York, the past week, declare that long skirts will bring the waiters into the picture, which will hamper the more acrobatic dances.

Mace Connolly back from England on the Bremen, holds that coming season will be noted more for quality than quantity. Thinks plays have sold too much against the stage.

Projectionists' Local 306 carries out threat to sue producers for product for its theatres and for opposition to houses not using its members. Entered suit Saturday for \$200,000 against United Artists, Radio Pictures, Metro, Paramount-Public, Fox, Warner Bros. and the exclusive exhibitors by them. Also names Theatre Owners Chamber of Commerce, Hays organization and Film Board of Trade.

Paul D. Cravath, new head of Metropolitan opera, back from Europe and optimistic over season.

Group theatre, which has been working at Dover, N. J., through the summer, expects to come into N. Y. about the end of September with "Success Story," its first offering.

R. H. Burnside has been touching up "Smiling Faces" for Fred Stone.

After dropping her annulment suit against William Duryea, Helen Henderson, former showgirl, begins a suit for divorce, alleging misconduct in a flat on 56th street. Ascertained he entertained several women while keeping the divorce suit.

Earl Carroll announces a \$2 for "Black Water" when it opens at the Manhattan. Musicals which may follow at the same house will be scaled to suit at \$2.

Mitzi Downs, Broadway hostess, involved in the death of Frank Tuttle, Long Island court doctor, found killed with one of his own revolvers. Police held her for the grand jury on a murder charge. Says her husband did the shooting.

Association for a Yiddish Play Bill. Will add up with the upholders. Plan is a Yiddish theatre along lines of the Theatre Guild.

Peggy Rich, show girl and wife of the blind leader, denies that she is suing for a divorce in order to marry Jack De Ryuter.

Jack Linder, has directed his attorney, Philip Adler, to bring suit against the Hudson River Day Line

# 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.

for infringement of his showboat idea. According to Linder, he sought to sell the idea to William Orlott, president, in 1928. Contracts were drawn up but never signed and the idea was dropped. Linder will ask an accounting of the profits on the Bobby Sanford productions and also petition for the cessation of the shows until damages are paid.

Benefit for unemployed entertainers of Harlem night clubs came to an untimely end Monday (28). About 500, white and colored, took the boat trip. Passenger list he could swim faster than the ship could travel. Stakes piled and he went overboard. When the crew fished him out a riot started and the boat put back to 129th st., blowing the police call.

Talking machines barred from Danmorea prison. Convicts made knives out of the motor springs, so no more phonographs.

Elmer Rice explains he is not going to bounce right into that reporting. When he has been talking about. Will take at least a year to work out the details, he says.

Guthrie McClintic to do the late Edgar Wallace's "Case of the Frightened Lady" at the Belasco.

Claire Luce back from Europe. Declares the Riviera is becoming just another Coney Island.

Middle Miller (Mrs. Will Morrissey) wants a divorce from the producer-director. They've been married seven years.

Lee DeForest is being sued by the estate of the late Henrietta, his man for \$6,750 claimed due under his promise to finance her career at \$250 a month. Claimed that he signed a 10-year contract in 1929 to pay the monthly stipend in return for which she would give up stock and study for grand opera. Before her death she was about to sue for two months' arrears. He also signed an agreement, it is claimed, to take two diamond bracelets out of pawn, pledged for \$2,950.

Mrs. Vera Montgomery, former Viennese actress, suing her husband, William D. Montgomery, for a divorce in the Brooklyn courts. Accuses she found him in a hotel with a woman. Suit is uncontested. Accuses that if she gets the divorce, she will marry Prince Swast, Pradish Swast, brother-in-law of the King of Siam.

Friends threw a party to mark Leon Errol's 26th year on the stage.

Harry Askin and Hugh Ford plan a series of legit productions at \$2 top for New York.

After sitting on a napole in Atlantic City 64 days, Mike Gillette dropped the last 20 feet in shining down the pole. Badly injured.

"Nona," with Lenore Ulric, now marked for the Miller theatre late next month.

Marguerite Sylvia had to abandon her projected performance of "Carmen" in Hackensack for the benefit of unemployed musicians. Found that the cost of orchestra and chorus would leave too scant a margin of profit.

Mitzi Mayfair out of "Humpty Dumpty" rehearsals. Doris Groday gets the job.

William G. Norton back as mgr. of the Music Box after an illness.

Equity forms the National Plays, Inc., authorized by its charter to make theatrical productions of all kinds. Mrs. Emily Holt, Paul N. and Edward Turner the stockholders of record. To make stock productions and rotate costs.

Theatre Guild now casting "The Pure in Heart," its second production this season.

Frank Buck sails for Siam, via Europe, for some more animal foot. Will appear with "Bring 'Em Back" in London first.

Regine de Valata, actress, sues Benjamin Goodman, her landlady, for \$1,600 alleging damage to wearing apparel through a leak caused by negligence. When she sues, she will examine him the court shut her off and reserved decision.

John Golden in a spot for a Jewish comedian who can act and who wants a job. Needs someone for

the lead in "Why Don't You Go Back?"

Robert E. Sherwood back from Europe and will head for Hollywood.

Five persons added to the eight already under indictment for fraud for connection with the National Diversified Corp. Original eight are Otto E. Gobel, Irene C. and Elizabeth M. Flint, John Elder, Thos. A. Lynn, Jerome D. Kline, James F. Cassidy and James Gallagher. New names are Franklin Johnson, Raymond Kear, Jos. F. West, Raymond J. Patterson and Bernard J. Flynn.

Charged with improper use of the media to sell about \$6,000,000 worth of stock on the representation that the idea had the backing of prominent Roman Catholics. Ostensible object was to make religious pictures.

Post office has issued fraud orders against 1,637 persons in the past two years because of their complicity in lottery schemes. Says lotteries are more persistent today than since the old Louisiana lottery was broken up.

William Kelly, a diver employed by the Stead, died in Atlantic City, bitten by a performing bear Aug. 24. Feared his arm may have to be amputated. Kelly was lying in a bunk when the bear, used in an animal act, seized his arm.

Ildora Newman, author and playwright, charged the arrest of two media last week with \$100,000 charge. Stated they took \$4000 from her on threats of unwelcome publicity. Newman is in jail for a hearing today (Tues.).

Coney Island Grand Marj will tie in with the Washington bicentennial.

Putting a bounty on bootlegger scaps in Nichols, N. Y. Booster Club offers \$25 a head and Citizens' Committee adds \$15 for each one caught.

Last week police raided alleged police headquarters in Harlem and seized \$10,000 in receipts for the day.

Morris Humphrey, former m.c., is suing Mrs. Gertrude Greeley Whiting, of Massachusetts, for \$20,000. Ascertains she promised him \$100 a week for life, took him to Europe and then dropped him. She discovered he was married to a woman in Atlantic City, where, he states, he was getting \$200 weekly, and decided to develop his talent. Obtained permission to serve by publication, since he doesn't know where she is.

Dolly Sisters, Beatrice Lillie, Mike McGuire and Johnny Dundee all get into the Walker hearing. Testimony reveals that R. T. Sherwood on their financial agent as well as the Mayors.

Charles E. Dillingham failed to join with Mitchell Erlanger, Marcus Hellman and Saul J. Baron in contesting the claims of the National City Bank for failure to pay notes on the Erlanger Corp. Judgment was four against him for a sum in excess of \$600,000. Largely a legal gesture.

Emma, Redell, of Chi. opera, engaged Paul Sorenson with its orchestra. First American to be invited.

Arthur Hammerstein has taken "The Sun Wavers," comedy-drama, for his second production in conjunction with Lawrence Weber. By Norman Foster and Harry Hamlin.

Rudy Vallee's wife has decided to get a legal separation from her crooner husband. Former Fay Webb is leaving New York the day after this to establish a residence in Reno as a preliminary step to filing suit for divorce.

Alienation of affections, suit brought against Mariene Dietrich by Josef von Sternberg's wife, Hiza, out of this was to be \$200,000 damages, has been discontinued. Application for withdrawal of the action was filed in the N. Y. Superior Court by Norman Furman, attorney for Miss Dietrich.

Though not divulging the cause for withdrawal, Furman is to let it be known that a friendly agreement had been reached in Hollywood. Whether a financial settlement entered into agreement was not revealed.

## Coast

Cross-complaint for separate maintenance to divorce suit of her husband, Alexis, Hollywood technical director, has been filed in L. A. Superior Court by Seraphine Davidson.

Superior Court Judge Statman continues one month suit for \$5,000 against Fats, Studios, by Joyce Payne, assignee for Zasu Pitts, who charges studio failed to call her on four-week contract she held.

Burr McIntosh celebrates 76th birthday at home of James E. Hubbell, Walnut Hill, Los Angeles. Several hundred persons attended.

Failure to serve Teddy Hayes, Hollywood technical director, resulted in postponement of contempt charges brought in Superior Court by former wife, Florence Lee Hayes, who says Hayes is \$5,175 in arrears on alimony.

"Kibitzer," political weekly, sued for libel in Los Angeles Municipal court by W. V. Anderson, candidate for district attorney, who charges paper accused him of improper relations with underworld.

Richard L. Hargreaves, former president of closed First National Bank of Beverly Hills, Calif., and husband of Helen Ferguson, \$1,145,011 in liabilities and \$320,407 in assets in schedule in voluntary bankruptcy filed in U.S. district court.

Because her husband told her she interfered with his expression of artistic thought, Marie Cotes Haller granted divorce in Los Angeles Superior court from Ernest Haller, actor. Gets \$500 a month alimony.

Priscilla Dean does not have to pay Bartholomew Properties \$180 for rent on room she sublet to Joseph Schildkraut, according to Los Angeles Municipal court decision.

More than 1,500 carpenters, skilled artisans and laborers added to Fox studio payroll as result of nine pictures in production.

Old H. C. Weaver Productions studio at Tacoma, Wash., destroyed by fire.

Jackie Coogan is cheer leader at Santa Clara (Calif.) college.

Falling 30 feet, Jerry Joyce, trapeze performer in Al G. Barnes circus, is in Mercy hospital, Merced, Calif.

Stage at RKQ-Pathé studio in Culver City scene of rally for William Gibbs McAdoo in his campaign for U. S. Senator.

Attempt at suicide made by Annette Westby Scarborough, actress, while working on "Scarborough" writer, in leap from fourth floor apartment in Hollywood.

Charles Chaplin appeared in public with his sons, Charles Spencer Jr., and Sidney Earl, when they accompanied him to U.A. studios, Hollywood. First time he had seen to his boys in two years.

Buster Keaton's representative, Walter Butterfield, in Seattle to pick up new contract for comedian who parted with his first wife during divorce proceedings brought by Natalie Talmadge Keaton.

Jackie Coogan has registered for the four year drama course at Santa Clara (Cal.) University. Will try for talkers after graduation.

District Attorney Pitts in Los Angeles denies permission to Mamie Coleman Hayes, dancer, to marry Herbert Forney, bandit suspect, in jail.

Mrs. Mary Dolores Robison, 25, sentenced to 60 days in jail in Glendale, Cal., for posting in motion pictures, made by her husband.

Mrs. Ernest S. Cowell sues Dorothy M. Municipal court, Los Angeles, for \$1,000, charging actress owes that as commission on 20 weeks' employment.

Supposedly to put a damper on holdups, northern district of Lower California (The Juana, Caliente and other sporting places) has ordered serving of likker stopped at 11:30

p.m., half hour before closing of border nightly.

New Hollywood Bowl officials plan new \$400,000 administration building.

Baroness Elsie D. von Koezian files for Los Angeles divorce from Baron Gustav von Koezian, "ex-screen technical director.

Payment of \$300 alleged back alimony due his ex-wife, Esther Muir Enos, actress, upon continuance in Los Angeles Superior Court, for Busby Berkeley in action to have alimony reduced.

Eddie Cantor Enterprises incorporated by comedian, preparatory to four months' tour with his own revue. Opens in New York in November.

Custody of two children granted Mrs. Estelle Lightstone in L. A. divorce from Robert B. Lightstone, actor.

Henry Schumann-Heink, son of the diva, Mrs. Nosi B. Clark in Los Angeles over auto injuries.

Sales of auto radios for first six months of 1932 beat more than all installations for previous 12 months, Western Auto Supply Co., Los Angeles, reports.

Louis O. MacLennan sued for divorce (second inning) in Los Angeles by Lillian Albertson MacLennan.

With property settlement being divorce action nears in Los Angeles between Robbie Arnt and Johnny Weismuller.

Disney Film "Recording Co." files suit in Los Angeles, charging \$1,300 promissory note has not been paid by National Players, Ltd.

Turtles will not race Labor day at Col. Zack Millers's 101 Ranch, Ponca City, Okla., as is the custom. Postponed because 5,000 terrapins have been sold to California promoters.

Edna Hickox is seeking divorce, \$60 a month for support of daughter and share in \$30,000 community property from Sidney H. Hickox, camera man, in Los Angeles.

Bonnie Jean Gray, actress-cowgirl, divorced from cowboy husband, Donald Harris, in Los Angeles.

Renee Adoree, who has returned to Hollywood after two years' illness in Prescott, Ariz., will be back to Fox studio payroll as result of nine pictures in production.

Ruth Pryor, Edward Caton and Harriet Lundgren engaged as principals for the ballet for "Aida" and "I Trovatore" by the Outdoor Opera of Soldiers Field, Chicago.

Minneapolis anticipating "Cyrano" for Sept. 26, at which time the Minneapolis season of dramatic art will be officially declared open.

Catherine Lavacchi, 26, of the Hugonys Sisters, married John Koort, 37, of the Karol Brothers, while away from home playing Minneapolis. Judge waived state residential requirements.

Cleveland's Ohio theatre had the pleasure of printing an advertisement that no tickets were available for "Mourning Becomes Electra" with Clara Joel, Meanwhile, the busy Robert McLaughlin is toying with an appealing idea. He wants to do "The Miracle" for Cleveland only.

WTAM, Cleveland, had guest artist from CKWG, Toronto. They were Norman Lucas, Stanley Maxted, Simeon Joyce and C. H. Copeland.

Dancing Masters in convention assembled declared crooning an improvement over jazz. They were happy to be so far from the Charleston, which they marked as the low time for dancing. At the time the Dancing Masters came plenty. Congress hotel, Chicago, had the convention.

A man who is blind, deaf and sick asked donated \$100 to the Minneapolis Symphony orchestra fund. Burg is aged 25,000 for culture.

Heart failure suddenly ended the life of a widow, Mrs. Emilia Gecks, 66, in a Cleveland hospital. Her doctor, where she was attending the funeral of her husband, Frank Gecks, had been a violinist with the Symphony orchestra there.

Omaha's hospitality to Ringling's circus could not be arbitrarily denied just because the Ak-Sar-Ben

(Continued on page 46)



**By Ruth Morris**

the Blackstone hotel when passing through to coast.

# 'I'm Telling You'

By Jack Osterman

## A LITTLE TIRED BUT STILL GOING.

**A Problem Solved**  
For years the cops have tried to keep actors from standing in front of the Palace with very little success. It took those two cowboys, Olsen and Johnson, to solve the problem. With cats, squirrels and weird noises coming out from behind the balcony billing in front of the theatre, it succeeded in scaring the lay-offs away and the police had a rest.

**Brilliant Conversation**  
A strange lady accosted Groucho Marx on Hollywood Blvd. the other day and remarked, "I just saw you in 'Horse Feathers'. I've never seen you before and you're a very funny man."

Groucho smiled and replied, "Lady, I've never seen you before and you're a very funny woman."

**She's in Again**  
Gracie (Burns) and Allen crashe in here again with a story about her brother. Someone asked her if

he was bald and Gracie answered, "I don't know. I've never seen him with his toupee off."

**An Honest Thief**  
Some years back Frank Fay caught another me. doing all of his material. Fay was burned and told the guy, "You're doing all my stuff." The lifter came back with, "I know it Frank, and damn it, I don't seem to get the laughs you get."

**A Story in Titles**  
On William Hall's CBS program of Aug. 24th (check me up if you think I'm lying) the numbers ran this way: "As You Desire Me," "Something in the Night," "Adios," "Let's Try Again," "Wake Up the Gypsy in Me."

**From the Dailies**  
Daniel Frohman in an interview said that good actors were scarce. No one had the nerve to ask if the good managers were.

**Typographical Error**  
Just to prove your reporter reads nearly everything, in glancing through the New York Times we found it reports that Max Gordon's 'Flying High' looks like a hit. We wonder how George White's 'Flying Colors' did?

**Violinsky Violence**  
California's Ambassador, Violinsky, telephones to say that he is now writing Row Boat material for people who want to break their act in for a Show Boat.

**Not a Bad Idea**  
In La Hiff's Tavern the other night Bill Frawley was trying his best to understand his companion who was a bit under the weather. After arriving in vain to catch on, Bill said, "Listen, how much would you charge me to turn you into a mystery story?"

**Ostermanian**  
The new season is about to start... with the announcement that "Of Thee I Sing" moves to another theatre... while they clean the Music Box... then it will probably move back again... There must be some other show... Bill Galt has played the part of the President so long, now he thinks he's Hoover... But don't look as worried... Eddie Dowling has changed his agent... Al Smith used to handle him.

ARE YOU READING?

## CUT RATE TAXI FLEET PROPOSED IN CHICAGO

Chicago, Aug. 29.  
A syndicate is in the offing to put cheap taxicabs on the streets of Chicago. First of all, that plan was defeated when the Public Taxi Service was denied licenses for their cut-rate cabs but company promises to reconnoiter and force the issue.  
For years Chicago has been dominated by the politically powerful Yellow Cab, founded by John Hertz now known to show business through the Chicago clique in Paramount-Paramount.

Rates here are highest in the country and with distances in Chicago second only to those in Los Angeles taxicabs have always been a local luxury.

## Jail Trail Ends Mex. Border 'Slave Mart' Gag

Mexico City, Aug. 26.  
Cops of Ciudad Juarez, across the River from El Paso, Tex., have warned operators of taxi cabs with immediate jugging and have put an end to dirt draw known as the 'slave market'.  
Stunt, consisting of more or less betting girls dancing and being claimed by holders of tickets, packed cabs to capacity nightly.

## BIRTHS

Mr. and Mrs. H. 'Peewee' Emerson daughter, Vincent, hospital, Los Angeles, Aug. 11. Father is saxophone player at Loew's State, L. A.

## P.A.-Crashers Row

Press agent for a steamship line got into an argument with unwitting guests while aboard ship one night last week. They trimmed him but he gave a good account of himself, and one of his opponents is claimed to have suffered a fractured jaw.  
When the p.a. left the pier the injured man had him pinned. Magistrates asked the press agent who started the trouble. That man over there with the testimony on his face, he replied.

## Calls Cops for Help, Who Then Pinch Him For Gun Possession

Although the magistrate in West Side court, New York, chided the cops who arrested Jimmy Noel, of Paul Whiteman's orchestra, for making the peach, the singing band was held at nominal bail of \$500 for General Sessions. Charge was possessing a gun in violation of the Sullivan law and is beyond the jurisdiction of the magistratus. Arrest came about through Noel summoning the cops to his apartment when 'discovering his rooms had been tramped by official assistance. When the cops, following a belated radio call, showed up an hour and a half later, Noel, who'd by then fallen asleep and had given up hope of getting any official assistance, was awakened by the cops hammering on his windows via the fire escape.

Fearing that it was the burglars back again, Noel grabbed a prop Spanish gun which was more of an ornament than anything else. This resulted in his arrest. Although Noel holds a machine gun license for the weapon this doesn't apply in New York.

Besides Noel's clothes, pocketbook and some money being stolen, it was discovered that a next door apartment had also been broken into and articles of clothing missing.

## \$400,000 Budgeted for Democrats' N. Y. Publicity

Publicity expenditure will be the heaviest item in the general layout for Democratic Party headquarters in New York. About \$400,000 has been set aside for publicity purposes and \$200,000 more for general headquarters at the Ellinger Hotel. Party has two entire floors at the hotel. Another important item of expenditure is the women's department with \$250,000.  
Democrats will do radio speaking only 28 times, 12 of the pronouncements to be made by Gov. Roosevelt. Garner will make only four speeches, while the other 12 will be made by lesser political lights.

## MARRIAGES

Beth C. Moreno, step-daughter, of Antonio Moreno, to Francis D. Tappan, Aug. 20, in Los Angeles.  
Muriel Bultman, New Orleans non-pro, to Owen Francis, screen writer, Aug. 20, in Los Angeles.  
Inez Leedam, of Canton, O., and musical comedy hit, to Jack Haggerty, of the Broadway Players, at Cambridge, O., Aug. 11.  
Evelyn Berkhammer, Milwaukee dancer, to Harold H. Van Horn of Indiana, at Waukegan, Ill., Aug. 20. The couple will live in Milwaukee.  
Harry M. Tucker, orchestra leader, and Mathilda A. Waltheim, both of New York City, have filed marriage intentions at Greenwich, Conn.  
Jessie Wardworth, of Hollywood, to Milt Harris, non-pro, in Medford, Ore., Aug. 22. Bride operates an agency in Hollywood.  
Marie Primany de Belzedom, Beverly Hills, to Denny Lamson, agent, at Tia Juana, Mex., Aug. 23.  
Marjorie LeVoe to Harry Rosenblatt, Aug. 29 in New York by Mayor Walker. Rosenblatt is the composer pianist. Miss LeVoe was last in 'Hot Cha.'

Mrs. Catherine Vanderbilt Cushing to Lawrence Wise Lowman, Sands Point, L. I., Aug. 26. Groom is a CBS official.  
Geraldine M. Barrett, writer, to Maurice K. Sulejman, publisher, in Los Angeles, Aug. 28.

## 42d St. Development Will Blot Out Center of Mid-Town 'Coney Island'

### TURTLES AGAIN

**L. A. Injunction Halts Police Interference of Terrapin Racing**  
Hollywood, Aug. 29.  
Turtle racing resumed at the terrapin track on Vine street after Superior Judge McComb issued a temporary injunction last Thursday against police interference.  
Although arrested by Capt. D. McD. Jones of the vice squad Thursday on lottery charges, Douglas Hertz, promoter, and his men were booked only on misdemeanor charges.  
Arena seats 2,500, but races got away to a bad start with about an average of 200 in attendance. Nightly gate is 40c. Terrapins sell for \$2 each. Three awards are made for each race: \$75 for the winner, \$15 for show and \$10 for place.

### N. Y. TAB'S CAMPAIGN TO CLEAN UP B'WAY

New York Daily Mirror has embarked on a campaign to clean up Broadway. The campaign is particularly aimed at stock burlesque in four former Broadway legit theatres.  
Paper takes the position that the legit stage is endangered by the current burlesque type of performance and seeks to have such shows banned from Times Square.  
Barraque, however, directed against all forms of midway diversion along the famed street.

### TOO MODEST

**Nudist Try Flips—Camp Response for Guests With Clothes**  
Highland, N. Y., Aug. 29.  
Nudist colony on a 400-acre estate here has proved a failure and will be abandoned. C. A. Timmer, manager, who is not a nudist but a nudist manager, declares the modesty of many of the cultists has made the venture a financial bust.  
Timmer declares he gets no publicity through his patrons as they're so modest they don't want their friends to know where they are. Next summer he will run the estate as a regular summer camp for guests with clothes.

### Necking Parkers Help Law, Hurt Theatres

Minneapolis, Aug. 29.  
A local newspaper discloses that 'a little more than two months' Minneapolis 'spooners', who seek the quiet lanes of Golden Valley, near-by suburb, in which to park their cars, have contributed more than \$7,000 in fines to the village treasurer, indicating the sort of summer opposition with which local show houses must contend.  
Although the village has but 800 inhabitants it employs two constables and two deputies in addition to the justices. The justices receive \$4.20 in fees for each case handled.  
The newspaper exposing the matter denounced it as an 'outrageous system' and worse than any of the old 'speed traps' operated by constables and justice courts up to a few years ago 'because the offense charged is such that few persons would be willing to risk notoriety by fighting the case when a plea of guilty and a payment of cash to the justice court will buy liberty and silence.'

### Dance Hall Goes Cafe

Hollywood, Aug. 29.  
Hollywood Gardens, former dance hall, goes cafe Sept. 1 after a remodeling.  
To be operated by Frank De Pasquella with floor show of eight girls, 12 musicians and band, Arthur Silber booking.

## 'Round the Square

**Fritz and Monte Sore Survivors**  
Chicago's once famous Colonial theatre barber shop, which suspended when B. & C. built the Oriental theatre, did not go out of business. Five of the barbers continued in the Western Barber Association that endured over 25 years. Death and sickness in the last 12 months has taken three of the vets who have bartered thousands of actors, agents, managers and theatrical personages.  
New died after spending 42 years with the same shop, Dick spent 40 years before passing away. Tom, now senior barber, has 28 years of credit. Two survivors, Fritz and Monte, each belonged to the group 25 years.

The promised improvement of 42d street which within a year is expected to reclaim it from its Bowery-like estate, has begun. The south side of the famous theatre block from the Harris to the Franklin Savings Bank will benefit by the first reconstruction, which at the same time will eliminate several houses, now useless for legit. Belief that the block and the immediate district will continue to be the amusement center is based on the fact that four subway lines converge there.  
The Bethlehem Steel Co. is razing the old American Music Hall which after its vaudeville days went burlesque until damaged by fire. An office building will occupy the site which extends to 41st street with an 'L' line Eighth avenue.  
Plans have been drawn for office and studios for the National Real Estate Company, the plant to occupy the present site of old Murray's which includes the flea circus (leaps to expire next spring), plus the adjoining Liberty and Eltinge theatres. Both theatre leased expire next February, but since the Eltinge alone is lighted, with stock burlesque, the new construction will likely precede the other.

One key property that lies west of the Liberty and Eltinge is Wal-lack's (originally the James K. Hackley's) which has been involved frequently in trades by dealers in future reality. This property extends only part way through to 41st street and may be included in the NBC structure later.  
License Commissioner James Gentry has yet to act on issuing licenses to the Republic and Eltinge, which the Forty-second Street Property Owners' association protested. The Commissioner, back from a vacation said he had a mass of testimony to digest. It is possible that one or both burley houses will be forced to close. Plan for a department store to occupy the north side of the block from Seventh avenue westward is said to have been put back because of the delay in getting the license. The conditions that may be revived promptly.

## NEW DOG RACING TOUGH OPPOSISH AT SARATOGA

Saratoga, Aug. 29.  
Officials of the famous Saratoga race track are burned up because of opposition from an unexpected quarter. It is the dog racing plant which has been doing okay.  
Because of conditions the \$3.85 admission has reduced the number of giddy-up patrons, whereas plenty of those who have played the dog bound events have entered on free passes which may be had with abundance. Dog race people get theirs from the play on the mutual betting which doesn't go at the horse racing track. Last Saturday 12,000 people attended the canine races.  
Horse racing season ends next Saturday (3) moving down to Belmont.

# VARIETY

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## 15 YEARS AGO

(From 'Variety' and 'Clipper')

Abolition of the blacklist created by the White Rats strike announced by the managers. Only the so-called "anarchists" were to remain on the outside.

Loew theatres considering an up to \$35 top. Dime boost.

Usual shortage of acts, but not blamed on the war. Some were still out with summer snaps and others were going fairs.

Secret service men were jittery. They questioned Adrian, a black-face comedian, as to his registration. He told them he was over 31 and it was up to them to prove he wasn't. So he got locked up until a wire from N. Y. gave him the O. K.

R. T. Richards shows, under Ringling management booked for a lot at 145th and Lenox ave. for a three-day stand. To break a jump into New England.

Final figures showed the Century theatre had dropped \$118,000 the past season.

English producers coming here for stage supplies which were mostly made in Austria and could not be had direct.

Animal acts not wanted in France and England. Food was needed for war work.

D'way managers were considering a plan to tour the military camps with shows. Government later took the matter over.

Chi musicians still in a ferment. Wanted to refuse to play ASCAP tunes unless paid extra. Some on that royalty drive. In vaude houses it wanted to be paid for the cent houses, with a dollar more for each nickel above that up to 50c.

## 50 YEARS AGO

(From 'Clipper')

J. W. Popper took half a page to advertise a new style of drum. Heads were tightened by thumb-screws instead of leather tabs.

Passing of cricket around New York lamented. Once famous St. George eleven had been weakened through losing some of its best players to lawn tennis.

Margaret Mather made her debut as a star in 'Romeo and Juliet' in Chicago. Her leading man was Alexander Salvini, son of the great Thmasaso.

Theatres were rapidly opening up, but San Francisco was in a slump with only one house lighted.

W. C. Cough's circus was in trouble in Detroit. On the arrival of the show the sheriff seized the outfit for three claims brought by Frank Melville, equestrian, Wm. Ducrow, equestrian director, and George Loyal, gymnast aggregating \$5,000. Back salaries. That started the avalanche and \$25,000 piled up.

U. S. Circus for sale under attachment in Louisville. Lithograph co. slapped the plaster. Show had had nine days' rain, two lost dates and a blowdown all within two weeks.

Advertising for a street talker and office man on a medicine show, an advertisement stated preference would be given one with long hair.

'Clipper' told a correspondent that it doubted any minstrel circuit leader got as much as \$25 a week. Had to work hard, too, street parade, pre-performance concert and all through the show.

Harrigan and Hart, who scored their hits in stories of New York life, opened in an Irish drama. Not a happy experiment.

## Inside Stuff—Pictures

Daily papers and even the trade press are apparently confused to a certain extent and the Roxy theatre, New York, management and operation. This is due to the fact that stories are being sent out from the house by Receiver Harry Kosch in addition to the regular theatre publicity handled by the Roxy operators.

While the operating men are endeavoring to wean the public back to the house, mention of the receivership, in yarns about Kosch, tends to keep the financial difficulty of the spot in the public mind, claim the directing faction.

Result is that the operators are now more than anxious to make a change of name for the theatre. A campaign, on a contest basis for the change of name for the theatre, although by agreement with S. L. Rothafel (Roxy), house can continue to use the Roxy name until October.

Deal which United Artists has just completed with British and Dominion sets a precedent abroad. For the first time an American company has taken over the product of an important European company for distribution in its own (European) territory. Deal is also apt to help Fox and Gaumont-British get together on their difficulties, although neither of these companies is directly involved. Gaumont-British previously distributed the B&D pictures, so it means that G-B will be able to use more outside product than previously. It's schedule calls for production of only about 50 pictures, which won't anywhere near satisfy the G-B circuit, even with the present tie-ups for indie product. Fox pictures will therefore be given a break.

The first run situation in Montreal is held by local showmen as completely solved by the recent Famous Canadian-RKO-Loew pool giving operation to F. C. It is felt by Famous Canadian operators that Montreal is now unique among big keys in that the first run market is under control.

Result of the pooling has been the picking of the best among major films for the Palace, the A first run of the city. Loew takes pictures from the Pal on second run, plus vaude, while the other Public house, Capitol, plays double features in addition to an occasional special stage attraction. Imperial, RKO house, is using French pictures.

Under a new policy instituted by RKO, outside company-films when playing any RKO houses, will get identification credit in all theatre advertising. The plan comes from the theatre department of RKO in a co-operative move to get behind all picture bookings regardless. So far as known, no company is to be identified by contract, major companies have stubbornly restricted company identification in advertising to their own affiliated product.

The RKO departure from this custom may lead a general movement this way among the others. Besides its own product, RKO, in New York plays all the major product except Warners and Metro.

Sunday publicity breaks for Coast studios and theatres depends largely on volume of department store advertising, especially as applying to Los Angeles. If stores go in for extra display space, mechanical requirements of Sunday sheets call for extra editorial matter. Drama and picture desks are usually jammed with copy, resulting being this type of editorial matter goes the play with extra store ads being spotted in drama or society sections.

Frequently, publicity copy is so widely scattered, the p.a.'s have a hard job finding their stories, even when assured that their copy has been used.

Hal Roach's 'Our Gang' comedies hold the Hollywood record as the oldest unit in pictures. Gang, now in its 12th year, has worked under that title since inception. Personnel, with exception of Robert Mac-Gowan, has changed, but the director, Mack Sennett, has had four complete changes.

Despite early and long training, Jackie Cooper is only 'Gang' graduate who has developed after leaving the Roach lot. Several others have gone into vaude but few got past the deuce spot.

In length of service 'Pete', the dog, held the medal as a 'Gang' performer, six years.

Confusion over the new German quota law as regards shorts prompted the German Exhibitors' Association to ask for a fuller interpretation. U. S. Trade Commissioner George Canty also asked for details and was officially informed by Dr. Pluegge, head of the Spic, that:

'Shorts up to a length of 800 meters may be imported without a Kontingent permit if the importing distributor is able to prove that he is also distributing 250 meters of German educational or cultural film, which has been newly produced, but not yet distributed, and which have officially been acknowledged as such.'

Paramount managed to scoop the other newscasts on Olympic shots for Japan. That's according to cable advice from Tom Cochrane, Par's Japanese chief.

Far got its clips aboard a steamer from San Francisco via plane just before the liner sailed. Items were developed but undated, that being left to the other side.

All reels made pretty serious efforts to rush their Olympic stuff to various world centers as rapidly as possible, Japan especially because of the fine showing of its athletes.

Gag in pronunciation of Marlene Dietrich's first name as 'Marlaynaw', by Joe Von Sternberg, has got Frank Whitebeck all excited, and he is doing one of those 'Garbo Talks' stunts on a 1,500 foot trailer, now being readied for 'Blonde Venus'. Trailer opens with kaleidoscopic shots of pictures in all walks of life around the world, misleading.

Opening talk is 'Have You Seen the Blonde Venus?' Reply is, 'Marlaynaw' Dietrich, with the German pronunciation of the name stressed. Whitebeck figures it will be as big a stunt as 'Garbo Talks'.

Growing tendency of Coast exchange managers to get in exhibition on the side has aroused protest, especially among indie exhibs. Already it has brought dismissal of one exchange manager in San Francisco. Other cases are being investigated.

In the past year several branch managers have bought in on neighborhood houses, and while there have been no cases reported where discrimination in bookings has resulted, indie believe the way is open for such practice and are voicing their objections to the distributors.

Fox's 'First Year' was at one time a studio orphan with no one wanting to take credit for its parentage despite its success as a play. Picture went into production prior to the return of Winnie Sheehan and Sol Wurtzel. Studio thought was that the casting of Janet Gaynor as a married woman was a fatal mistake, as also the assigning of Bill Howard, a director considered arty by the lot.

The returned execs, regardless of the success of the picture, admit they had nothing to do with it.

M. H. Aylesworth is closely watching Radio product with an eye to eliminating off-color material. He recently personally sliced a bit from 'Age of Consent'.

RKO head saw a print of the picture the day it arrived in New York. He particularly objected to one gag and notified the studio to cut it. It necessitated wiring some exchanges which already had prints.

A producer of standard short subjects is having a difficult time raising cash. He doesn't get a cent from his distributor-until the negative is

## Inside Stuff—Vaude

Peculiar situation occurred at the Prisco Fox when Lilian Tashman did the act written for her by Sid Silvers, and in which she played the Paramount, New York, several weeks ago.

But she hit the local Fox too late. Fanchon & Marco had sent Gilda Gray through in an 'Ides' three weeks before doing the same turn.

Miss Tashman, with Ken Murray and Jack Waldron, did the act all week.

Silvers' supposition is that F. & M. probably paid Jack Yellen, his partner, for the material. Miss Tashman has yet to pay him for the material, he declares.

The reverse of the usual story of ingratitude heard in the show business is that of Jack Rosen, former burlesque comic, who died recently in Denver. Half of Rosen's \$5,000 estate was willed to George McKay (McKay and Ardine), in return for a loan of \$1,000. McKay, a financial predicament in New York one day. The amount was less than \$100, but it got Rosen back on his feet and he never forgot it.

Rosen's \$5,000 was divided equally between McKay and the widow by the late comedian's will. McKay sent \$1,500 of his share to Mrs. Rosen to defray funeral expenses.

To economize on its telephone charges, RKO has installed pay station-phones for agents and others in the Bond and the Palace theatre buildings. With one or two pay phones on each floor it is hoped that in this way the company can cut down the number of its switchboard trunk lines which now number 57.

This is besides the direct board extensions to Universal, Paramount, Loew's, Columbia and Warners.

Regarding these showboats revue this summer, Hurtig & Semon ran a similar show nightly for most of one summer in the old days. But they used stages instead of a floor show.

Stages were on three decks and the actors played them all. Offered a four-hour mail and a six or eight-act show for 50 cents, and while the idea made a little money it was not repeated because it did not make enough.

George Gershwin, passing a burlesque house, heard the strains of 'I've Got Rhythm' pouring out of one of the exit doorways.

George poked his head inside to see how his copyrighted tune was being burglarized.

'If you want to come in,' welcomed an indignant usher, 'you'll have to go around and buy a ticket at the box office.'

Warners' Downtown, Los Angeles, is hanging banners reading 'Only high class vaudeville in the west,' as substitute for previous marquee advertising which claimed only big time vaude in town.

Acts booked into house frequently play Long Beach full week, or the Hippodrome and Million Dollar here for split week stands.

Two lay-off acrobats decided to take in an opera.

They arrived in time for the spirited overture to the third act of 'Lohengrin'.

'Can you beat that?', asked one, of the other. 'They've stolen our opening.'

delivered and banks have turned him down, despite his releasing contract, even for the amount of \$30,000.

A year ago this producer was able to borrow \$350,000 on his contract with his original distrib. He shut himself off from a cash outlay by his new affiliation because he refused it the right to cast and supervise his films.

Writers who work on stories but cannot get screen credit, under two-year limitation of code agreement, at least will obtain recognition in the files of the Academy.

This week writers were handed cards on which to give information for the files as to work done on uncredited pictures. Information will be available for producers to back up qualifications of writers seeking future jobs.

Playing the part of Warden Lawes in '20,000 Years in Sing Sing' for Warners, Arthur Byron is made up to resemble in appearance the writer of the book and the head of the New York state prison.

It was found that Byron had a bad spot which was quite noticeable, so the studio expended \$1,500 before it got a toupe to properly fit his head. Which is the most expensive hair-cut adornment yet supplied for any screen male by a studio.

The Roxy reopened Saturday (30) as the first major Broadway house on rental department basis. This means, house executives stated, that all overhead of the theatre will be paid weekly with a part of whatever remains going toward the rental.

The house, in this way, expects to be able to carry on if necessary along the same lines as a smaller theatre with a correspondingly lighter net.

Traveling execs for some of the big circuits are having their work doubled this season. On orders from home offices they are not only inspecting their own theatres, but are also visiting the opposition to draw a comparison.

One of these men, recently returned, figures that he covered 10,000 miles and while on the tour spent fully half of his time in competitors' theatres.

A writer left a Coast studio several months ago to become associate producer at another plant. Before leaving he submitted an idea to the head of the story department. Idea had a political background and seemed to have turned down the bunch. In his new capacity the writer was hunting for material. Studio sent him several scripts to read one of which had just been purchased. It was his idea woven into a story, and sold the studio by the exec who had previously turned it down.

A Hays office bulletin to Coast studio press departments announced that the dramatic editor of a middle-west daily exec in Hollywood for two years assigned by Hays paper to write a series of articles on pictures. Bulletin stated that the woman should receive special studio courtesies as the paper was important, having over a 250,000 circulation. Current edition of 'Editor and Publisher' gives the circulation of the paper as 20,000.

Metro's batch of feature films budgeted at under \$200,000 in cost now includes three, 'Kongo', 'Payment Deferred' and 'Mark of Fu Manchu'. These pictures are in production.

As studio preparation of material progresses, Irving Thalberg will decide which stories are to fall into this group. About six, it is believed, will come under this classification.

Magazines are still cutting in and queering picture rights for stories in some cases. Latest instance is Universal's attempt to purchase the 'Floyd Gibbons' yarn, 'Red Knight of Germany', which 'Liberty' had pro-

(Continued on page 44)



# Equity-Backed Rotary Stock Idea May Be Equity Producing Wedge

Possibility of Equity embarking upon a producing venture was revealed in a statement by Frank Gillmore a few days ago during an inquiry on another matter.

Tentative idea at present is to make the first overture in the rotary stock field, with further extension into New York with a resident company if the first test proves successful. From that, shownmen argue, it would be a step into play producing. Equity angle would be the value of the enterprise in providing engagements for members.

Gillmore was approached with an inquiry as to the possible affiliation of National Plays, Inc., with Equity. Concern, recently chartered to produce all types of plays, has among its incorporators Paul Turner and Mrs. Emily Holt, both Equity attorneys. Gillmore stated that National Plays is in no way associated with Equity. It was in this connection that the Equity president enlarged upon the chances of the organization going in for producing on its own.

**Free to Act**

Equity is in no way associated with Equity in its activities, members assenting, according to Gillmore. At the annual meeting in May the members endorsed the idea of a new organization which Equity proposed, and voted to appropriate \$5,000 toward the experiment. However, the Council up to date has taken no definite action. Gillmore stated it may be so this fall or may postpone the plan.

It would not be the first time for Equity to figure in a managerial and production capacity. Some seasons ago an organization called Equity Players held forth in the 48th Street theatre. While this venture was separately incorporated, Equity was among the guarantors.

After a rather promising start Equity Players seemed to go to seed, partly because of poor play selection and possible internal dissension. Most of the actors were prominently identified with Equity. A list of guarantors was built up, contributors being socially or financially noted. After several successive seasons the organization died out. By then Equity had withdrawn its name from the group which was changed to the Actors Theatre.

## Erlanger Estate Case Up in Court Sept. 14

Further hearing of objections to the accounting of the A. L. Erlanger estate has been set for Sept. 14 by Surrogate O'Brien. By then Max D. Steuer, who represented Charlotte Erlanger in her successful contest to be recognized as Erlanger's common-law wife, is expected to have returned from abroad.

Claims against the estate may approximate \$500,000. Miss Fitch having the right to contest for one-half the estate, is apparently the largest creditor.

## Elitch Does 90% of '31

Denver, Aug. 29.

Elitch theatre closes after 11-week season, with receipts of 10% from last year. Opening week with 'Blessed Event', turned in best gross, with 'Applesauce' second.

Pieces were cut the last week from \$125 to 75-cent top. Attendance improved, but not gross.

## Stock for Akron

Akrón, O., Aug. 29.

A revival of dramatic stock will be attempted at Civic Playhouse by the Gordian Players Sept. 3. 'Curly Burne' musical comedy, 'Acted! It's a Hungarian piece which Minor will stage so he's adapting it himself.

This is the play originally intended for Ida Claire and now mentioned for Elissa Landi.

## Minor Turns Playwright

Worthington Minor, director, is turning playwright for the next Crosby-Gaige production, 'Acted! It's a Hungarian piece which Minor will stage so he's adapting it himself.

This is the play originally intended for Ida Claire and now mentioned for Elissa Landi.

## Cleveland Stock Would Plunge on Musicals

Cleveland, Aug. 29.

Encouraged by success of his stock company at the Ohio, Robert McLaughlin is preparing to revive 'Merry Widow' Sept. 4, the first musical of his season.

Donald Brian, the original Prince Danilo, and Virginia O'Brien engaged to play lead in the Lehár opera. Bebe Barri, back from European trip, is staging dance routines with Louis Rich as band leader.

McLaughlin also planning to produce 'franc' with Helen Ford, and is talking about trying 'The Miracle' if Rosamond Pinchot can be had for the role of the nun.

## Expect 2 Yr. Tour For 'Boat', Cast Intact for Road

Although the date of departure of 'Show Boat' from the Casino, New York, to the road has not yet been set, the success of the production, \$25,000 weekly has been received, Cleveland, Richmond, Va., and Waco, Tex., are among the towns seeking the show on that basis. Operetta may also be the opening attraction at the new opera house in Providence.

Expected that 'Show Boat' will tour for the next two years. First season out will be in the larger stands, including spots where it originally played. Second season will see it in one, two and three nighters. Cast figured to remain as at present throughout the coming season.

## Kernan Back Houses Sold, McLaughlin G. M.

Leonard B. McLaughlin becomes general manager for the former Kernan theatrical properties, the Auditorium and Maryland. The hotel attached goes under the direction of Joe Kernan.

This is the new setup arranged by the Penn Mutual Insurance Company, which has just bought the theatre.

McLaughlin takes this post after having been with the Fred Schanberger interests here for 27 years, later as publicity director.

According to the plans laid out by McLaughlin, the Maryland former two-day vaude but lately in legit, will be the legit house, while the 'Boat' being the UBO spot.

Besides the road attractions, McLaughlin is now negotiating for the return of the University Players company, which had an 18-week stock stay last season. This company, now in West Falmouth, Mass., recently undergone a label change to Theatre Unit, Inc., this group comes in, the cast will be regularly supplemented by name imports from New York.

## Auditorium in Films

Auditorium disposition is indef as yet, though its most likely that this theatre will be used to establish itself as a road show picture house, figuring on taking the two-dayers as 'Life Begins' (WB), 'Sign of the Cross' (Param.) and 'Strange Incident' (M-G). House last year played 'Grand Hotel' (M-G).

If not road shows, the house will nevertheless be pictures. McLaughlin fits to New York this week to line up product. If second-grade film product, may mean vaudeville here. Later possibility due to the acknowledged heavy taste for vaude locally, three city spots now carrying vaude stages.

## Part for Pauline Lord

Gilbert Miller wants Pauline Lord for a new French play he has in prospect for New York in a couple months. It's called 'Wet Paint', though the title will probably be changed.

Edwina Howard will do the adaptation.

## BOOKING IGNORES UBO

Fears-Ulric Play Goes to Miller Despite Booker Desire

'Nona,' in which Peggy Fears will star, Ulric, will be housed at Henry Miller's theatre, opening on or about Sept. 26.

The booking was made direct, being confirmed by cable from Gilbert Miller. The United Booking Office sought to spot the show elsewhere, Miss Ulric, however, favoring the Miller booking.

## 'ELECTRA' TWICE DAILY IN CLEVELAND STOCK

Cleveland, Aug. 29.

Morning matinee 'Morning Becomes Electra' tried out for first time in stock by Robert McLaughlin's rep company at \$1 top clicked and O'Neill's five-hour marathon is doing a sell-out on the week.

Early bird shows begin at 11, with Clara Joel in lead and time out for lunch at 1:30. Novelty is drawing out-of-town crowds, many bringing lunches with them.

First matinee experiment did a capacity, inspiring McLaughlin to run a S. R. O. ad in all sheets.

Alice Brady took her original New York role in evening performances while Clara Joel did three matinees weekly. Rest of cast had a fourteen-hour shift. With grabbing meals on the fly, catching 45 minutes of sleep between the next shows, half of company claimed they were on verge of a breakdown.

## Louise Dresser Star in 'Plain Man' Road Co.

Los Angeles, Aug. 29.

Louise Dresser will be starred in a road production of 'A Plain Man and His Wife,' which was tried out at the Pasadena Community Playhouse earlier this season with Miss Dresser in the top spot.

Show will be produced by Acorn Theatres Enterprises, composed of Ben Jackson, James Hanley and Harry Conant, with a 'Station' novel by Sophie Kerr. Opens in San Diego early in September and, after local showing, heads east.

## Minneapolis as Split

Minneapolis, Aug. 29.

The Metropolitan theatre, housing legitimate touring attractions, will open its season Sept. 26 with 'Cynara,' presented by a cast including Philip Merivale, Phoebe Foster, Adrienne Allen and Henry Stephenson. The engagements must be for this season, as announced 'Reunion in Vienna,' with Lunt and Fontanne, has been booked for three days in October.

By playing attractions for three nights instead of a week as formerly, the Metropolitan last season showed a profit.

The second week in September has been fixed for the reopening of the Shubert theatre dramatic stock under A. G. Bainbridge.

## Shore Back; To Produce

William Shore, legit stage, is back from Hollywood after six months on the Paramount lot and is ready to go producer on his own.

He has a new play by Ben Kanter called 'Hot Alaska,' which he wants to produce.

## 'Six Beds' for Erlanger

Hollywood, Aug. 29.

'Six Beds,' new play with all male characters by Howard Emmett Rogers, has been optioned by Erlanger's for full production in New York.

## CONRAD IN 'MARCH'

Eddie Conrad will join 'Forward March.'

This Brown & Henderson musical is said to have the same financial backer as 'Hot-Cha,' which, under Ziegfeld auspices, had its songwriters, Lew Brown and Ray Henderson, in on the financial end along with the backer.

## Mason Peters III

Mason Peters, press agent for the late Henry Savage and later personal representative for former Secretary Lamont, of the U. S. Commerce Department, is in the Naval Hospital, Washington. He is suffering from a breakdown.

# Old Erlangers' Feud Hampers UBO Framing Opposition-Proof Route

## Jail Pair on Charge Of Gyping Jobless

Milwaukee, Aug. 29.

Claiming to have authority to hire men as advance men for the 'Boat' and 'Show Players, Inc.' of St. Louis, Carol Turner, alias Carl E. Roberts, 26, of Des Moines, Iowa, and Kermit Houser, alias Kermit Houser, of Murray, Iowa, were arrested here charged with attempting to fleece Milwaukee jobless out of \$10 each.

Police say the prospects were asked to pay \$10 a week bond premium, the promoters agreeing to contribute an equal amount to the bonding company. In their rooms were found 1,000 contracts printed by a Milwaukee printer.

A Milwaukee detective, posing as a would-be advance man, applied for the job. Investigation failed to show any 'Bernard Shaw Players, Inc.' in St. Louis.

## Stone's Show Tonight Opens Receivers' Try To Go Through Season

First presentation this season by the receivership of the Shubert Theatre Corporation will be made tonight (Tuesday), when 'Smiling Faces' will be staged at the Shubert. By producing the receivers hope to better the finances of the estate. If several outstanding successes are staged during the fall, there is chance of the receivership going through the season, otherwise the receivership would face liquidation.

In the spring when the receivers sought and obtained permission of the court to continue the business, financing productions by disposing of receivers' certificates to the amount of \$300,000 to \$400,000, it was set forth that to force sale at the time would net four cents on the dollar to the creditors. Some of the certificates have been sold, the identity of the buyers not being disclosed. Understandly a concern now incorporated by the Shuberts or their associates is buying the certificates which are a first lien on the corporation's assets.

The receivers have had to spend little to keep the Shubert 'Smiling Faces' (Fred and Dorothy Stone) because that musical was put on last season and kept on tour. Show did rather well in most stands, but it was rated doubtful for Broadway at that time.

Three new season's shows so far are owned entirely or in part by the receivers, the others being 'American Repertory Players, and 'Best Years,' in which the corporation has a 50% interest, Elizabeth Mele owning the other half. It opens at the Bijou next week. 'Americana' will be staged at the Bijou, the next 'The Forgotten Man,' but the original name will be retained.

The 'Passing Show,' which is in rehearsal, is not a receivership attraction, but the Shuberts personally having it. Revue is a revised version of 'Hey, Nanny, Nanny,' but only portions of that show are retained, it is said.

## FRISCO GROUPS' HOME

San Francisco, Aug. 29.

Reginald Travers has lined up most of the local little theatre groups for future productions in his showship in the Fairmont Hotel where he will reopen Sept. 12 with his own bunch in 'Frisco's first legit double bill.

Travers will do 'The Bella and 'Tonight We Rehearse.' Other groups to follow are the Golden Bough Players from neighboring artist colony of Carmel, Lucille Gordon's Repertory Players, Eva Smith Hackett Players, Theatre Arts, Inc., and Frederick Stuart Smith.

Hertefore Community Playhouse has gotten most of these players.

The United Booking Office, combination of out-of-town theatres owned or controlled by the Shuberts and Erlangers, has still to have some house problems at several points. Its principle of eliminating opposed bookings by withholding attractions from all but a restricted list of theatres, has already aroused managers' left out.

The sore spot in the U.B.O. set-up is Philadelphia, where the Garrick has already grabbed some potentially good things in the way of bookings. The house is owned by Samuel Nirdlinger and is regarded as one of Philly's most advantageous legit spots. Feeling between Nirdlinger and Erlangers is believed to have caused the Garrick to be left off the U.B.O. books.

**Pittsburgh Unsatisfied**

Pittsburgh is another controversial point with the same showmen figuring. The U.B.O. was to have used the John and Alvin, but the contracts issued to date call for 'either the Alvin or the Nixon.' Latter is controlled by Nirdlinger. The house was in the hands of Erlangers in association with Warners, the leases having an option to buy the house. Warners are said to have paid Nirdlinger \$100,000 for a release of all liability. The option to buy the house, however, appears to be over new leasing terms.

In Chicago, where more legit theatres have been left out of the U.B.O. than were selected, the situation may be acute as the season progresses. Understand that two of the five houses selected (Selwyn and Harris) have not been signed up. Leasing arrangements were completed, but attorneys for the Shubert receivership, which is concerned, are reported holding up the deal. The two theatres reverted to the owners, the Selwyns' interests and the Shuberts' dropping about \$400,000 each. When the Selwyns released the houses, the Shuberts were declared in.

**Bookings matter**

The U.B.O. are relegated to the chief bookers, Jules Murry and Augustus Pitou, according to whether a Shubert or an Erlanger house is booked. Decisions, however, are supposed to be made by Marcus Helman, head of the U.B.O., but it is indicated that either Lee Shubert or Judge Mitchell Erlanger passes on Helman's rulings.

## Cleveland, Aug. 29.

Fall legit season at Hanna, which will be U.B.O.'s local stand, will open Sept. 11 with road company of 'Of This I Sing.'

John Hale is succeeding Ansley Hittald as manager. House is dropping to managership but is formerly conducted by Louis Rich, using one only for musicals.

## Buffalo, Aug. 29.

Legitimate season gets off to an early start Labor Day with the new Chicago Company of 'Another Language' opening at the Erlanger. The cast includes Thomas Powers, Frances Fuller, Enid Gray, Philip N. Faversham, son of William Faversham.

Widepread interest in the booking due to tie-in with American Theatre Society which has been soliciting subscriptions under direction Mrs. Paecal Franchet all summer with about 1,000 paid up to date.

Last week judgment was taken against C. B. Dillingham for more than \$500,000. While he was co-defendant with Erlanger's on notes for touring, the latter was believed to be a move to clear the way to proceed against the Erlanger estate and Saul Baron, administrator. Dillingham has been financially embarrassed and lost possession of the Globe which he conducted for 25 years.

## Pix to Road Shows

Youngstown, O., Aug. 29.

The Park, controlled by Felber & Shea, will again play road show touring with the same cast booked, according to Joe Shagria manager.

House was recently reopened with a policy of exclusive Fox pictures in Youngstown. First road show is Oct. 17, Walter Hampden.



## Coast Legit Prospects Are at Ebb With Only Two Plays So Far Set

Los Angeles, Aug. 29. — Outlook for fall legit season on coast is sour. So far, only two pieces are set for local showing. Two others are in prospect. Currently, but one legit is playing in town, 'Hang Up Your Hat,' co-op musical at the Music Box, Hollywood.

One of the pair bet is Belasco & Curran's 'Cat and the Fiddle.' Not decided whether it will play B. & C.'s Belasco or the Marx, with capacity of 500 more. Other than this, these producers have nothing set for production.

### Duffy's Revival

Henry Duffy, whose El Capitan has been closed for four weeks, is rehearsing 'As Husbands Go,' Rachel Crother's comedy, with Pauline Frederick in lead. Play originally was produced here last fall at the Elmore, but folded after one week. It had a run in New York, however. Piece will open Sept. 4. Other than this, Duffy's plans fall at the Elmore, but folded after one week. It had a run in New York, however. Piece will open Sept. 4. Other than this, Duffy's plans fall at the Elmore, but folded after one week. It had a run in New York, however. Piece will open Sept. 4.

Fuller, other producers talking about getting something on local stage are Eddie Lambert, who is trying to frame second edition of his co-op, 'Nine o'Clock Revue,' which ran eight weeks at the Music Box last spring, and Harold Berg with 'Intermission,' Lambert's plans are still in the formative stage, with some trying to corral vague names vacillating here.

The Mason, which has been closed for almost two years, will probably remain closed for some time. It has nothing set. Carter the Great, magician, may come into the Hollywood Playhouse for two weeks prior to sailing for China. Outside of these, legit tide for Pacific slope is at low ebb.

## N. Haven Hotel May Run Dropped Shubert House

New Haven, Aug. 29. — Looks like New Haven may have a legit season after all. When the Shuberts passed up the lease on the Shubert, town's only legit, it seemed theatre would be dark for coming season.

Report that owners of property will handle it themselves. Theatre is owned by operators of adjacent Hotel Taft and indications are that management of the theatre will be taken over by J. C. Lavin, managing director of the hotel.

E. D. Eldridge, an uncle of the Shuberts and formerly in charge of local Shubert affairs, is reported set to handle bookings and actual operation of the theatre.

Recent conferences between Lavin and stage local report a satisfactory agreement.

### Boasberg on 'Ballyhoo'

Al Boasberg has been called in to rewrite the second act of 'Ballyhoo.' The Gensler-Anthonny-Connelly-Patterson revue will stay out until steady before coming into the 44th St.

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## St. Louis Civic Opera Ends; Gross Under \$31

St. Louis, Aug. 29. — 'The Fourteenth Municipal Opera season closed in Forest park last night (Sunday) with indications that both receipts and attendance would be under last year.

Business conditions are held responsible. Audiences showed a trend toward lower priced seats with a marked falling off in reservations for the \$1.50 and \$2 sections.

Lower priced seats and the free sections were filled at nearly all performances. It is not certain that deficit will occur, as operating expenses were reduced over last year. No figures on either receipts or attendance will be announced until an official audit is made.

The closing production was a world premiere of 'Cyrano de Bergerac.' The adaptation was by Charles C. Locke. The music was by Samuel D. Pokrass, Russian composed. The other new pieces were 'The Honey-mooners' and 'The Lovers of Smiles.' It is understood here the Shuberts plan to produce all three in New York.

## Revising 'Queen'

'Exit the Queen,' which Alexander McKelg tried out in Atlantic City was brought back for revision after being out one week. Beth Merrill starred, appears in the guise of Greta Garbo.

Show is expected to reach the boards again in late autumn.

## FROM FILMS TO STOCK

Alliance, O., Aug. 29. — Stage shows due to return after Labor Day at the Columbia theatre, following an absence of several years.

Columbia theatre will switch from films to dramatic stock. House being renovated backstage, but identity of company not yet made known.

## Inside Stuff—Legit

External case of too many cooks is the experience of a Coast group in an attempt to launch an opera.

On the eve of opening absence of funds for Equity bond for chorus resulted in temporary postponement, promoters figuring they could raise bankroll after few days. Instead, fact that there are nearly a dozen excess in the producing organization, all of whom want to be paid with the first money raised, has stopped several prospective angles.

Something went wrong with Carroll's plans to import costumes worth \$3,000. It is reported the duty raised the cost so high the costumes were shipped back.

Looks now as though the stager of the production will raise his own b.r. and, cooperating with the author, put the show on minus its original sponsors. Latter have had only amateur theatrical experience.

Earl Carroll's importation of a raft of foreign actors for the new 'Vantiles' has provoked no little resentment among professionals, because so many American players are without engagements. However, it develops that instead of 14 specialty people there will be but seven and two of that group may be dropped. There will be a set of English girl hoopers but most of the chorus and principals are American.

Something went wrong with Carroll's plans to import costumes worth \$3,000. It is reported the duty raised the cost so high the costumes were shipped back.

Claiming that 'Crazy Quilt' which Billy Rose roadshowed successfully with Phil Baker, Fannie Brice and Ted Healy, is an elaboration of 'second edition' of 'Sweet and Low,' Benny Goodman, retained Joseph P. Bickerton, Jr., to sue Rose for about \$7,500 as an alleged cut of the profits. Stein was Rose's general manager with 'Sweet and Low' but not with 'Quilt.'

Rose denies 'Quilt' and 'Low' are the same shows and contends the latter was not a success and Stein has nothing due him.

Strom, now general manager for Brown & Henderson's 'Forward March,' returned to Rose's employ as g.m. this summer, but, was succeeded by Warren O'Hara.

Three Selwyn theatres on 42d street are booked. The Selwyn will get 'Forward March,' Brown and Henderson musical, in November. 'Clear All Wires,' first called 'Nine Day Wonder,' will go into the Times Square.

The Apollo is under lease to George White. Latter walked out on the agreement, which has three years to go, but is again slated to place his new 'Scandales' there. Understood White's move was a gag to obtain lowered rent and that the Selwyns have about agreed to the hunch.

Previous report of Judith Anderson and Helen Menken co-starring for Peggy Fears is wrong. Explanation is that Miss Anderson is not under contract to Miss Fears (Mrs. A. C. Blumenthal).

Overtures for Miss Anderson to do 'Madame Antonia' for Miss Fears have been opened but there is nothing on paper as yet. Miss Menken will head the cast of 'Saint Wench' for the same producer, the title of this piece to be changed.

Possible there will be no connected story in the dramatization of Sherwood Anderson's 'Winesburg, Ohio.' Arthur Barton is adapting the book and Horace Liveright says he will produce it.

'Winesburg' is a series of short stories laid in a small town. May end up as sort of a middle-west 'Street Scene.'

## Shubert Backing Name 'Clowns in Clover' Cast

Buy-in of the Shuberts caused another change of plan. 'Clowns in Clover,' which goes into rehearsal next week and will open in Boston at the Shubert on the first lap of its out of town break-in. 'Blackbirds' set back. Unlike the Chicago try with a cheap cast, the Shuberts are investing extensively, permitting some important people for the cast.

Leslie says he has some surprise names lined up and he's rehearsing them secretly, apart from the regular rehearsal, until the proper time.

## Backer of 'Hat' Quits When Suits Multiply

Los Angeles, Aug. 29. — Arthur Fischer, backer of 'Hang Up Your Hat' at the Music Box, declared himself out of the musical Tuesday (28), after a \$1,405 Municipal court suit and wage claims of \$235 were filed against show. Paul Trebitsch's name topped the production.

Suit was brought by 14 non-union musicians, who say they were replaced by a union band one day before they were to open. Eight costumed sought wage claim hearings, which was continued to Aug. 30.

## Chi Subscriptions on Basis of Three Weeks

Chicago, Aug. 29. — 'Whistling in the Dark,' with Ernest Truex, will relight the Eranger Oct. 3 as the first attraction of the so-called 'American Theatre League' move of the Theatre Guild and Dramatic League. It precedes by three weeks 'Reunion in Vienna.' All attractions are destined for three weeks only under the contemplated policy.

## BACK TO THE LAND

Thomaston, Conn., Aug. 29. — Col. Felix R. Wendelschafer, for more than 30 years manager of the old Providence, R. I., Opera House, which was demolished last year, has retired to his farm here. He is concentrating on making a table relish.

## Coast Tents Working at a Profit; List of Stock Spots Extended

Los Angeles, Aug. 29. — Four tent stock companies have featured the summer hereabouts, and all coast spots are reporting a better than even break for past few months. Local canvas troupes are the Signal Hill Players, David Torf's company at Hawthorne, now in its fourth week; Murphy's company at South Gate, and the Bob McKenzie tent in Culver City.

Will Mayton put a stock policy in force at the Auditorium, Spokane, two weeks ago, and Dwight Frye, a favorite time is assembling company in Hollywood to take north as competition.

British Guild Players will reopen at the Empress, Vancouver, B. C., this week with David Cyde heading company.

Other Movements — William McCurdy's troupe is returning from Honolulu after play which was originally booked for eight. Success of this enterprise means either the return of McCurdy or the formation of a new company there.

Louis Stutz, La Jolla picture house owner, is negotiating to put stock into the Savoy, San Diego. Show Shop, Glendale, may reopen with a stock policy.

## Shubert Backed Revue Scouts Foreign Cast

Emile Boreo is back again from Paris and London and is returning once more, his third trip since early July, to scout talent for a new Broadway intimate revue. It will be of an international character, with all-foreign people, including a Hungarian gypsy orchestra from the Hungaria, London, and a flock of French and German talent.

Will be labeled 'Theatre of Mirrors' and is said to have Shubert backing.

## Inside Stuff—Pictures

(Continued from page 42)

violently published as a serial. Mag wouldn't give U a quit claim on the yen, though U and Gibbons had agreed on terms.

'Liberty' wanted a healthy cut which neither Gibbons nor Universal would pay. Result is that the entire deal is cold.

F. T. L. Strengtholt, Metro head in Berlin, has given three M-G pictures to Deutsche Lichtspiel Syndikat, German Exhibitors Association, for release in that country. Metro the picture will get a showing in the 460 houses represented by the exhibs.

It's a new way of releasing pictures in Europe, exhibs grabbing because it cuts in their own organization rather than a regular distributing company. From Metro's standpoint it has its good will angle.

For 'Movie Crazy' Harold Lloyd for the first time used the services of a recognized dramatist, Vincent Lawrence, in whipping the story and dialog into shape. In previous pictures, Lloyd has relied on his crew of gag men.

Lloyd, in handing out credit for the picture, gives a large share of it to Lawrence, though at the beginning of production he was against engaging a high-priced writer.

Film lobbyists are being called back from vacations as the result of several states calling special sessions to consider emergency tax measures this month.

Indiana and Alabama are two of the states and, picture people are advised, there will probably be several more before the end of September.

This winter government contacts for the business expect a legislative season even heavier than the one just past.

Harry VanHoven, press agent and promoter, brother of the late Frank VanHoven, has decided that being of the landed gentry has its drawbacks.

For instance, there's the family farm out Nebraska way. He rented it for \$400 a year to a man with eight kids and a breakdown car. What with drought conditions the soil went dry, so instead of paying the rent the tenant sued VanHoven for \$1,000.

VanHoven won the case, but it cost \$150 for the lawyer.

They still talk about the featured player on the Coast who corralled \$125,000 on his last two pictures principally because of delays.

The main walk came on the second film while its star was making a personal appearance tour. Meanwhile, the lady in waiting had a contract which legally sent her into action on a prescribed date. So she just drew salary for 12 weeks and enjoyed herself.

Fox eastern end gives plenty of credit to Truman Tally for having cut and edited 'Congorilla' into a feature.

Office force picked up a couple of wrinkles whipping this footage into shape with two or three complete revisions necessary, the final print said to hold almost no resemblance to the picture as first screened in a projection room. Tally heads the Fox Movietone newsreel staff.

Monday (29) witnessed one of the biggest turnouts of major company lawyers the Hays office has had in weeks.

Session was called off to discussing and preparing for pending litigation against distributors.

The city of New York, having asked the leading theatre chains to avoid violations on house fronts, a practice become rampant of late, Broadway theatres are vowing to minor gadgets to attract attention.

Exploitation men are trying to figure new ways of getting motion into house fronts without chancing violations.

Now in the cutting room, Columbia's 'Bitter Tea of General Yen' to date has cost over \$500,000, highest production cost of any feature on company's program this year.

'Tampico,' slated for production in October, also will be budgeted at around the same figure. Both pictures will go out on regular release.

All Radio contract players have autographed photos which will be placed in Governor Roosevelt's N. Y. presidential campaign headquarters. Some wished candidate luck, while others were non-committal.

Arranged by Eddie Eckels, Radio advertising man on coast, who is chairman of stage and screen division of Hollywood Roosevelt committee.

An average of two requests daily from fan magazine and chatter writers are being received by Paramount's publicity department for interviews with, or stories about, George Raft. Requests are almost double those received on any other male player on the lot.

A Baltimore grind house goes in for Barnum in the following manner:

'Merely we GO TO HELL,' while 'Lady and Gent' is playing under heavy banners of 'A Punch Drunk Pug and a Half-Wit Gun Moll.'

Hays lawyers are advising exhibitors in Pennsylvania that the sales tax of 1% adopted in that state last week does not pertain to box office.







### Hersey Titles Sold

First results in the attempt to save something out of the wreck of the Hersey magazine is the sale of two titles to George Johnson, Johnson, former head of the now defunct General Magazine Distributing Co., has acquired the Hersey titles, *Gangster Stories* and *Model Airplane Plans*, and will turn publisher with those two.

Johnson has formed the See Publishing Co. to get out *Gangster Stories*, and the *Model Airplane Plans*. Both mags will make their initial appearances under their new ownership and in new form some time in September, with Johnson editing both also.

Although freely reported that the Hersey mags were under Bernard Macfadden control, the name of Macfadden has not come up in the bankruptcy proceedings against the Hersey publishing company.

Hersey mags numbered as many as a dozen at one time, all pulp affairs. Many of these were former Macfadden publications, and the regularity with which Macfadden turned these mags over to Hersey gave rise to the Macfadden control reports. These were never denied. Harold Hersey was liked enormously by the scribbling craft. His quick decisions, prompt payment and advice placed him high among the New York editorial elites.

### Friends' Raboy Appeal

Sad state of Abraham Raboy, conceded the foremost Yiddish prose in this country, being broadcast by friends in the hope of directing aid to him. "I'll for some time, and without financial aid," his wife and children were disposed from their apartment last week. He's since found a temporary shelter, but his mental and physical condition is causing his friends alarm.

Because Yiddish literature brings no monetary reward—in fact, is costly to the writer himself—Raboy like the other Yiddish literati over here, has had to support himself by commercial activity while writing. Hit by unemployment some time ago, Raboy reported, having led a precarious existence for some time. It culminated in his illness and loss of his dwelling place. The Yiddish scribblers are not enrolled in the American Yiddish League, and they have no organization of the type for their own, hence the efforts of Raboy's conferees.

### Would Brighten Sports

Los Angeles *Times*, in an endeavor to brighten its sport pages, will Bill Hertz as sports editor, on the sporting editor's desk.

He succeeds Paul Lowry who has held the berth for seven years.

### 'Gentleman' New Head

The *American Gentleman* has changed hands with Sam Saxe, the new publisher, Mag was previously published by the Mitchell Fashion Company.

Publication, under the new ownership, is still being published out of the Mitchell offices, but goes into its own quarters soon. The old staff transfers with it, including B. F. Bingham, editor.

### New Scientific Monthly

A scientific magazine to be called *The Laboratory Record*, and to publish the findings of laboratory researches, is being projected by Alfred H. Budd who will edit.

Publication, in its early stages, will contain only the findings of laboratory experiments as discovered by the experimenters or as told by them to Budd. Publication starts shortly.

### Levy's 'Who Is It?'

Bert Levy will use his 2,500 photographs, snapped during 30 years on the vaude stage, as basis for a book, *'Who Is It?'*

Book will be of a reminiscent type, illustrated by his own photographs, and contain only the findings of laboratory experiments as discovered by the experimenters or as told by them to Budd. Publication starts shortly.

### Real Names of Authors

E. M. Deland, author of *'Good Man Love'*, is Miss Edna De La Pasture Dashwood. Marie Belloc Lowndes, who wrote *'Jenny Newstead'*, is Mrs. Frederick Savrey. *'Hurdy-Gurdy'*, credited to Margaret Bell, is written by Mrs. M. L. Kauffman.

### Puzzles and Prizes

Federal Trade Commission has been after publications which advertise prizes for the solution of a puzzle so simple that anyone can

solve it without revealing, until the solution is sent in, that this merely outlines the sender to engage in additional effort to be qualified to win a prize.

Trick is a simple one used by cheaper magazines to build up a mailing list, but under the ruling the terms must be clearly stated if the practice is to be continued.

### New Book-of-the-Month Try

What may be a threat to the present book-of-the-month clubs is an organization now in process of formation called the Guild of Book Club, about which secrecy is being observed.

Reports place the Guild of Book Club's proposed activity as a new book-of-the-month club selling its selections at a dollar, and a general book publishing venture on the club plan, with all books at the dollar price.

Sponsors of the venture won't talk until they are prepared to make a formal announcement of their activities.

### Florida's Scissors

Believing that sufficient publicity for the rival California climate had been given in previous paragraphs by Arthur Brisbane, Frank B. Shuts' Miami (Fla.) *Herald* used the shears on Sunshine State blurb sent out by Hearst's chief editorial writer during the latter's visit to the coast.

First day the Miami *Herald* cut out a verbal rasp on California, sunshine sung by George G. Young, publisher of the Los Angeles *Examiner*, Hearst paper, with a chorus by Brisbane.

Second day, the exclusion of three paragraphs the first day, the *Herald* dropped seven, along the same line by Brisbane, the second day. The third day, when Brisbane exclaimed on the low cost of living in California, the *Herald* tossed the entire column into the basket.

It gives you a rough idea on the Florida grouch against the coast propaganda.

### Inside Dope on Movies

Welford Beaton, former trade paper publisher in Hollywood, has just published *'Know Your Movies'*, a 192-page book on 'the theory and practice' of motion picture production.

He analyzes 30 different subjects of motion picture production, from 'sound' to 'emotional reaction of the audiences.'

### N. Y. 'Mirror's' Three Critics

Walter Winchell is back from his motor trip and will resume columning in the *'Mirror'* next Wednesday. Column has been ghosted by Paul Yarrow and Winchell byline topping the column.

According to his contract, Winchell is the *'Mirror's'* dramatic critic, but he is not particularly keen on reviewing shows. With a trio of reviewers on the staff some doubt as to who is head man. Paper has Winchell, Bernard Sobel and Bob Coleman. Coleman was second in line for the job, but he was dropped last season and Winchell was well up before skipping the shows. He is also off broadcasting now.

### Douglas Tripling

W.A.S. Douglas has added Chicago representation of the New York *Herald-Tribune* and Boston *Herald* to his chores. He still clings to his seven year old love, the Baltimore *Sun*.

In his spare moments 'Was' bats out occasional treatises on varied subjects of the more erudite mortals.

### Waterbury as Publisher

Frederick Waterbury has joined the ranks of book publishers. Makes his debut with *'Between the Big Parades'*, by Franklin Wilmer Ward.

Waterbury will get out a limited number of volumes a year, excluding fiction.

### Miller Pens Another

With his book, *T Cover the Waterfront*, in its fourth edition, Miller, San Diego, Calif., gangplank scribbler, is busy dashing off another yarn with a newspaper man as top character. Author also finds time to put his ideas on paper for the studios, with his present screen assignment at Columbia.

*'Our Gang'* in *'Housekeeping'*, Mary Sharron, of *'Good Housekeeping'*, has completed a yarn on the *'Our Gang'* kids for her magazine. Will appear in the October issue. Idea was sold to her by Lew Marin, Roach p.a.

### New Nat'l Review

First issue of a new national review now in process of being dumfounded, to make its initial appearance around November. It will be called *'The Present'* and is the project of the Murray Hill Publishing Co., formed by Robert Woonelson and Donald S. Root, latter recently of *'McCall's Magazine'*.

*'The Present'* will be a review of politics, history and other current events, and will also cover all the arts including stage and screen. Sole fiction will be a couple of short-shorts in each issue. Fillmore Hyde is editing the publication, which will be a monthly.

The Murray Hill Publishing Co. will also get out a giveaway for New York city only, bearing the title of *'New York in Your Pocket'*. It will likely displace an present *'Gotham Life'* as the official publication of the New York hotels' association.

Material for *'The Present'* will be mostly staff written, with the exception of the short-shorts.

### Burnett's Music

W. R. Burnett, who created *'Little Caesar'* adds Joe Nearing, a jazz pianist, to his gallery of portraiture in *'The Giant Springs'* (Harper & Bros.). Film takes the boy from a cheap dancehall to a position of affluence as the composer of operettas.

As in his other books Burnett offers a faithful picture of life, unembellished. Joe falls in love with a girl at a soda bar but she in turn, goes equally strong for Joe's book. The *'Giant Springs'* is an element park. Joe disgusted, then goes to New York. Never suspenseful, seldom violent in its action, the story none the less holds interest because of its fidelity to type.

Title alludes to the first music Joe writes in the new vein, which later becomes the basis of his hit musical comedy. It is not only alluded to but given full musical notation, revealing a new side of Burnett. Worth reading.

### Mysterious Group

First book publishing venture in New York to be conducted out of a postoffice box is that of a young group of serious thinkers and scribblers calling itself *'To Publishers'*. Origin of the title is as mysterious as the actual working place of the group.

One of the principal figures of *'To Publishers'* is Louis Zukofsky. An anthology edited by him, and entitled *'An Objectivity Anthology'*, will be the first volume issued by the group.

Understood that *'To Publishers'* is gathering the more abstract works of the group for publication here, mostly those that can't be seen by other publishers.

### Querido Dies

Death at Amsterdam, Holland, age 59, of Israel Querido, took from Holland one of its best and most popular authors. Querido was a district of Amsterdam known as the *'Jordaan'* for the background of the greater part of his novels and plays, which had generally a socialistic tinge.

A committee was just making preparations for his 60th anniversary, and planned a big gala for him. He died a few days before he reached his birthday.

### Sports—Mostly Local

Another sports mag bows in next month. It's *'The Sporting Gazette'*, published by B. M. Nicholde, latter also editing.

Mag will be a weekly aimed primarily at metropolitan New York. Mag will go in for boxing and wrestling, and will carry the schedules of all such events in the metropolis and nearby points.

### Real Names of Authors

Anthony Lawless, author of *'Harbour'*, is Philip MacDonald. Marjane Chapman, credited with *'Wild Cast Ridge'*, is the combination of Mary and Stanton Chapman. Richard Kewyer, who wrote *'At Blue Gates'*, is Clifford J. W. Hoeken. Lawrence Saunders, author of *'Six Weeks'*, is the combination of Burton and Clare Ogden Davis.

### Wash. 'Post' Shuffles

Washington *'Post'* has gone through another reorganization process, with Donald Reid, former picture reviewer and day city editor, promoted to chief of editorial. He replaces Aubrey Taylor. Rumor in the capital is that Mrs. E. B. McLean will take over the *'Post'* Oct. 1. Paper is now in the hands of the American Security and

Trust Co., after a court ruling which took it away from E. B. McLean.

### Denver 'News' Fridays

Rocky Mountain *'News'* of Denver, Scotch-Irish morning paper, recently published a Friday edition of 28 pages, including six page layouts from the large stores, and distributed about 30,000 extra copies to residences and offices. Serve the advertisers the same city circulation as the *'Post'*, evening.

*'News'* is charging the regular rate for this Friday run, but advertisers are required to take the same space during the week. The *'News'* classified pages increased from 1 1/4 to 2 1/4 pages. Causing a lot of comment in Denver and town now watching to see what the *'Post'* will do.

### Newsless Butte

Station KGRM made a news announcement, as a gesture of good will toward the publisher of the *'Montana Standard'* (morning) and the *'Butte Post'* (evening), during the two weeks that Montana city was recently without newspapers due to the refusal of printers to take the wage cut.

While most of the newspapers in neighboring cities refrained from entering the territory, even rejecting new subscriptions, the management of the two large cities some distance away shipped copies of their publications into Butte. The Denver *'Post'* and the Seattle *'Post-Intelligencer'* were the papers ignoring the courtesy rule.

The *'Montana Standard'* and the *'Butte Post'* hung up news bulletins in their windows, day and night during the shut-down, these being the only source of information for the majority of Butte's inhabitants. Publication was resumed when the printers agreed to take a salary slash.

### Foreign Menace

New menace is reprints in English from Germany. Similar in form to the Sun Day, *'Travelers' Library'*, Modern Library and other pocket size reprints, they've forced the prices of those books down to 25 cents a copy in some instances, or four for a dollar. Intended selling price of the Modern Library, at a little less than \$1.

The English reprints from Germany are the same as the Tauchnitz reprints which sell for a few cents across the water. To compete with the American reprints of the same type their paper covers, never in favor here, have been replaced by more substantial ones. The German imports are royalty-free semi-classics of the type that sell steadily.

Bookshops, specializing in remainders are pushing them because they allow a greater margin of profit. But it has forced their American competitors down to the same price level.

### Advice by Month

Those literary 'experts' who for so much per act as mentors to beginning scribblers have a new one. Instead of a set fee according to words, in an ad, Horatio Alger style, The rookie policeman works up to the rank of a first grade detective inside a year after solving murder and narcotic problems.

A little too heavy on propaganda to be either interesting or convincing.

### Laude the Cops

In *'At Your Service'* (Macaulay), Albert E. Uhlman Ziegfelds the New York police in an ad. Horatio Alger style, The rookie policeman works up to the rank of a first grade detective inside a year after solving murder and narcotic problems.

A little too heavy on propaganda to be either interesting or convincing.

### Shanghai's Lure

J. A. Coughlin, publisher of *'The Carmelite'*, Carmel, Cal., after two years has a desire for Shanghai, where he was in the newspaper game for many years. He is offering the publication for sale.

Bill Helm's Expose  
To date no Washington newspaper has published by William P. Helm, of the corps of correspondents, has written a book called *'Washington Swindle Sheet'*, published by Boni.

Book xxx many heads—from the

President on down the line, including every member of Congress for participating in "the unholly millionaire grab"—40 cents a mile on the railroads, to and from Washington, when the actual journey is made at less than 10 cents a mile, including meals.

Has a Washington newspaperman for 20 years, boasts that he knows only two members of Congress—and these he met only recently.

All parties are represented in Washington's latest expose, so that the book is really non-partisan, and it's worth reading.

### Resuming 'Experiences'

Renewed activity at the Bernard Macfadden mag plant calls for the resuscitation of *'True Experiences'* sister to *'True Story'* in addition to that new children's mag to be edited by Mrs. Franklin D. Roosevelt as announced.

*'True Experiences'* was suspended just before the summer to give impetus to *'True Story'*.

### Chatter

Joseph Medill Patterson, publisher of the *'Daily News'* and *'Chicago Tribune'*, flew with his two daughters into Los Angeles and on to Catalina for swordfishing vacation.

The defunct Detroit *'Mirror'* denies that out-of-town members of the staff, who spent most of their one week's dismissal salary on r.m., fare back home, were imported to boost the publisher. The few from out of town voluntarily applied for jobs, the paper declares, also that 90% of the staff were native Detroiters.

Tiffany Thayer goes to Liveright with *'Three Sheet'*.

Hendrik Willem van Loon back.

Albert Boni has joined the University Press Literary colony.

William Faulkner has returned to Mississippi.

Hilda Vaughan is the wife of Charles Morgan, who wrote *'The Fountain'*.

Red will grace the Village. There will be a special autographed edition of Gene Tunney's *'A Man Must Fight'*.

Macaulay has actually gotten out a book without a semi-nude on the jacket.

Gordon Craig getting another estimate by Enid Ross in a new book.

Charles Yale Harrison gave up steady salary to do that new novel.

The Jan Welz photos show him big enough to be two people.

Edmund Spenser will be in British pictures.

Sada Cowan, picture scenarioist, has placed a book with Walter Baker, Boston publisher.

Harold Bell Wright working on the Sierra Nevada mountains.

John Cowper Powys writes for Longmans.

Ben Field, Los Angeles, chosen president of Western Literary Writers at San Francisco convention.

Elizabeth Longergan, New York rep for the cinematograph Weekly and *'Picturegraph'*, returns to New York from London Friday (2). Been abroad two months in the interests of her papers.

Have you seen Fannie Hurst since she lost 30 pounds?

Rita Weisman has discovered La Baula, France.

W. Sprague Holden is new theatre editor of weekly *'Argonaut'*, succeeding John Shannon. Holden formerly on *'Time'* and other Eastern publications.

### Soviet Gala

(Continued from page 1)

One night will be given over to a brand new version of the Russian classic, *'Sorrow From Wisdom'*, by Griboyedov.

The Alexandrovsky Theatre will be remodelled to resemble as closely as possible the original theatre of a century ago. Old-fashioned stage effects and settings will be used. The outstanding change, which amount of decorating can fix, will be in the audience. Not only the changes made by time, but the contrast between the sumptuous and the opening in 1832 was distinctly an imperial affair, with gold-braided officialdom predominating. The centennial celebration will be just as distinctly proletarian.



## Little Bits from the Air

Ward Wilson on WJZ missed fire with his 'Winchellings' impressions of the Broadway columnist. He spoke too fast, was indistinct and too shrill in his imitation of Walter Winchell, with the chatter, if of any value, more or less a secret because of the dizzy pace. The Vagabond orchestra's dance interludes were the sole-saving graces of it all.

Jerry Solow, tenor; Silver Bell, soprano, and Kenneth King, baritone, split a nice half hour on WMCA. Solow's 'When I'm Looking at You' from the 'Rogue Song' registering particularly; also an anonymous Silver Bell's soprano numbers.

George Howard of the Song Fellows on WJZ rang the bell with 'I Was So Beautiful' current pop ballad favorite. Quipped closed with 'Dinah' in snappy manner. Among the best contemporary vocal harmonies.

Billy Murray, Walter Scanlon and Marcelle Shilton, assisted by the Bower orchestra, try hard to be different with their comedy interludes. Some of the gags here good; none so, but in the main it's away from the straight singing stuff. Otherwise their pops are light and palatable.

Enrico Madrugueras' haunting theme with its Cuban rhythms ought to be played through as a dance number. The Commodore hotel combo does nicely on WOR for its minutes. Ditto also from the Ritz-Carlton's Pompetina room, Atlantic City.

Irving Green's nicely rhythmized dance music from Ben Riley's Arrowhead Inn also holds plenty of compelling tempo there. A rumba tango was especially oke, but that goes generally for those melody trot medleys of short choruses.

Edwin C. Hill, vet N. Y. Evening Sun reporter, who does a thrice-weekly news broadcast on WABC, has a breezy, newspaper style about his reports, not forgetting much of the human interest stuff for the necessary highlight color and final convincer. It's apparent from his talks on the day's topics just why Hill, for 22 years, or thereabouts, the star reporter of the Sun, achieved that standing.

The commentary on Joseph Dunnington, the musician, who incidentally received quite a plug, in itself unusual in that Dunnington, while now a more or less society entertainer, is still open to suspicion of theatrical press-agency. Anyway, Hill spoke of him as an

accepted standard, particularly in view of the spiritualistic episode which he recounted as occurring at the Long Island estate where Dunnington was the invited entertainer.

Jack Frost's Melody Moments retains its standing as one of the best orchestral shows coming through either of the networks. Always a fine balancing and blending of the classical, operatic and pop schools, with the deft batoning of Josef Pasternack giving it all a flash and flare that's bound to please and also impress.

Good piece of spotting, that of Oliver Smith, tenor, for the warbling interludes. Ad credit shaved down to minimum.

Lucky Strike, it would seem, feels that it's slipping on the air. Walter O'Keefe voiced a finale invitation to write in request for whoever the public would like to hear on the radio and promised L. S. will get 'em. That's a pretty wide-open order, but the clearest account is intent on reviving public interest in what was the major commercial radio show. The show has been running a band routine with an m. c. a thing started by Walter O'Keefe and capped enough carried on by Walter O'Keefe, does need some new wrinkles. Getting big names on the air such as Capt. Jack Mulligan and Sam Hoggarty is one good stunt, but it looks as if an entire new scenario is necessary.

Wayne King and Hal Kemp played their waltzes and foxtrots in professional manner, and O'Keefe did the dizzy dance announcements in prescribed manner and all that sort of thing, but L. S. oughta give him a little more to come to continuity. Faging Monte Hackett.

Olsen and Johnson's cackle on the Fleischmann Yeast hour is getting to be rather irritating. Maybe because anybody passing the Palace on Broadway several times daily and getting a load of the phonograph recording of a last marathon has that still fresh in memory, but the intensive giggling, while intended to be contagious, may be otherwise.

O&J are trying to bring something new in comedy styles to the ether to back up the standard Vallee routines. Fleischmann's, by the way, still 50-50 whether the team is making itself as impressive via the air waves as it has so signally distinguished itself on the variety stages of the country.

Mobbie's the new compehish of the Three Keys, but the Mills Bros. seem to have pepped up in their 'Two new stuff' program. It was vaguely a few little 'two week' bumping their odd rhythms in engaging manner.

Dr. Sigmund Spaeth has a nice 15 mins. on WJZ with his 'tune detective' show. He has been up for himself a sort of tune-rhyme clock. He's the man who always gets his Brahms or Chopin and has been doing it for years.

He takes the current and past pop tunes and dissects them to show up the tin pan alloy boys for condescend but also congenial plagiarists who, apparently, can't make the nation's songs without digging back into the classics for inspiration.

Anyway, themes as likes that sort of thing will think the Doc a very stylish fellow as he traces the sources of origination, imagination and motivation of blues and stuff.

Still packing a hefty descriptive wallop, Tom Terris is doing a weekly travelogue series for NBC. Last week's program that came over WPA had the 'Vagabond Director' skipping from one foreign clime to another, sketching each scene in colors certain to make a deep impression on the imagination and in making his descriptions a little dramatic quality that has little competition of its kind on the air. He is inclined at times, however, to overbuild the climax of his adventure anecdotes and give too much emotional significance to incidents that the average listener would find hard to get excited about. Adroit cueing of the musical interludes and a neat blending of the song numbers into the narrative. Jimmy Wallington

(Continued on page 51)

## Coast Mob's Idea

Hollywood, Aug. 29. The stage bunch out here follow the Ed Wynne hour pretty closely. Despite the rush of picture production, Marx Brothers, Cantor, Jolson and the rest of the lads manage to get to a radio for the weekly WJZ chatter. All claim that from a performer's standpoint, Wynne has solved the radio problem with his 'hodge-podge' material. Thought out here is that Wynne tried nothing new, adhering to his tried and true stage material, and thereby takes no chances with the ether fans.

Coast bunch, who are on-and-offers as regards broadcasting, also those who are figuring on full radio engagements, claim they will stick to the stage material except to throw out the slight laugh stuff.

## 100% Television Imminent with Perfect Wave

The last detail, scientists declare, for perfect television is the perfection of the shortest wave length, or 'baby wiggler,' as they call it. While waiting for technical information on a wave bender credited to Giacomo Marconi, General Electric man, by reducing wave lengths to 12 and 16 feet, now claim television is 75% set.

If advance data on the Marconi discovery is substantiated, then state American engineers, television's problems will be over, because the Italian inventor cuts the aerial stream of transmission down to 18 inches.

General Electric, conducting some of its major broadcast experiments from the Empire State tower, Manhattan, reports that its own short-lengths have promoted television from the strictly close-up to medium-shot class.

### Marconi's Feet

The wave that is measured in inches, such as the Marconi discovery, however, is needed before television can include long shots and have definition to mob scenes.

'Baby wigglers,' in the perfect state, not only will serve as the goal for television experts, but will add such an improvement to the quality of sound that present day radio will be literally revolutionized. It is maintained, by such experts as Dr. Alfred N. Goldsmith, that the short length defined in the television picture, so that a mob on Broadway, for instance, could be broadcast with sharpness of detail, so will the clarity and frequencies of sound be improved, it is held.

All types of motion pictures will be available for television broadcast with the introduction of the tiny wavelet. Now only film dealing with a limited cast, chiefly semi-closed-up, is available for television reception.

Aside from what it will do for the television picture, short waves will enable television broadcasting to be operated on a far more extensive scale. Instead of covering only a few major cities, as has been the general plan of the American electric, the short wave will enable scores of stations to be erected so that virtually every square mile in the country will be enabled to receive tele wavecasts.

### Wave Lengths

To cut a wave to less than 20 feet and still get clear carrying power for 170 miles is a feat which RCA execs state they have accomplished from time to time at given points. Making a 'cheater' out of the short wave is an element held of primary interest by electric scientists and one of the major reasons why they are manifesting such an eagerness for details of the Marconi discovery.

The 'cheater' is visualized by American experts as a wave transmitted directly to the sky and there meeting reflection, or a possible hook-up with other waves of greater length, which carries its message onward.

## RADIO CHATTER

### East

Ken Casey, erstwhile 'mysterious crooner,' is framing a vaude act. James Melton hopes to land in a Broadway production this fall. Beaupou auditions and everybody optimistic.

Sam Kemp, 'King Morton Downey' in association with George D. Lottman, succeeding Barney McDevitt, who resumed as p. a. for Waring's Pennsylvanians.

Jack Pearl auditioned for Lucky Strike. Everett Crosby, Bing's brother-manager, in N. Y. awaiting the singer's return.

Dei Casino, baritone, will take two weeks from the WRNY milk starting Labor Day to find out why they go to Canada.

Graham Prince quits the Palais D'Or, New York, Sept. 7, to ready another band for a prospective commercial.

Renewal gives Ray Perkins another 13 weeks for Barbasol. Sama Gately, Peter Versi's combie, Frank Mason, NBC v-p. and propaganda chief, was a military attaché at the American embassy in Paris.

Arthur Pryor, Jr., 2.B.D. & O. radio director, visiting the Edison plant in Akron to get an inside line on the tire making.

Bob Royce is a new Con Conrad discovery.

Start, they imitate advise the funnyboners what phases of the routine they like. The 'Mildred Bailey' plays the Paramount, New York, as a single Sept. 8.

Leo Dean doing the road guide for Shell Oil nightly over WABC. It's the Columbia key station's first first broadcast of their season.

Federal Radio Commission grants new police licenses to Newton, Mass.; Anderson, Ind.; Chanute, Kan.

Roland Bradley substituting for Bill Meenan, p. a. for WGY, Schenectady, on 'News Items,' afternoon broadcast presented in co-operation with 'Union Star and United Press.'

American Music Institute, Protective Conference of Newark, N. J., has applied to FCC for a new station permit of 5 kw. power, requesting the present facilities of WLWL, New York.

WTBO, Cumberland, Md. sold by Associated Broadcasting Corp. to Interstate Broadcasting System, Inc. Edwin Drilling, of Middle Village, N. Y., applying for a 100-watt station to share time with WYRL, WMIL and WMQG.

Due to death of Olive B. Meredith, WEXY-WAC, Syracuse, N. Y., has its license assigned to James G. Tracy and Edmund D. Smedberg, American Music Institute.

'Golden Dragon,' mystery chiller over WHEC, going so big sponsors, and a new 'Golden Dragon' on a national hookup idea.

William Fay, manager WHAM, auditioning new talent, a baby daughter.

Dr. Robert N. Dett, Negro composer connected with the Eastman School of Music, training singers for WHAM, Rochester.

Harry Salter now heading orchestras for WABC, New York.

Margery Moffett, wife of Harold Stein, the radio photographer, slated to get a hearing from the NBC program board, billing herself as a 'dissuade.'

Chester Stratton, NBC Artists Service, sponsoring Dave Sisters and English for a buildup.

### West

Ted Mack conducted a contest among fencers and instrumentalists over KIZ for his act at the Denver theatre.

Six thousand five hundred pieces of mail received by KIZ first day after announcing Philco contest.

Frank Shashon, formerly commercial manager KFEL, Denver, made manager KVOZ, Colorado Springs. KVOZ is owned by KIZ, Denver.

Fred Allen, assistant commercial manager KIZ, Denver, to Chicago, commercial vacation and business. KGBX moved from St. Joseph to Springfield, Mo.

Evening 'Winnemac,' Milwaukee sold to WJW to American Radio News Co.

WMBH, Joplin, Mo., sold by Edwin D. Abernethy to R. R. Burton. Red River Lumber Co., Westwood, Calif., awarded two special engineering permits for forest fire broadcasts.

Bob Bence added to announcing staff of KPRC was formerly on KPRC for two months. Dobbie's morning hour over Don Lee network.

Adele Burian, blues singer, has four sustaining programs on KTAB; formerly on staff of KYA.

### South

George Welderhold, program director of WHAS, lost his tonsils last week.

Walter B. Hallall, WHAS announcer, on vacation. Pete Monro just returned, will handle day announcements.

Greater Louisville Players wound up series of 'true police dramas' over WHAS. Boyd Martin, dramatist, 'dramatist' 'Courier-Journal,' directed.

WAPI, Birmingham, planning its 10th birthday soon, says Bill Papa, major director, for KFUW, Salt Lake City, permission to change from 50 to 100 watts has been asked of the Radio Commission, by KRMH, Shreveport, La. The license for WSEL will probably be transferred to Southland Radio Corp. The station is at Laurel, Miss.

Sylvester Gross ventures as program director for KFUW, Salt Lake City. Permission to change from 50 to 100 watts has been asked of the Radio Commission, by KRMH, Shreveport, La. The license for WSEL will probably be transferred to Southland Radio Corp. The station is at Laurel, Miss.

During her absence at Lake Placid the Street Singer and the Boswell Sisters will split the Etting, twice-a-week assignment between them.

## Tracey-Boswells Will Sub for Ruth Etting

Ruth Etting takes a two-week vacation at the end of her current contract with Chesterfield, Sept. 10. New contract given her by the etting account last week will bring her back to the session Sept. 24 for a 14-week stretch.

During her absence at Lake Placid the Street Singer and the Boswell Sisters will split the Etting, twice-a-week assignment between them.

## EB AND ZEB RENEWED

San Francisco, Aug. 29. Shell Oil Co. has renewed EB and Zeb, country store serial term on KPRC and the Don Lee chain in California, taking a second 13 weeks of the pair. EB and Zeb, who are Al Pearce and Bill Wright, also are on 13 Northwestern and Hawaiian stations via transcription, sponsored by Shell.

Oil company will take a one shot crack at the Blue Monday Jamboree on Sept. 5 sponsoring the two-hour Coast network program for one night only as part of a western sales campaign.

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## ABE

AND HIS  
**LYMAN**

CALIFORNIA ORCHESTRA  
Columbia Records, Eastwood  
PHILLIPS' DENTAL MAGNIESA  
Tues., Thurs., Sat. 8:15 (East)

COAST-TO-COAST

## WABC

PHILLIPS' DENTAL MAGNIESA  
WABC-Tues., Thurs., Sat. 8:15 P.M.  
**FRANCES LANGFORD**

MANHATTAN MELODIES  
WOB-Tues., Thurs., Sat. 8:15 P.M.  
Atop Empire State Bldg.

HAL BECKETT

ORGANIST  
Fox, Brooklyn, New York  
INDEFINITELY

RAYMOND PAIGE

Musical Director KJL, Los Angeles  
GUEST CONDUCTOR  
HOLLYWOOD BOWL SYMPHONY  
Directing Gerahwin's 'American in Paris' and the Belcher Ballet

VIRGINIA KARNES

MUSICAL COMEDY AND RADIO ARTIST  
Recently WLW, Cincinnati, KGO, Newark  
Now at KFM, Los Angeles-Special Paramount  
THIS WEEK PARAMOUNT THEATRE, LOS ANGELES

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

JACK DENNY

AND ORCHESTRA

Waldorf-Astoria Hotel

Victor Records

Gem Safety Razor

Program

Lucky Strike Dance Hour

Management M. C. A.

John P. Medbury

Master Without Ceremony

on the  
J. B.  
Dent  
Tues.  
Rene  
on the  
Stations  
Coast  
Network

JOHN

**SHEVLIN**

(TENOR)

After 18 weeks on WOR, an taking  
vacation for two months  
activities on the air Labor Day.  
Permanent address: 729 Amsterdam  
Ave., New York

# Major Radio Advertisers Lay Low 'Till Political Ether Blurbs Fade

Los Angeles, Aug. 29. Coast radio stations are having tough time signing commercial accounts for fall. Large advertisers fear political ether whiff will take precedent over commercial, and are hanging back until after November.

Stations selling time to candidates are forced by Federal law to give equal amount of time to opponents. Statute also makes it necessary for commercial programs to be side-tracked or set back to accommodate vote seekers.

Already several large air advertisers have set back fall contracts for continuity programs released at same hour and same date weekly in favor of spot booked time and programs. They claim they do not wish to have continuity programs disrupted by political blurbs, thereby losing listener interest through switching.

## SANDERS OUT THRU CBS CHI OFFICE'S FLOPPY

Chicago, Aug. 29. Bob Sanders, Chicago representative for the Columbia network band department for the past year, was given notice by Ralph Wonders during the latter's visit here last week. Neal Conklin of the New York office may temporarily handle the assignment until Wonders nominates Sanders' successor.

In the interim it is understood that CBS will have the LaSalle and Van Vleet Vandy Van of Columbia, which has heretofore refused to give free wires to dance spots, will be more liberal in the future in order to meet NBC's competition in this respect.

As reported, Columbia's Chicago band department will be on probation for the next six months, the penalty of an unsatisfactory showing being abolishment.

## 100% TENOR HOPE

Burns Cigar Signatures Play Regan  
—Also Extends 13 Wks

Robert Burns cigar believes it has found the distinctive, arresting voice that will get its program 100% listener concentration between the Burns and Allen patter interludes. It's that of Phil Regan, tenor. Anytime the commercial is contacted for young singer to join the show Sept. 14, with the contract calling for a minimum of 13 weeks.

Same time the account renewed its facilities contract with CBS for another 13 weeks and handed out similar extensions to the Guy Lombardo unit and the Burns-Allen duo.

## Femme Crooner Changes Mind and Returns to Air

Chicago, Aug. 29. Juanita Rae is returning to radio over NBC. In 1927-28 she was part of a pioneer radio team of girl crooners that rated among Chicago's 10 best in those far-off radio beginnings of five years ago.

Known as May and June, the other member of the team went to New York and is now known in eastern radio as Harriet Lee. Miss Rae disliked New York and dropped out of radio, splitting the duo.

## East-Dumke Switch?

Armour & Co. may be the next signatures on East and Dumke's radio checks. Packers out in Chicago have given the pair (Sisters of the Skillet) a hearing, the act being piped from Boston where the boys were singing a stage date.

Same time the commercial listened to a Chi NBC studio combo, with the idea in mind of using an orchestra for the team's background.

## 'Tarzan' Air-Waxed

San Francisco, Aug. 29. Second transcription of the NBC program board is slated to give the Fred Waring combo the double ear the latter part of the current week.

Waring, now on a swing of the KKO circuit, comes into the Palace Saturday (3).

## Chess Broadcast

Los Angeles, Aug. 29. Add treat to press stunts: Billy Sharpley broadcast over KXN, Hollywood, play-by-play moves of a world's championship chess match by short wave from the Goodyear ship, where the brain battle took place.

# MYSTERY AND DRAMA AIR AVALANCHE

Click of the Lucky Strike crime adventure stories is held mainly responsible for the flood of bankrolled mystery drama programs scheduled to hit the networks this fall. Commercial at the tail end of last season had become leery of the dial appeal of the horror and who-killed-cool-robin type of yarn, and the trend was decidedly away from them. The cliche roller, however, uncoiled a different way of dressing them up and returned the mystery drama cycle to the air waves successfully.

That this type of entertainment had spent its attention seeking force was indicated the past spring when George Washington coffee called off its Shogun Holmes versions and substituted a musical show. Several other chain commercials whose contributions to the ether came under the same category soon followed suit. Among the latest was the Tennessee Producer Corp., confessor of Breathless, with its 'Witching Hour' series.

Exodus of these sponsored thrillers left the major audience stillingly alone to the broadcasts of the Eno Crime Club, which has been running all summer. Spotted around the country there has also been the recorded 'Chandu, the Magician' tales, aimed by Benaut Packing. But these programs never assumed standard proportions as attention pullers, at least nothing as compared to the regular Tuesday night 'Shogun' by Lucky Strike, as attested by recent listener percentage surveys.

## 40% Dramatic

Among the commercials already set to climb aboard the networks with mystery scripts are Blue Coal Co.'s 'Big Bear', 'Easy Aces', 'Shadow', 'menace', 'Bourjois', Inc. 'Evening in Paris Mysteries', 'Diamond Crystal Salt', 'Capt. Diamond's Adventures', Hills Brothers' 'Dromedary', 'Lavender', and Campagna Italian Balm 'Fu Manchu'.

Scanning the lists of new shows contracted by NBC and Columbia for early fall debuts reveals that close to 40% of them are dramatic scripts, the highest percentage yet scored in the commercial history of the networks. Included in the NBC column is the Raymond Knight 'Whetstoneville' series; Western Clock Co.'s 'Big Bear'; 'Easy Aces'; Hills Bros. 'Dromedary Caravan'; Ralston Purina Co.'s 'Seketary Hawkins'; Diamond Crystal Salt Co.'s 'Captain Diamond's Adventures'; Pacific Coast Baux Co.'s 'Death Valley Days'; U. S. Industrial Alcohol with a yet untitled script, and A. C. Gilbert with a kid story yet to be picked.

Columbia's slated script entries include Wrigley Gum's 'Myrt and Marge'; the same firm's 'Lone Wolf Tribe'; the mag 'Time's' 'March of Time'; Bourjois' 'Evening in Paris Mysteries'; 'Easy Aces'; Campagna Italian Balm's 'Fu Manchu'; and Hecker-Ho Co.'s 'H-bar-O Rangers'.

## Auditioning Waring

With a commercial that's looking for a name in mind, the NBC program board is slated to give the Fred Waring combo the double ear the latter part of the current week.

Waring, now on a swing of the KKO circuit, comes into the Palace Saturday (3).

## Mary Pickford Ethersing On Radio's 'Air' Program

Hollywood, Aug. 29. Mary Pickford will be star attraction on Radio's Hollywood on the Air' program, Sept. 8, which will also contain a heavy plug for UA's 'Rain'.

Miss Pickford will be either interviewed by Adela Rogers Hyland.

## NEW RADIO PROGRAM'S TRADE SHOW PREVIEW

Introducing the trade showing idea to radio, Jimmy Gillespie, former Paul Whiteman manager, unveiled at Carnegie Hall to program impresarios from the ad agencies something novel in the way of a musical show. Principal item on the 45-minute bill was the original instrumentation of 47-piece orchestra under the direction of Albert Cassaday.

Strings were entirely eliminated from the organization, with woodwinds taking their place. Effect was not only unique but deeply impressive upon the critical audience gathered for the occasion. Also given an airing for dial attention were John L. Fogarty, tenor, Wilfred Glenn, basso, Jeannie Lang, singing comedienne, made up of by Arthur Judson Phillips, and Harry Brewer, xylophonist.

## WILL HYPO PROGRAM

Lucky Strikes After Varied Features, Including News and Names

Recognizing that its programs are becoming too formula, Lucky Strike is intent on giving its other routines a hypo by jazzing them up with a variety of features. The Capt. James A. Mollison talk was the forerunner of this sort of thing. L.S. is auditioning a flock of variety stage talent including Milton Berle, among others, and will also introduce 'big news' and other name features in between the dance stuff. Groucho and Chico Marx have been approached, according to report, and other screen and stage celebs may be utilized.

A free running of m.c.'s is also planned. Walter O'Keefe is the present ceremonial master. Walter Winchell's absence from the ether is also by no means temporary by L.S.

## Radio Plug for Ringling Big Show of Little Help

Minneapolis, Aug. 29. Ringling Brothers' Barnum & Bailey's circus broadcast from the circus lot over WCCO, Columbia chain station, for 15 minutes at the supper hour on Monday, Tuesday and Wednesday nights during its Twin City engagement. A member of the publicity staff took listeners in on a tour of the lot, describing the various sights, and the band played several numbers.

The show did a disappointing business its two days here and one day in St. Paul. The big tent was only half or less filled at the six performances. The circus is scheduled to visit the Twin Cities this season, the other having been another Ringling show, the Al G. Barnes circus, which also played three days.

## Winchell Off Air

Walter Winchell is off the air for Lucky Strikes or anybody else. Winchell 'side lines' were what undermined his health and A. J. Kohler, publisher of the 'Y. S. Times', has expressed himself pleased that Winchell is laying off the extras and sticking to straight columnizing.

## Kolynos 'Barber'

Kolynos has taken over the 'Bill the Barber' script series and will give it a 13-week bankrolling over the CBS local show, WABC, on a five-evening-a-week basis, starting Sept. 13. If the show clicks locally it will be extended over the network either before or after the expiration date on the WABC contract.

Local commercial to use the script was Jour Hair Wave, which carried it for a while over WMAQ, Chicago, last spring, after the agency on the account, Blackett-Sample-Tumhardt, had supported the show on a test run of nine weeks.

# Agencies Favor Both Nets for New Programs to Secure 100% Coverage

## Schnoz Advice

Hollywood, Aug. 29. Depths to which radio announcing on suburban stations can descend illustrated by the signing off comment: of a KMPG announcer, following a used-car company program.

'Adios until this time next week,' the speaker said. 'Remember folks, keep your head up and your nose clean.'

One innovation that the new broadcasting season will introduce on a wide scale, opine ad agency men, is the use of both chains for the same commercial. Trend, say these program impresarios, is to get away from playing with a single network exclusively and to make sure of broader listener coverage by splitting the other contributions between NBC and Columbia.

Departure from the old policy will mean the spending of more money both from the time billings and from the advertising agency. But the difference, hold the agency observers, will be certainly worth it. This discount merely amounts to the discounts allowed for so many broadcasts within periods of 13, 25, 39 and 52 weeks, so that the more programs a commercial shoots along a consecutive stretch the cheaper becomes the cost of each successive batch of broadcasts.

# WRIGLEY WILL 'EXPOSE' MYRT AND MARGE

Chicago, Aug. 29.

After much discussion and consideration Wrigley Gum will spill the beans to the public about 'Myrt and Marge' being in private life mother and daughter. It is figured that a large volume of publicity will result. As fan stuff the disclosure is rated as the new season's first breath-taker, as if Greta Garbo were to confess she was Ramon Novarro's aunt!

Trade has, of course, known quite generally that Myrtle and Marge was the mother of Donna Damerel who plays Marge in the act of backstage life written by Miss Vail. Father, George Damerel, is also an ex-vaudevillean.

Case of 'Myrt and Marge' has become a classic in Chicago radio circles. One of the most popular programs originating in Chicago and one of the America's 12 leading radio attractions 'Myrt and Marge' a year ago was but an idea of Miss Vail's who didn't know an advertising agency from a reception clerk.

One day Miss Vail, script in hand, accomplished the impossible. She got through three other offices and into the private sanctum of P. K. Wrigley. Then she used her vaudeville personality to turn a 'cold' situation across a desk with herself playing all the parts. She sold herself, her scripts, her daughter and became in a few months a radio big time.

## Readying for Cantor's Chase & Sanborn Return

George Price goes on the Chase & Sanborn Sunday hour with Harry Richman for the Sept. 4 and 11th sessions, with the program scheduled to be held down exclusively by the former for the following four weeks. Coffee account figures that Eddie Cantor will be free to step back into the old spot by the middle of October.

This Sunday's (4) program will be the first bringing Richman and Price together. Following the 11th shot Richman leaves New York for a Public tour.

Cantor has 20 more weeks to go for C. & S. on a previous contract.

## Swift Auditions

Swift & Co., now using the Stebbins Boys to plug its ham and a Sunday afternoon concert affair to advertise its Vigoro fertilizer, are auditioning for a program to take care of still another one of its products. Candidates on this end are being piped into Chicago, the packer's home office.

Among those already given a hearing out of New York are Harriet Lee and Her Boy Friends, the Three Keys, John Fogarty and a supporting trio and Allen Prescott. All, with the exception of Prescott's, come under the heading of harmony acts. Prescott, connected with WINS, New York, put on a couple of episodes from a serial script he wrote.

## Medbury Sought as M.C. For 'Hollywood on Air'

Hollywood, Aug. 29. NBC is figuring on a permanent M.C. for its weekly 'Hollywood on the Air' program, from Radio Pictures studio.

John P. Medbury offered the spot, but no deal until question of cash is settled.

## For Shut-ins

Chicago, Aug. 29. 'WLS inaugurated a Saturday afternoon program for shut-ins and invalids Aug. 27, to continue through the season.

Chuck Ray and Frankie, Linda Parker, and Elsie Mae Emerson will provide the entertainment. It's called 'Drifting and Dreaming.'

## THE JORDONS' SET

San Francisco, Aug. 29. Paraffine Companies, Inc., go NBC Sept. 8 with 13 weeks of Thursday quarter hours.

Music-talk programs will be 'The Jordons,' featuring Gail Taylor and Myron Nisley.

Meantime the chain has the task of giving the mystery drama six weeks of heavy tom-tom beating. Five weekly 15-minute periods, in addition to the one given the film last Friday (26) night, have been set aside to bestow upon loud-

(Continued on page 54)



## Inside Stuff—Radio

While there is no direct restriction against price quoting on the air, Federal Radio Commish frowns upon it and the big networks discourage it. This accounts for the laboriously roundabout script ideas some of the programs utilize to convey price economy. Some are as humorous as they are ingenious.

For example Gus Van, in exploiting the Jitney El Toro cigar, has his ad splinter ballooning that 'this imported cigar costs only the price of a local phone call,' etc. It would have been a time saver to say \$c. and be done with it.

Gem razors, to plug a prize package idea, goes about it through the medium of a stooge character who is sent to the corner drugstore with a 50c. piece to pick up one, and 'mind you, you get change out of that 50c.' It takes all that and more phraseology to convey that this prize package, which includes razor blades, cream, etc., is probably around 39c. But such are the network restrictions that this info can't be ethereally conveyed.

The lesser one-lug broadcasters have no such qualms or ethics. They come right out with prices on their cut-rate clothing or whatever is being exploited.

The price quotation thing seems to be the difference between a class advertiser going on the air for good will and institutional ballyhoo, and a catch-em-quick merchant plugging his cut-price merchandise.

Chicago radio stations were approached last week with a unique inquiry from a man in Kenilworth, residential suburb. He wanted to sell his \$10,000 home and figured it would cost him \$11,000 or more in commissions to real estate agents if selling it through the usual channels. So he wanted to spend part of that and advertise 'house for sale' over the air and sell direct.

WGN, owned by the Chicago 'Tribune', is understood to have flatly (Continued on page 54)

## Reciprocity

When Blue Coal debuts on Columbia, Oct. 22, it will be the first time that one commercial will go out of its way to slip in a plug for another. It's all part of the contract the coal company had made with Street & Smith, the mag and book publishers.

In return for the credit given it on the coal session the publishing house will furnish the scripts for the mystery play interludes on the program. Together with the free use of these stories Street & Smith has agreed to let Blue Coal revive 'The Shadow' characters a figment that the publishers had given heavy play while they themselves were on the air up to last season.

## 8 GRATIS, 'TIME' OKES 20 MINIMUM COMM'L

For the eighth week that Columbia carries 'March of Time' as a sustaining program 'Time', the nation's premier magazine, is to be shown for a minimum of 20 weeks to follow. To avoid any kickback from its affiliates, the network saw to it that the contract for the commercial stretch covered every one of the stations taking the session on a sustaining basis.

Program when it returns to the chain, Sept. 5, will be produced out of the ad agency representing the mag, Batten, Barton, Durstine & Osborne, with the latter collecting its fee from the network for the service until the thing goes commercial, Nov. 4.

## Little Bits

(Continued from page 48)

lends a helpful hand as feed and interlocator, injecting an occasional light touch with his expressions of amazement that sum up as just so much hoke, but yet are needed as breaks in Terris' long-winded monologues.

'Strange Case of Mr. Grimby' turned out one of the more exciting tales from the Lucky Strike crime series. Though moving swiftly and tellingly in the enactment, the plot grew a little too complicated toward the end of the drama's first half, but these knots were soon straightened out following the musical interlude.

Villainy of the murderous Mr. Grimby was laid on much too thickly for these more sophisticated days. Heavy's deeds and mannerisms were reminiscent of the twelve-thirt melodramas. Admittedly makes for mounting excitement, but on the other hand, when once the delicate line of credibility is broken it can also make for guffawing.

Regardless of this tendency to overstatement in the melodrama, the series still stacks up as the leader of that field and a big credit to the author, John Curtin.

Erno Rapee's Viennese program, WEAF, was a peach. Himself of Teutonic extraction, the maestro's 'feel' for this sort of music probably explains much.

It's in line with Rapee's NBC series of nationalistic music.

Whoever does the Gem razor splinter tried to essay kidding of the advertising, but it got to be quite insane. Just because they repeat 'but we're not supposed to advertise the fact that, etc., etc., doesn't take the curse off it.

Benny Friedman was Ed Sullivan's guest star this night. The former Michigan quarterback could have used a little more discretion in describing his prowess of shooting those forward passes, but Benny is known for being backward about himself, and the Navy capitalized on it one year.

For the concertment of the Friedman grid stuff, sound effects of roaring crowds, etc., were etherized.

Like Gem, which is giving away its new blades, Barbasol is plugging a new toothbrush 'with your own name embossed on the handle', gratis for the asking to the Indianapolis company, in exchange for name and address.

The giveaway thing is now getting to be about the best check the companies have on audience reaction, although that's no particularly satisfactory indication in view of the wholesale cheating such free offers inspire.

Western P. M. A. Paul Whiteman have been notably bad in several recent instances. Out-of-town reports that the orchestra's engineering has made the kingdom of jazz seem more like a chop suey joint than the elegant Biltmore.

## COAST STATIONS REAP POLITICAL HARVEST

Los Angeles, Aug. 29.

Almost every station in town dropped standard commercials to-night (Monday) to reap a double-rate harvest from politicians seeking nomination in tomorrow's primary election.

KNX and KHJ have been getting most of the political plug during past few weeks, but today all locals got in on the money, with scarcely anything on the air tonight but election chinning.

## LYMAN'S RETURNS

Back on Phillips Sept. 29—Also Renewed for Dandierne

Phillips Dental Magnesia withdrew from Columbia Thursday (28), but will be back on the same network with the Abe Lyman band Sept. 27. On his return Lyman will have with him a name m. c. and a new set of warblers. None of these have as yet been picked.

When the dentifrice called the session off temporarily last week it had completed a whole year's run on the chain, with Lyman's main attraction throughout. New contract guarantees the bandman a consecutive 39 weeks.

Lyman is also tentatively set to return to the same radio show on the same network a day or two after the Phillips opening.

## Irene Taylor from Chi as Whiteman Replacement

Paul Whiteman is bringing in Irene Taylor from the Edgewater Beach hotel, Chicago, as warbler substitute for Mildred Bailey. Later goes on tour, as a single, for Publix. Her differences with the maestro over salary demands have been previously aired.

Miss Taylor has been on the air with Charles Agnew's orchestra from the Chi north side hostelry.

Whiteman, when notifying the NBC Artists of his intention to release Miss Bailey, expressly stated that she not be booked with another band. Warbler's contract with the network has until next March to go.

## Air Hours at Auction

Brussels, Aug. 19.

Seems certain Radio-Luxemburg will open early in September all broadcast wave-length not yet agreed on. Broadcast publicity in English, French and German is the new station's raison d'être and bids for air time are coming in so rapidly competing the hours up at auction. Out of paid publicity, Radio-Luxemburg will broadcast music and talks on the theatre, cinema and literature.

For theatrical criticism M. Lugne Poe has been engaged.

## For Farmers' Wives

Chicago, Aug. 29.

Separate from their forthcoming NBC network show, Reid Murdoch, maker of Monarch Brand foodstuffs, goes on WLS, the farmer station, every Friday and Saturday at 8:30 a. m. Farmers' wives get up early.

Martha Crane and a male quartet will seek to divert the home-makers.

## COAST AIR SERIAL SET

San Francisco, Aug. 29.

After last week's preview of its forthcoming NBC serial Golden State Milk Co. has decided upon Sept. 10 as a starting date, put on the continued sketch five nights weekly over KGO and KFI.

Cast selected includes Dorothy Desmond, Barton Yarborough, Charles McAllister, Anita Calorout and Jack Mery.

## METRO, RADIO CO-OP. ON 'FU'

Chicago, Aug. 29.

Metro-Goldwyn-Mayer has asked and received assurances of 'protection' for its forthcoming 'Mask of Fu-Manchu' from N. Porter Caldwell, who controls the radio rights to all of Sax Rohmer's works. Radio adaptation starts over CBS from WBBM, Chicago, on Sept. 26, about two weeks before the Metro picture will be released.

Entirely different story will be used on the radio program sponsored by the Italian Campagna Balm. Publicity tie-ups between radio and screen are likely.

Sax Rohmer, the English author, will appear on the first broadcast being picked up in New York ahead of the Chicago dramatization. It's Rohmer's premiere radio talk.

Milton Charles, organist, back at the Mastbaum, Philadelphia, after six weeks in England. Has a proposition from the Bernstein string of cinemas over there to do organ presentation work next winter.

**CAB CALLOWAY**  
COTTON CLUB ORCHESTRA  
ON TOUR  
Returning to NBC  
Network from  
COTTON CLUB  
in September  
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, Sept. 5, 8:30 P.M.  
Wednesday and Fridays  
12 to 12:30 A.M.  
Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
709 Seventh Ave., New York

**MILK BROTHERS**  
and 4 Boys  
and a Guitar  
COLUMBIA  
BROADCASTING  
SYSTEM  
Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
709 Seventh Ave., New York  
8:15 P.M. Mon-Thurs.

**DUKE ELLINGTON**  
AND HIS JAZZ ORCHESTRA  
WEEK SEPT. 3 FROM  
MILK BROTHERS  
COLUMBIA NETWORK  
COLUMBIA, N.Y.C.  
Wed. Sat. 12:30-1:30 P.M.  
Personal Management  
IRVING MILLS  
Mills-Rockwell, Inc.  
709 Seventh Ave., New York

**CASA LOMA ORCHESTRA**  
NIGHTLY FROM THE  
STEEL PIER  
Atlantic City, N. J.  
Radio Station WFG  
Personal Management  
R. C. OKREE  
Mills-Rockwell, Inc.  
709 Seventh Ave., New York

**DUMB CRACKERS**  
**ROBERT BURNS PANETELA**  
WABC  
Every  
Wednesday  
Evening  
at 9  
**BURNS AND ALLEN**  
Dir.: WM. MORRIS AGENCY

**ALICE JOY**  
WATKINS  
Mills-Rockwell, Inc.  
709 Seventh Ave., New York

**Baby Rose**  
**Marie**  
The Biggest Smallest Attraction  
on Radio and Stage  
Headlining—Orpheum, Minneapolis, Aug. 30  
Dir.: WEDER-SIMON

**HI THERE!**  
**RAY PERKINS**  
BARBAROLOIST  
Management N.B.C.  
**KUZNETZOFF and NICOLINA**  
24th CONSECUTIVE WEEK  
"STEERO" Program, Wednesdays, 10:15 a.m., WEAF

**BITING HIS NOSE**  
Short-Sighted Network P. A. Antagonizing Newshounds  
Radio editors on several of the New York dailies are cooking on a network p.a. over what they term an 'unethical practice'. Instead of sending them the material exclusively on an angle requested, this lad, they claim, whips their columnists' ideas into stories and immediately makes a general release of them.

**Chi Radio Editor Goes Commercial—1st Time**  
Chicago, Aug. 29.  
Charles J. Gilchrist, radio editor of the Chicago 'Daily News', has been signed to broadcast radio chatter on the Reid Murdoch Monarch Foods program, starting Oct. 2 over WMAQ. Although newspapersmen in New York are not strangers to the microphone, this is most unusual in Chicago.  
Hazel Flynn, film critic of the Chicago 'American', formerly had a tie-up with a commercial program.

**Variety Audition**  
Buddy Rogers' band was included in the batch of six programs auditioned by NBC for Corn Products Corp., slated to hit the ether the latter part of September.  
Other acts given a hearing by the commercial were Lillian Cabell and Ned Weaver, May and Ethel, harmony team; Cyrus Spragg, pianist; 'Red' Adams in a dramatic sketch; the Meloclatons with Lew White, organist; the Ramblers, harmony trio, and Louis Katzman's orchestra, and a serial called 'Murder in the Night Club.'

**Authors! Authors!**  
Al Boasberg will write other comedy material for Burns and Allen the next 13 weeks. Signatures on the assignment were exchanged yesterday (4).  
Arrangement does not affect Eugene Conrad's status nor that of the other gag contributors to the Robert Burns cigar comedy team.  
Songwriters on Parade, act coming premier seven consecutive, to the Steel Pier, Atlantic City, Sept. 2.  
Mey Lyons' band at Robert's cafe, Frisco, succeeding Bob Spencer.

**RAY PERKINS**  
BARBAROLOIST  
Management N.B.C.  
**KUZNETZOFF and NICOLINA**  
24th CONSECUTIVE WEEK  
"STEERO" Program, Wednesdays, 10:15 a.m., WEAF

**RUTHETTING**  
GLORIFYING THE POPULAR SONG  
ON  
**CHESTERFIELD Program**  
COLUMBIA-COAST-TO-COAST NETWORK  
WED. SAT. 10 TO 10:15 P.M.  
Management  
**THOMAS G. ROCKWELL**  
709 Seventh Ave., New York





# New Music Men-Radio Deal Means Salvation from Bankruptcy for Many; Over \$2,000,000 First Year

It's a feather in the caps of the Tin Pan Alleyites that the National Association of Broadcasters ratified the royalty percentage deal of three, four and 5% per year, on commercial programs, for the next three years for the use of the music controlled by the American Society of Composers, Authors and Publishers.

It means as much ethically to the music men as does the economic salvation which the new deal affords them. It evidences that the radio interests concede the value and importance of what the music men control.

It was presented to the NAB that the nurturing of the talents of the society was as much, and more, to their own best interests, as to the music men. For without music, the backbone of radio would shrivel. Music men have repeatedly pointed out that broadcasting needs this source of popular music constantly for the economic survival of its commercial halfheartedness.

**\$150,000 Per Ver. Per Firm**  
For the publishers, the new deal means a greater source of revenue and, it is frankly conceded, the salvation from almost certain bankruptcy from the way things have been going over the summer. It is hoped that ultimately it will yield \$150,000 to \$200,000 annually to a Class A publisher which will be sufficient of an income from these performing rights—basically a by-product—to underwrite the publisher's business for another year. Right now the average quarterly dividend to Class A pubs is around \$9,000, or under \$40,000 a year.

Class A songwriters have been getting a little over \$5,000 a year from his society dividends will likewise receive a larger annual income with the prospect that within a few years, under a new deal beyond 1935, these performing rights for a copyrighted music will assume even greater value to all concerned.

**Too Conservative**  
Broadcasting's income from commercial sources is conservatively estimated at \$60,000,000 for the current year. Another \$10,000,000 will reach that level through 1933, and certainly there is nothing to indicate that radio's income has not yet attained its peak, the cut derived by the society should come within \$2,000,000. That of course would not include the fees collected on sustaining programs.

As part of the new contract with the broadcasters the latter assessment has been appreciably revised downward, so that the major portions of the tax load will be carried by the higher powered outlets. And since a heavy share of these big wattaged transmitters are owned or controlled by chains, the net \$2,000,000 will come from the CBS and NBC executives.

Society's estimates of its income under the new percentage deal were given as \$1,500,000 for 1932, \$2,000,000 for 1933 and \$2,500,000 the third year, in addition to the sustaining charges. It is obvious that these figures had been based on a \$50,000,000 gross income for the entire broadcasting industry. This figure is not only too conservative but completely out of line with the facts at hand.

NBC and Columbia themselves as based upon the increases for the first six months of the current year should easily make up to \$60,000,000 total. With this as a substantial starting point, it can be circumspcctly estimated that the income derived annually from the succeeding year will range between \$70,000,000 and \$80,000,000. That's over \$2,000,000 to the music men at the first year's 3% computation.

**PRISON PROGRAM**  
Wayne Husted (25451), Michigan State prison, Jackson, etherized a special program from the prison hall dedicated to the late Tommie LaRue, armless songwriter, via WJLB.  
Mitchell Banowak batoned the orchestra. Program was gotten up by Husted and Louis Munger.

## Those \$1 Fines

Los Angeles, Aug. 29. — Russ Colombo, Henry Bussie and Benny Rubin may not know it, but Los Angeles musicians' local has slapped fines on them.  
Jazz boys have been socked a buck each for failing to report changes of address.

## Studios, with Pickup In Prod., Brightens For Writers of Tunes

Hollywood, Aug. 29. — Increased picture production has brought more activity to studio music departments than at any time during past year, with Fox, Metro, Radio and Paramount calling writers in to compose and score films now in work.

At Paramount, writing of background music for 'Blonde Venus' brought Oscar Potoker, P. A. Marquand and W. Franke Harling on the lot to ask John Liegold, Ralph Rainger, contract composer, left New York for Coast Wednesday (24) to start scoring 'Big Broadcast.'

Max Steiner, in charge of Radio's music section, is taking over the second floor of building in which department is located and adding scores and arrangers, first of whom is Bernard Kasman.  
Will Burton and Val Jason are Fox's latest songwriting acquisitions. This studio is building its tune department to greater proportions, with Burton and Jason the first ones brought in since James O'Keefe was placed in charge.

Metro music department is getting ready for series of two-reel musicals which Jack Cummings will direct next season.

Fox will import foreign songwriters as part of its enlarged music department plan. First picture to get 100% musical background is 'Chandu, the Magician,' now being synced.

Studio has Arthur Lange, Edward Killyne, George Lipschultz, Reginald Bassett, J. S. Zamenick, Emil Friedhofer and Cecil Copping in its scoring department.

Two songs slated for 'Rackety Raz,' one a title number, other a football tune. Sammy Lee using line of 30 dancers and 30 showgirls in same production.

## DRAWING DOUBLE

\$4,500 for Calloway to Lay Off and Make Film Sequences

Cab Calloway and orchestra, slated for the Brooklyn Paramount picture, is about with the Mills Bros., dropped out but is being paid his regular salary, \$4,500. He's to hang around the Paramount Astoria lot to shoot sequences for 'The Big Broadcast.'

Both colored acts were purposely booked in Brooklyn to be near the studio. While arrangements were being made, the Mills Bros. had it would need Calloway for longer time stretches.

Pay-off salary is in addition to the band's share for the picture sequences.

## Black Ball for Concert Sponsor Urged on A.F.M.

Los Angeles, Aug. 29. — Los Angeles Musicians' local has petitioned the American Federation to put T. S. McFarland, concert promoter, on the International's defaulter's list.

According to Louis Castelletti, leader of orchestra that played concerts at Long Beach and Santa Monica, McFarland commenced paying bills and after taking \$250 from b. o.

Union is holding C. Stedwell responsible for unpaid salaries.  
Cliff Odome, former Dolores Mitchell, who said to have issued a worthless pay check for \$345 to musicians, also slated for spot on International's unfair list if head body follows L. A. recommendations.

## Trumpeter Gets Soviet Bid at 400 Rubles Per

Los Angeles, Aug. 29. — Soviet government has made an offer to Vladimir Drucker, L. A. Philharmonic trumpeter, to tour solo at the Academic theatre of Soviet, Moscow, for a year at 400 rubles a month (\$200).  
This is said to be the only time anyone has been invited without an audition as demanded by Academic regulations.

## BAND BOOKING EN BLOC COLD

Band booking offices are finding it tough this season to tie up the important hotel and radio spots on the country on exclusive booking contracts. Managements say they want to be free to pick their musical attractions in the open market and, any number of bands to book a dance combo which they figure can bring them a profit at the turnstile.  
Argument of the hotel and cafe men is that the day of aligning themselves with a single booking organization so as to assure themselves of an ample number of name bands is over. No longer, they aver, will the situation analogous to the film block booking idea bind their operations, when in order to get certain name attractions they were compelled to accept also several second and third rate combos.

**New Situation**  
Past year, contend the dance spot operators, has changed the picture completely. Bands are no longer a mean money at the grill are not concentrated on the books of one organization but are pretty well distributed among several band selling houses.

Radio has particularly served to change the complexion of the band business. It has built up previously minor rating units into bands of national advertising strength for certain circumscribed territories. For instance, a combo that has for a sustained period received a buildup out of WLV, Cincinnati, may not mean anything in the rest of the country, but through the south its story at the gate would be entirely different. And, it develops, the majority of these combos with the localized draw are allied with the smaller booking offices. Same goes, they point out, for a flock of the bands developed into national import by radio.

They remaining unobligated to a single booking organization, say the bright spot impresarios, they can step out and engage an inlie booked band that at the very moment is riding on the crest and rates surfeit in their localities. Freedom booking will also allow them to adjust their band budgets to changes in their business, especially in the slack periods when a pickup combo will do just as well as a second or third rate orchestra booked in at a far higher price level by an organization holding an exclusive contract.

## Witmark Catholic Club Convenes and Elects

The Witmark Catholic club, the names of whose members are plenty Catholic, had a special session last week for snacks and the annual election, at the Royal Tavern. No casualties except the squawks of retiring officers, most of whom are actors.

Without bleeding noses the new officers named are: John Francis Xavier McLaughlin, president; John Leo Fogarty, vice-president; George Francis Plantinga, secretary; Robert Emmott Miller, treasurer; Thomas Patrick O'Kelly, sergeant-at-arms; Thomas Michael McLaughlin, recording secretary.

Hearder that the club would recognize the 18th Amendment on a nodding basis only was then paraded. Music publishers' club is bullish on Irish tenors and other Celtic warblers.

## ODOMS VIEWING COLD

Hollywood, Aug. 29. — Cliff Odome, former Dolores Mitchell manager for Feist, here for a look around before starting round-the-world trip.  
Leaves for China middle of September.

# Music-Radio % Agreement Starts Demand for New Classification Basis by Society for Music Men

## 'Openings'

Metropolitan roadhouse, is making a practice of changing its orchestras every three or four weeks.  
Idea is an excuse for another 'opening,' with the first nights tapping the music publishers and song pluggers, and getting 'em plenty more.

## Form Movietone Music Co., Sam Fox, G. M., to Handle Fox Film Songs

Hollywood, Aug. 29. — As a clearing house for music from Fox pictures, studio has formed Movietone Music Publishing Co., with Sam Fox as general manager, and Sam Fox Music Co. as agent and distributor. Officers of Movietone Music are W. C. Michel, president; Sidney Towell, vice-pres.; E. C. Richardson, treasurer, and Edwin P. Kilroe, secretary. All are Fox Film men.

Deal will not interfere with other activities of Sam Fox Music, which has headquarters in Cleveland. Fox, having formed new music department at studio, leaves for New York this week.

## REPORT SOCIETY WILL SETTLE WITH ROBBINS

Reported that Robbins Music Corp., suing the American Society of Composers, Authors and Publishers for a Class A share of the society's income for the final quarter of 1931 and the first quarter of 1932 will receive these disputed amounts through a settlement. Robbins, after being demoted to Class D, was reinstated to A and received the second quarter of 1932 top class money.

Understood that the society, not caring to make a court issue of Robbins' charges, will offer full Class A money.

## STYMIED

Drake Hotel, Chi, Can't Switch Its Band Books

Chicago, Aug. 29. — Deal for the Mills-Rockwell office to take over the booking of the Drake, swank hotelery, was stymied by the local musicians' union ruling that despite change of management the spot would have to go on being booked by Kennaway, Inc. M-R outfit had Ted Weems lined up to step out of his MCA affiliations and to take over the Drake bandstand.

Operating control of the hotel had recently been taken over by Ben Marshall, the architect, who was under the impression, when opening negotiations with Mills-Rockwell that the contract with Kennaway had a 30-days' cancellation clause effective with change of ownership or management. Musicians' local after examination of the document, opined that the thing had three years to go and decided that the hotel would remain a Kennaway client regardless of the change in controlling interests.

## Commanders Would Stick Around Coast

Hollywood, Aug. 29. — Irving Aaronson and his Commanders are laying off here awaiting bookings. Several members of the band are opposed to going east on spec in view of local opportunities. Red Stanley, for instance, has a bit in the Fox picture, 'Walking Down Broadway.'

Aaronson's wife, Christine Aaronson, now in New York, is to be mentioned when with the Commanders as a dance soloist at the Palms nite club in Culver City. She appeared on the screen in 'Hat Check Girl.'

House cleaning from within the American Society of Composers, Authors and Publishers is on the tapis if the will of the rank and file of Tin Pan Alley counts for anything. So far it hasn't.

With the realization of a long ambition to make the radio interests recognize the value of copyright music for commercial broadcasting purposes, as ratified last week with the 3, 4, and 5% annual revenue from radio for the next three years, music men are in open protest against the operation of the society.

That the classification procedure will have to be modified or radically amended is a common complaint. This has long been a bone of contention among members.

The 'perpetual board,' which more or less runs the society, will have to facilitate matters, states the younger block, so that they, too, may reap a fair share of the income. The sentimentality, which, for example, kept as inactive a songwriter-publisher as the late Charles K. Harris on the board is being rectified. Same goes for some of the present Class A members, both writers and publishers.

It may be true that even today the Estate of Victor Herbert has sufficient value, through the wealth of Herberian music to entitle the prolific composer's heirs to a share of the royalty moneys, this is the rare exception. There are too many inactives among the big money-getters, complain the younger members, who are getting too big a portion of the income. This 'taking care' of the inactive or not overly active songwriters and publishers cuts into the income of the others.

**Too Many Dependents**  
It is charged that where formerly the society was a clearing house for by-product proposition, and these things could happen without much annoyance to the rank and file, today there are too many composers, authors and publishers depending on that quarterly dividend from the society for economic survival to make them as altruistic as in the past. Besides, the annual turnover of over \$1,000,000 places the society in the big business class.

The society's deal with the National Association of Broadcasters is, it is charged, being a means too much to all concerned and the result of the minimization of income from the normal channels of music publishing and mechanical recording.

Some of the society's local members state that they will use it that the modus operandi of the society does radical change in functioning.  
The most charitably inclined deprecate the inept point-scoring system of computing royalty apportionments.

One of world-famous songster-publisher stated: 'It's all the way your catalog is going. Take so and so (mentioning a lyric writer); for example. Two years ago he, as a member of the board, was agitating the inept point-scoring system of computing royalty apportionments.'

Today, as anybody in the trade knows, this fellow happens to have a few good songs riding. Now he's doing the squawking about being carried too much deadwood in the major royalty divisions this is cutting into the larger shares he might have received if the royalty allocation were strictly commensurate with actual mass and prolific performance over the radio, etc. So you see, it's how the show fits.

**Ratings Not Clear**  
The manner in which the classification of members was arrived at his always been more or less mysterious to the music business in general. But having no other alternative, the society, as the collection of the society's firms, is the only body of the writers and publishers can turn to.

# HOLLYWOOD and Los Angeles

"Variety's" Office, 6282 Hollywood Blvd., at Vine St. (Taft Bldg.)  
Phone Hollywood 6141

Bernard Shubert, writer, won a \$1,000 judgment by default from his erstwhile partner, Ruben G. Welch, on an unpaid note. Pair formerly operated a vaudeville presentation in which talkers were made on the stage.

Judgment of \$6,000 awarded J. S. Thurmond, assignee for Sam Behndt; against Lou Anger on a note given in connection with the Lew Cody Film company, which Anger financed in 1926.

Commission suit brought by Leo Morrison to recover \$1,300 from Spencer Tracy, continued until Sept. 12.

James Cruze Productions being sued in Superior court for \$2,071 by Marie Hohnke, assignee of Max Schlesinger & Co., New York. Sum claimed due for auditing distributing company books.

Lon Murray, dance stager, is trying to collect \$350 for a week's services in the prolog to the synchronized version of "Birth of a Nation," which showed at the Biltmore two years ago.

Mae Murray summoned to appear in Superior court for examination of her assets as a joint debtor in complaint of J. M. Berger, income tax advisor, who obtained a \$725 judgment against the actress, and is unable to collect.

Frank and Alma Lloyd obtained judgment for \$7,732 from Charles and Fay Hugobons on a note, and have been awarded foreclosure of property on which they held a mortgage.

Robert C. O'Brien brought Municipal court action against Salvatore De Santella, Cartha Circus pianist, for \$550 damages, arising out of an auto accident.

Huntley Gordon suing in Superior court to foreclose property of A. J. Machado in Artesia, Calif., to satisfy a mortgage.

Brown and Bigelow, advertising novelty company, suing Richard Talmage in Municipal court for a bill of \$173.

Noah Beery target of a \$300 Municipal court suit brought by Pacific System Homes, Inc., on a \$100 bill and a \$200 note.

Herbert Moulton, studio pianist, sued on \$100 note given La. Salle Extension University for a correspondence course in 1927.

M. A. Kerstin, operating Whittier Boulevard theatre, target of \$144 Municipal Court suit brought by Advance Traffic service for rental.

Harry Sherman, screen writer and producer, sued for \$601 rental by Castle Argyle apartments.

Harry D. Lawler, publicity man, filed wage claim against Montrose, Calif., American Legion post for balance of \$175 for services on a show.

Maddux, Inc., auto firm, got a \$133 judgment by default against Marie Prevost for repair bill.

Walter M. Murphy Motors Co. suing Gloria Swanson in Municipal Court for \$75 bill.

Because he did not make a statement on the stand, as required by law, David M'Nami was by County of Los Angeles for \$173 taxes.

W. L. Rosenberg, filed Municipal Court suit for \$170 he says he loaned Gregory Rattoff.

## Radio Reports

(Continued from page 50)

speaker adding a load of the picture story, a part of the build-up prizes totalling \$6,000 are being offered for an original solution to the three threats.

Initial theater episode showed a flock of pains in script adaptation, with the credit here going to Finis Farr for voice casting, musical presentation and general production. Speeches were shaved down to the minimum, with the clipped dialogue being much the more successful. By their first few lines each character could easily be visualized and sketched. Things moved along with smoothness and dispatch, weaving a clear picture of the plot's beginning and an air of tense mystery. In other words, a commendable job all along the line and something that should bring them into line with the successive first broadcasts. That is, if the subsequent scripts and enactments maintain the standard established by the first episode.

Even at that there is little doubt the program has many possibilities. The coin giveaway angle will take care of that. Obviously every contestant means a customer for the box office, with each being to see how close his or her solution came to the one on the screen.

To handle the introductory honors and retelling of the terms of the contest the network brought in its ace announcer, Graham McNamee, who sold it to them with commendable effectiveness. Copy placed in the hands was swiftly and unanimously worded.

**GUS WEBER**  
All String Orchestra  
30 Mins.  
Sustaining  
K. Los Angeles

Initial program by Weber's all-string orchestra, with piano and vocal accompaniment, hit air immediately.

**RKO STATE LAKE**  
CHICAGO  
7-RKO VAUDEVILLE ACTS—7  
GENE AUSTIN, SIDNEY  
FARION, JACK & VERA  
GLENN, FASER & FORD, Ochs.  
On the Screen  
'HOLLYWOOD SPEAKS'

diately following Amos and Andy, which probably assured heavy listening in. If future programs maintain similar standard station should find this musical group a valuable asset.

Outstanding instrumental numbers were "Paradise" and "When Day Is Done." Synchronic trio, harmonica singers, interpreted two popular numbers, and John Walsh with xylophone, was featured for novelty. Closing brought "Lullaby of the Leaves," with vocal refrain that showed careful preparation, and presented a fine showmanship. Weber is only all-string unit and have air on the Coast, and should have little trouble holding its own.

**HERNANDEZ BROTHERS (3)**

**Serenaders**  
WLS, Chicago  
Spanish songs in that language are twanged, yodeled and stilted by this trio from the Republic of Colombia, South America. It's melodic, pleasant, intermixed with dancing and the spirited cadences typical of the Latin temperament. It should be easy enough to accommodate to taste, which strengthens ability with novelty.

Language may be a detriment. Occasional arias in French or Italian or a snatch of Wagner in German is about the only foreign lingo heard over the bigger stations. Strictly foreign programs are on the lesser stations invariably.

**Land.**

**EARL S. MCROBERTS**

**Address**  
WJJD, Chicago  
Dr. McRoberts proved to be 10 minutes of theater extracted from two hours of phonographic chat. WJJD drones wearily along through the day with a flicker of brightness here and there to be discovered. Finally having exhausted all the mercantile possibilities and to keep the phonograph rotating, he hurriedly put its bearing WJJD gave up 15 minutes to the Illinois Medical Association.

Appropriate to the season, Dr. McRoberts discussed hay fever. This ailment is interesting only to its victims. Nicely professional in plan, but translating everything into pithy syllables. Dr. McRoberts having got could keep his listeners. He was a worthy representative of the pill guide.

From a radio standpoint it is im-

portant to remember that sustaining programs such as these costing the station nothing, bring a potential listening audience with them. All scientific bodies who present a radio speaker canvass their own membership and notify numerous other organizations interested in the subject.

It's a cinch WJJD couldn't hold anybody above the mental stamina of a radio show of this type of program that preceded Dr. McRoberts and followed him.

**RED and RAMONA**  
Songs and Piano  
15 Mins.  
Sustaining  
WJZ, New York  
"Red" McKenzie of the old Mound City Blue Blowers and Ramona, pianist find of Paul Whiteman's, both with the Whiteman entertainment organization, have the minute-frolic all their own on WJZ.

They do vocals, singly and as doubles, with Ramona accompanying with piano and humorously singing manatees of the twin. Their stuff is smooth and palatable, if not particularly distinguished, although they could fit into a light spot on a commercial with most of their air nabors. A-64.

**FRANKIE BASCH**  
"Razzing the News"  
15 Mins.  
Sustaining  
WMA, New York

Superior 7.45 p. m. for 15 minutes Miss Basch does her comedy stuff with the week's news, highlighting the events of the preceding seven days with plucky and humorous comment. It's editorial commentary on what has transpired but in a distinctly light vein. She belittles the week's events, hence the billing, "Razzing the News."

Miss Basch microphonically disclosed her wit and style, enhanced by a broad sense of humor, which is further substantiated by an engaging delivery. It's popular colloquial, in Noo Yawkish lingo and not particularly academic or elocutionary in its intent or import.

Hence, for a 15-minute spot such as WMA, Miss Basch is a pleasant incentive for most any audience.

**A-64.**

**SAMMY BOYER**

**Sustaining**  
WEVE, Reading, Pa.

Boyer is a singer of pop tunes, 15 minutes of an act. Boyer has a pleasant voice, though without any novelty in warbling or arrangement. He's a crooner.

It's his stuff, but gets in through the loud speaker to satisfaction for the afternoon trade. Boyer is a singer who does not believe in small portions. When he sings songs, he sings plenty. Ran through the entire 15-minute with hardly a pause. Not even to take time out for an announcement. If the listener wanted to know the name of any singer, it's got to be guessed from the warbling itself.

Boyer is accompanied by a pianist. Rather than so much, the program would be improved by a more subtle pace.

## Behind the Keys

(Continued from page 19)  
rection of E. C. Rhoden, division manager.

Spencer, Ia., Aug. 29.  
Spencer and Fraser theaters now being managed by F. S. Rhoden. Comes here from Minot, S. D., for Finkelstein, Inc., and succeeds F. C. Crosson.

**Duluth.**  
George D. Irwin, former Public City manager at Fargo, N. D., replaces P. F. Schwie at the Lyceum (Public) here.

**Milwaukee.**  
L. K. Brin's Majestic and Garden Hotel group-units in Milwaukee has reopened after several weeks of darkness.

**Denver.**  
C. W. Dickenson, former Columbia salesman at Pittsburgh, joins Educational here. Dickenson, who was manager of Orph. um, succeeded by Joe Gundy, assistant to Harry Huffman. John Lindhart moved from Bluebird to the Aladdin and Ross Seath goes to the Bluebird.

**St. Charles.**  
R. J. Garland, formerly manager, now selling for Columbia, replacing F. A. Wagner, who left for Frisco. Garland, who was manager of Rev. Churchill resigns as manager Egyptian Delta, succeeded by L. M. Harris of Denver Egyptian. Latter job of Mr. Harris.

Permanently closed: Bads at Bads, Col.; Ritz, Hobbs, N. M.; Opera, Tulsa, Neb.; and Avation, Venango, Neb.

R. D. Dreht sells Grand, Plagel, Col. to Wright & Twining. W. F. Widdow sells Palladium theatre at Palladium, Col. to R. W. Oberly. Blanchard, Tomlinson take over Tvo. theatre, Wray, Col., from Bianchi Tvo.

**Birmingham.**  
Public negotiating for a new site for the State, Jackson, Tenn. H. W.

## Inside Stuff—Radio

(Continued from page 51)

declined to accept radio "classified" advertising, but other stations were willing to accept.

Meanwhile the pad and pencil pioneers were figuring out what the man who wanted to sell his house could do on the radio. One possibility was a full hour's program for as follows:

Class A time, \$400; name orchestra, \$200; prominent tenor, \$75; piano virtuoso, \$50; soprano, \$25; announcer, free; total, \$750.

As a deluxe sponsor the man with a house to sell would undoubtedly become famous as the first classified advertiser on the air.

Idea stimulated the local imagination. The property-owner was reported most interested in one station's offer of four 75-word announcements for \$110.

Columbia system's new season's rate card has for its unofficial slogan, "More Power for Less Money." That more power refers to the increase of wattage of the CBS affiliates at Minneapolis (to 50,000 watts), Savannah (25,000), Philadelphia (50,000), Washington, D. C. (10,000), Charlotte (25,000) and Salt Lake City (50,000).

In a letter to the CBS affiliates, Kenneth Bolce, CBS v. p., in charge of sales, states that specifically the reduction refers to the elimination of the circuit charge on all westward broadcasts to the Pacific coast, reduced rates on Denver, Salt Lake City, Columbus, Norfolk and in the quarter-hour rate on the South Atlantic group and Savannah.

Here's an idea of the new rate: (night rate only) basic network (22 stations), \$5,375; basic supplementary (12 stations), \$1,690; south central (9 stations), \$1,675; northwestern (8), \$1,435; Pacific (6), \$1,350. For the entire system the charge is \$15,000.

Present radio season, according to the sales charts of the individual stations, is starting a month later than usual. Majority of the booking now being done is for an October start, rather than September. So that the sales sheets will show the big bulge in October rather than the month previous, as has been the case in the past.

Thus, while September generally is showing a decrease from former years, the October total is accepted as likely to be the biggest ever for that month.

No explanation for the switch, other than the slow awakening from the effects of the depressive summer. Also some talk about the continued advance through September, a notion that is being spread by the almanacs.

That radio isn't a 100% sure-fire "maker" has been demonstrated twice running from within the very vitals of radio broadcasting. One was the NBC's subsidiary Radio Music Corp's poppo in endeavoring to create new song material just through an intensive ether plug. Result has been that Radio Music is out of existence and the NBC's gigantic merger, including Peist and Fischer, has resulted in those companies being turned back along with one or two minor subside.

The other manifestation of radio's inability to propagate for its own benefit was the band booking dept. which NBC disintegrated admitting that it couldn't, by mere expression of will, force certain bands into public consciousness just through the medium of a recorded radio plug.

An old model T Ford may be a nuisance on the road, but it's an effective performer before a microphone. GE engineers of WGY say the car that launched a thousand jokes is the most natural sound producing machine yet discovered. Its squawks and sputters cannot be successfully imitated.

For a recent case in a sketch the broadcasting was done in an open field. A mike was rigged up and a Ford of early vintage was sent across its path in high. To stimulate the noise of an airplane ready to take off a second machine, with muffler open and engine idling, was used.

CBS executive family continues to marry into the lofty social brackets. Not many weeks ago it was the network's proxy, William S. Paley, to a girl from the west-coast's 400 and, incidentally, the former frau of John Hays. Now it's Paley's first v. p., Lawrence W. Lowman.

Bride is Mrs. Cathleen Vanderbilt Cushing, daughter of the late Reginald C. Vanderbilt, with the marriage taking place a week after she had obtained a Reno severance from Harry C. Cushing, III, broker. Lowman, at 28, is the youngest top exec with either of the major networks.

Pennsolt program on Sept. 4 will include the world premier broadcast of the German Beethoven-Moor double keyboard piano. Only one piano of this type is now in America, and has never been generally introduced, although when first invented (1936) it was toured through the States as a concert stage novelty.

Blasel-Weiser, Chicago, consigned to a radio organist. Understood NBC has made a bid to buy the instrument. One player gives the effect of two pianos.

NBC affiliates in the smaller cities are now plugging the personal appearance thing through local Artists' Service Bureaus. The General Electric's Schenectady station, WGY, is air-advertising a list of its entertainers who are available for in-the-flesh performances. In the main, group consists of artists who recently played local vaudeville dates under the title "The WGY Revue." Latter was ballyhooed nightly. Up to the time of the revue was wiped out, however, few of the performers had enjoyed professional stage experience.

McCoy, division manager, and G. J. Meredy had been in Jackson conferring with E. L. Drake, manager of the Paramount there. The old State theatre was destroyed by fire some time ago.

**San Francisco.**  
In an RKO shakeup Jack Coudy and Neil Crowley are out of the Golden Gate as house manager. Charles and Augustus managers, respectively. Emil Umann takes over the Coudy post and Charles Moran comes in from the Oakland Orpheum to succeed Crowley.

**Syracuse, N. Y.**  
Andy Roy is back as manager of the Paramount which reopened Aug. 25.

**New Orleans.**  
Ed Olmstead, southwestern contact at Man for R. J. O'Donnell, has taken over Saenger duties of Jack Meredith. Latter transfers to the operating division here.

**DOROTHEA ANTEL**  
316 W. 72d St., New York City  
**The Sunshine Shoppe**  
New Assortment of  
GREETING CARDS  
For All Occasions

**BOOKLET ON HOW  
TO MAKE UP  
STEIN'S  
MAKE UP**  
The Leading  
ACCORDEON  
in the United States  
The only Factory  
that makes all of its  
instruments made by hand.  
Guerrini & Co.  
177 Columbia  
San Francisco, Cal.

**H. MILLER**  
INSTITUTION OF INTERNATIONALE  
*Shoes for the Stage and Street*  
**SHOWFOLK'S SHOESHOP—1552 BROADWAY**









SALLY EILERS  
FOX  
"Hat-Check Girl"



MIRIAM HOPKINS  
PARAMOUNT  
"No Man of Her Own"



KAY FRANCIS  
WARNER BROS.  
"One Way Passage"



HILNI DUNNE  
R. K. O.  
"Thirteen Women"

# STARS

*who win the  
Hearts of Millions...*

**guard complexion beauty this easy way**



SYLVIA SYDNEY  
PARAMOUNT  
"Madame Butterfly"



ELISSA LANDI  
FOX  
"A Passport to Hell"



JOAN BLONDELL  
WARNER BROS.  
"Big City Blues"



HELEN TWILLEY  
R. K. O.  
"Unashamed"

## 9 out of 10 Screen Stars Use it

IT is Hollywood's favorite beauty care—this fragrant, gentle white soap. And Broadway's, too!

"We use Lux Toilet Soap," say the lovely stars on this page, "because it keeps skin always satin-smooth." And hundreds of other famous beauties agree:

Of the 694 important actresses in Hollywood, including all stars, 686 use Lux Toilet

Soap regularly. In all the big film studios it has been made official for dressing rooms. This very white soap is found in theatres throughout the country, for stage stars are equally devoted to it!

Surely you will want to try this gentle, luxurious beauty care that guards the world's most beautiful complexions!

## LUX Toilet Soap



MADGE KENNEDY  
"Bridal Wise"



NORMA TERRIS  
"Show Boat"



BETTINA HALL  
"The Cat and the Fiddle"



HELEN MORGAN  
"Show Boat"

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